

BIZX

SCALING A FLAGSHIP BUSINESS CONFERENCE

WHAT?

A 2-day flagship conference by **ActionCOACH** UK, hosting 1,100+ attendees for learning, networking, and awards.

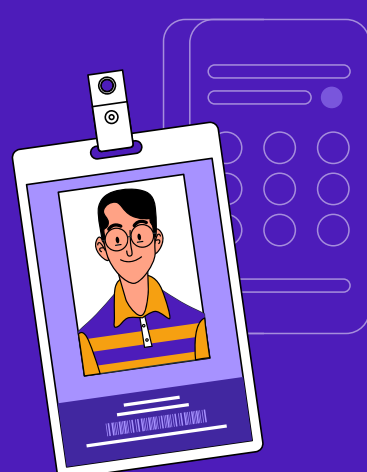
CHALLENGES:

MANAGING SCALE & COMPLEXITY



SYSTEMS

Organizers managed various tools for websites, ticketing, and data.



CHECK-IN

Staff had to pre-print and alphabetically arrange badges for manual lookup.

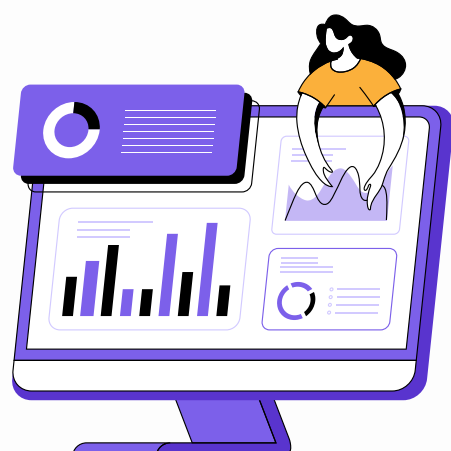


HYBRID

Limited support for virtual audiences.

SOLUTION:

ZOHO BACKSTAGE



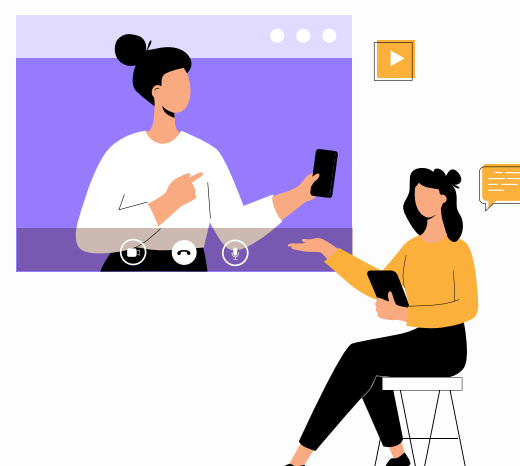
UNIFIED PLATFORM

Website, ticketing, agenda, and speakers in one system.



CHECK-IN

1,100 attendees scanned emailed QR codes to print badges instantly.



HYBRID EVENTS

Live streaming with on-demand access.



ENGAGEMENT

880 users downloaded the app to access live agendas, networking, and live-streaming.

THE IMPACT



EFFICIENCY

Reduced manual effort with a centralized system.



VISIBILITY

Complete view of attendees and performance.



ENGAGEMENT

Better networking and sponsor interactions.



REACH

Seamless experience for in-person and virtual audiences.