



Georgia Tech's Enterprise Innovation Institute & Eventdex



The Event:

2nd National MBE Manufacturers Summit 2017

National MBE Manufacturers Summit is an annual event organized by Georgia Tech's Enterprise Innovation Institute, that brings together Minority Business Enterprise (MBE) manufacturers and facilitates networking and procurement opportunities as well as highlights innovation. This two-day premier event has grown into a hub for MBEs and provides the opportunity for their attendees to network with one another and share best practices. The second National MBE Manufacturers Summit in 2017 saw more than 200 MBEs from 19 states, including 8 sponsors and 4 speakers. Close to 16 companies participated in their popular Poster Walk mobile app competition.

In the Fastpitch program, close to 25 buyers, including corporations, government agencies, and 75 manufacturers/MBEs/small businesses attended the summit that facilitated crucial one-on-one meetings between them. In total, 200 one-on-one appointments were made during the two-day event.

The Challenge:

Dragging Manual Processes

Georgia Tech was looking for an integrated solution to conduct the 2nd National MBE Manufacturers Summit 2017. The team was looking to automate the entire planning process, from building a beautiful website for their prestigious event and having an online registration system for corporations / manufacturers. They also wanted an innovative mobile app that facilitated attendees' interaction with information about the schedule, exhibitors, speakers, sponsors. Since the summit's main aim is to encourage one-on-one meetings between attendees and corporations, Georgia Tech wanted to incorporate B2B matchmaking solutions to help attendees boost their bottom line and generate meaningful leads. Additionally, to boost onsite engagement and create a seamless onsite experience, the team wanted to create a Poster Walk mobile app challenge, use on demand polling, and have an onsite badge printing facility from a vendor at an affordable price.

The Solution: Managing Events with Eventdex

After looking at several options and evaluating various vendors, GA Tech joined hands with Eventdex, as the company had a complete suite of apps and products to fulfill all GA Tech's requirements. With the kind of experience Eventdex had, GA Tech was confident that this certified small business which has hosted hundreds of diversity events was the ideal choice to address all their needs.

GA Tech's prior events included working with different vendors: one for their website, one for registrations, and another for onsite registration. GA Tech also had to do the Poster Walk and B2B matchmaking manually by hand made notes; that was tedious and exhausting for the event administrator. However, Eventdex automated most of their planning processes and saved tons of precious manhours.

Eventdex helped the GA Tech team to build a custom website that created an awesome experience for its visitors and motivated them to participate in the event. The online registration was customized to collect the information from both buyer agencies and manufacturers. The registration included questions to collect the appropriate information, such as NAICS codes, certifications, products, and services information along with contact details.

At the event, the onsite registration provided by Eventdex seamlessly printed the badges for attendees participating in the event and automatically checked them in. It also allowed the organizers to track how many of the total registered attendees participated in the event. The mobile onsite registration included an iPad app and a Wi-Fi enabled Brother printer with a small footprint to easily check attendees into the event.

Eventdex also boosted the attendee engagement before, during, and after the event with its innovative mobile apps. The apps allowed attendees to easily look up the event's schedule to identify relevant workshops and seminars and connect with each other as well as with the exhibitors and sponsors. The app also allowed the team to highlight the exhibitors, sponsors, and speakers who participated at the event. The gamification element of the app was a huge success with the delegates. It allowed the attendees to participate in the Poster Walk and select the winner for the competition.

"The integrated solution provided by Eventdex eliminated the hassle of dealing with multiple vendors, automated the Poster Walk and B2B matchmaking and provided an excellent experience to run the event by focusing on spending more time in marketing and sales rather than doing manual work. Moreover, Their onsite presence added an air of confidence as they were able to troubleshoot expeditiously. We were extremely pleased!"



Results

200%

one-on-one
appointments set up
using MatchLeads

40%

increase in event
engagements between
buyers and sellers

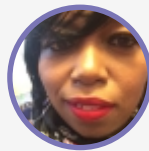
2X

savings on event software
costs by using one app
for all event touch points

The matchmaking solution provided by Eventdex – MatchLeads – enabled the buyers and sellers to schedule one-on-one meetings with each other to exchange information about their product and services. It allowed each buyer to have a pre-printed schedule along with the capability statements of each manufacturer they are meeting with.

Eventdex also took care of the payments using their stripe payment gateway and paid the university a single check at the end of the event without having the hassle of dealing with individual payments, refunds, and follow-ups.

"Eventdex demonstrated excellent event organizational skills. Our event was a huge success and mostly because of the work done by Eventdex. We felt our client's personal information was safe with them. The pre-event quotes matched the post-event invoices which was quite refreshing as there were no surprises cost-wise. They were extremely professional, prompt, as well as efficient. The post event surveys had nothing but praise for them."



leasha M. Jones

Special Events and Logistics
GA Tech Enterprise Innovation Institute

Interested in working with us?

[REQUEST DEMO](#)

