ETEC case study

ETEC Harnesses the Power of All-in-One Event Management Software

EventsCase handled a surge in demand for tickets on its way to delivering a personalised experience to attendees of the ETEC's premier event.

BACKGROUND

The ETEC (the Education & Training Evaluation Commission) is responsible for the assessment and development of private and public schools in the Kingdom of Saudi Arabia.

An embodiment of its commitment to research and growth within education, the group's International Conference on Education Evaluation is one of its biggest and most important events. Between December 3-6, 2018, an estimated 1,500 attendees were expected to head to the capital of Riyadh to learn about the impact of future skills on their institutions.

Country: Saudi Arabia
Format: Large conference
Attendance: 4,000+
Industry: Education

AT A GLANCE:

Surpassed **app download** target by **46%**

drove **4x more attendee feedback** vs previous solution

Experienced **no downtime** following a **616% rise** in **ticket** requests

REAL TIME ANALYTICS
TOP USED SECTIONS

Agenda
Attendees
Chats
Exhibitors
Feeds
Floor plan
My favourites
My profile
QR
Speakers
Sponsors

REQUIREMENT

The ETEC was looking for an event management platform to boost levels of attendee satisfaction and engagement during its 2018 conference. Great emphasis was put on finding an **all-in-one solution** that could handle basic tasks like check-in and registration as well as some of the event's more unique requirements.

One **goal** was to provide attendees with **digital certificates** at the end of each session to supply evidence of their learning. The organisers also wanted a **mobile app** for hosting a multi-day agenda, and a **chat function** to help attendees communicate with one another.

After learning about **EventsCase** and its toolset, the ETEC presented a wish list of features, including:

- **Event app**
- **Chat function**
- **Online registration**
- **On-site check-in**
- **Push notifications**
- **Offline functionality**
- **Analytics to reveal top speakers and sessions**
- **Post-event surveys to capture feedback**

"It's rare to find an event management platform that can shape itself around the vision of its user. As the agency in charge of managing the ETEC's conference, we needed a customisable solution to deliver on elements that very few could provide.

"EventsCase adapted its technology and condensed a number of different features into a single user experience, bringing huge benefits from a client and attendee perspective."

Managing Director, Hawada Creative Solutions
Anwar Alshammari

SOLUTION

Event management platforms are often measured on their features and usability. But what good is a toolset if the engine powering it is not reliable?

This was highlighted during the ETEC's registration process, where 1,000 - 1,500 ticket requests were expected to be made. EventsCase saw nearly 13,000 coming through its servers, over 7,000 of which arrived on November 21 following a **single email blast sent to 50,000 people.**

Such a big surge in traffic may have resulted in downtime as click data showed thousands of users rushing to explore the same page over a highly concentrated period. The solution was able to withstand the pressure and, by consulting with the ETEC's predetermined criteria and venue capacity, discount 4,347 submissions. **EventsCase issued 9,246 passes - a staggering 616%** above the anticipated 1,500, and without any delay to service.

In the end, **4,000 attendees** made it to the conference and **were issued with a QR code for digital check-in and a certificate of attendance**, all via automation. Users were instructed to use the same codes for checking in and out of sessions, which provided evidence of their learning and again, without intervention from the organiser.

The **app** itself **featured a multi-day agenda**, complete with a lowdown on each session and speaker. All app content and functionality was available offline, while the organisers could also issue updates through push notifications.

The final touch was a **post-event feedback survey that could be completed via the app**, making it simple for users to provide their thoughts at the end of the event.
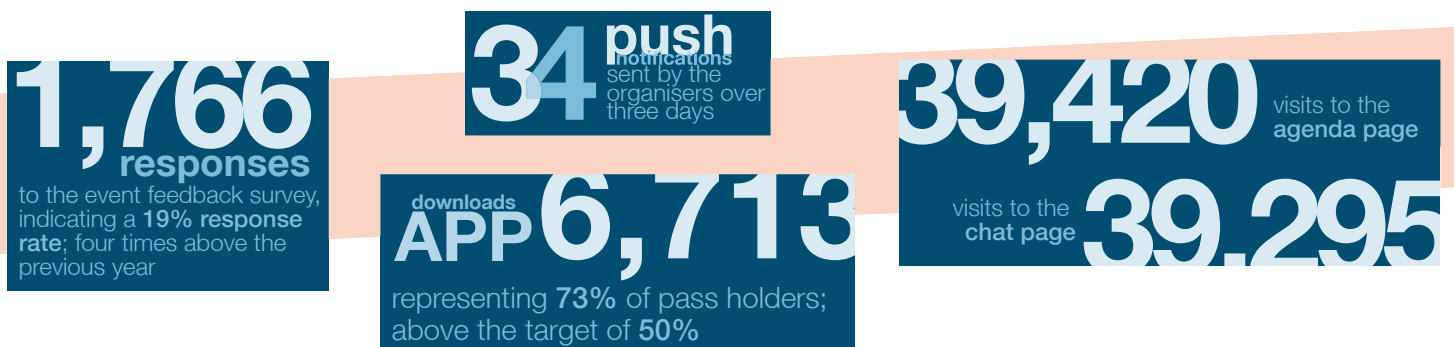
"You often hear about technologies that crash following an unexpected demand for tickets. Thanks to EventsCase, our team had the luxury of celebrating a rise in attendance and without the problems that tend to come with it.

"At the event itself, the app proved extremely popular. We were able to shed greater light on speakers and sessions through in-app content, which enhanced the overall experience."

Managing Director, Hawada Creative Solutions
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RESULTS

EventsCase wanted to go above and beyond for the ETEC. As well as meeting every one of its requirements, data gleaned after the conference revealed:

1,766 responses to the event feedback survey, indicating a **19% response rate**; four times above the previous year

34 push notifications sent by the organisers over three days

APP downloads 6,713 representing **73%** of pass holders; above the target of **50%**

39,420 visits to the agenda page

39,295 visits to the chat page

By analysing data from its custom dashboard, the ETEC also gained crucial insight into popular pages, speakers, sessions and attendees. This information proved invaluable in terms of shaping the organisation's event strategy for 2019.

"EventsCase understood our objectives and managed to tick every possible box. By exceeding targets for downloads and in-app engagement, it was able to strike a chord with our audience and deliver on a very challenging brief."

Managing Director, Hawada Creative Solutions
Anwar Alshammari