

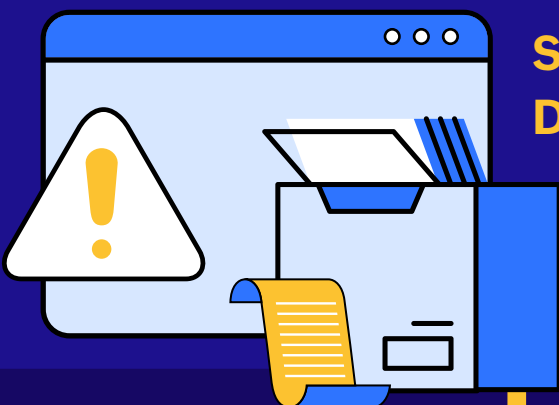
HVS | ANAROCK

SIMPLIFIES EVENT REGISTRATIONS

HVS Anarock, a leading hospitality consulting firm, hosts an annual two-day flagship conference bringing together senior hospitality leaders.

CHALLENGES

MANUAL REGISTRATION WORKFLOWS



SPREADSHEET DEPENDENCY

Registrations managed in Excel and printed lists were prone to error.



LIMITED SCALABILITY

Event scale had outpaced what spreadsheets could reliably handle.



SLOW CHECK-INS

Manual verification created queues during peak "morning rush" hours.

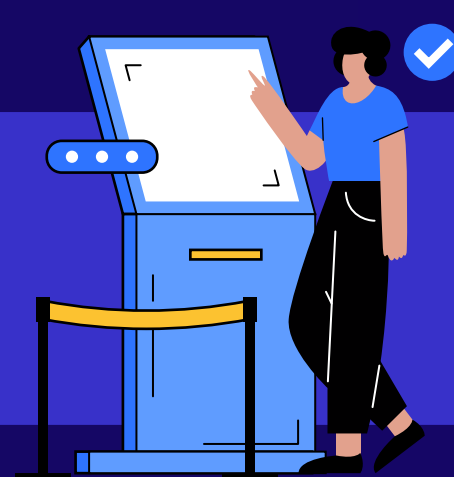


TRAINING CONCERNS

Needed a solution that the entire team could adopt with minimal learning.

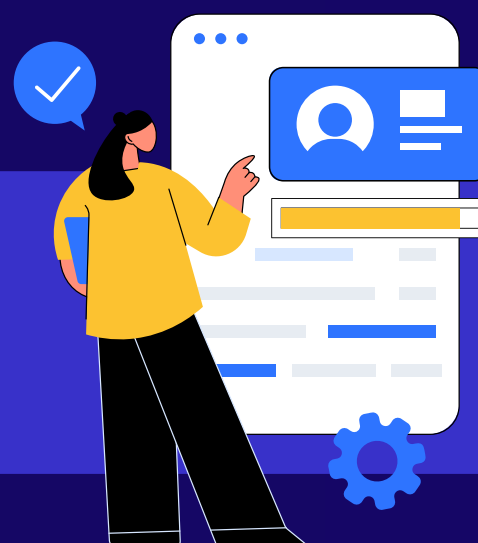
SOLUTION

ZOHO BACKSTAGE



MOBILE APP

Enabled attendee check-in by any team member in seconds, eliminating queues.



AUTOMATION

Digitized registrations, payments, and attendee check-ins.



EVENT APP

Gave delegates one app for the agenda, networking, and digital notes.



ON-SITE SUPPORT

Dedicated Backstage experts ensured seamless event execution.

THE IMPACT



SMOOTHEST EVENT

Delivered the fastest registration and check-in experience to date.



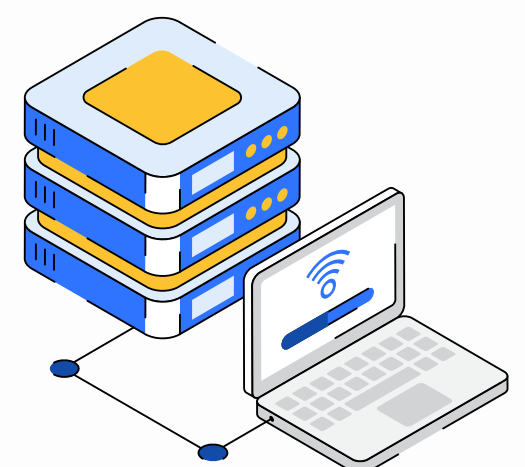
ATTENDANCE

Achieved a 75.5% attendance rate for an invitation-only B2B summit.



ATTENDEE ENGAGEMENT

Nearly 80% of delegates used the app for networking and participation.



SMARTER PLANNING

Unified registration and engagement data for future events.