

High Attendance

Enterprise event management platform, designed to support business events from the concept to the post-analyzing stages.

Project details

Client

Christopher Justice

Country

USA

Team size

10

Project duration

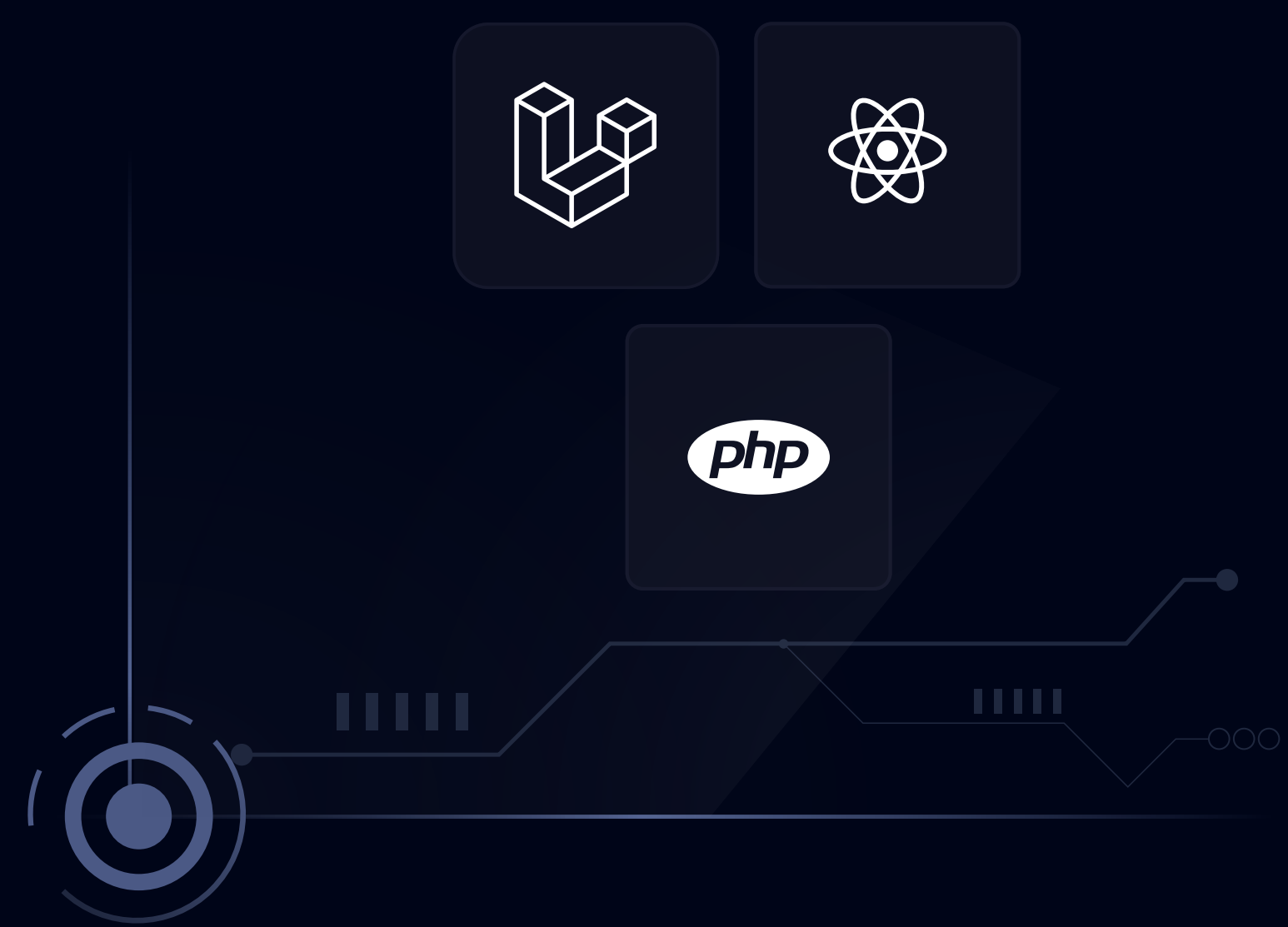
4 years

Industry

Event Management

Tech Stack

An overview of the technologies and tools used to build a scalable, secure, and high-performance solution.



Introduction

High Attendance is an event management tool designed for event marketers to support business events from the concept to the post-analyzing stages. The product has all known experiences included in one place to run events both physical as well as virtual.

The Problem

Organizing an event from beginning to end is challenging and involves using various tools. However, there's no smooth connection between these tools, making it time-consuming to gather everything in one place.

The Solution

High Attendance streamlines event management for large organizations running hundreds of local, regional, and international events. It simplifies procurement, planning, execution, and audience activation while seamlessly integrating with marketing automation and CRM systems.

With High Attendance, event marketers can:

- Customize events, email templates, and landing pages
- Manage invitations, registration, check-ins, and badge printing
- Support in-person, virtual, and hybrid events
- Access pre-, during, and post-event reporting
- Integrate with essential event lifecycle tools (CRM, email services, and more)

The Result

The product transformed event management experience by centralizing and automating key processes, making large-scale event planning more efficient and impactful.

- Collaboration with leading companies like Dell, Pure Storage, etc.
- A single application to gather data, organize documents, create landing sites, and manage marketing campaigns, all in one place.
- Experience in integrations, virtual experiences, gamification, ticketing, etc
- Acquisition and new opportunities with Banzai and Blink
- Friendship for life with Christopher Justice