



Case study

How Eventee helped Marketing Festival reach 3x higher attendee engagement

72%

Above-average
app adoption rate

27 348

Successful
networking
connections

2-3x

More engagement
than email or social
media



Eventee was a big win for us. Honestly, I can't imagine organizing the next edition without the app.

Jindrich Faborsky
Founder of Marketing Festival

Case study

Marketing Festival

For the 10th edition of the Marketing Festival, the team set out not just to raise the bar again, but to make the event **truly unforgettable**.

According to Jindrich Faborsky, founder of the conference, one of the biggest steps forward was the decision to use the Eventee conference app. Highlights included **3x higher engagement** compared to other communication channels, **stress-free networking**—even for introverts—and exceptionally **positive attendee feedback**.

The team can no longer imagine organizing future editions without Eventee, as the app has become a **true extension** of the event and an essential part of the attendee experience.

About the conference

One of the top marketing events in Europe, created for marketers from medium to large companies. It brings together 1,200 professionals for a mix of big-picture talks, practical workshops, and relaxed networking events. The conference features a lineup of world-class speakers and global marketing minds. This year including Mark Ritson, Zoe Scaman, Tom Roach, Kelsey Dempsey, Michael Corcoran, and more.



Huge thanks to the Eventee team for a fantastic collaboration! It couldn't have gone smoother.

Aneta Kubu
Organizer of Marketing Festival

Case study

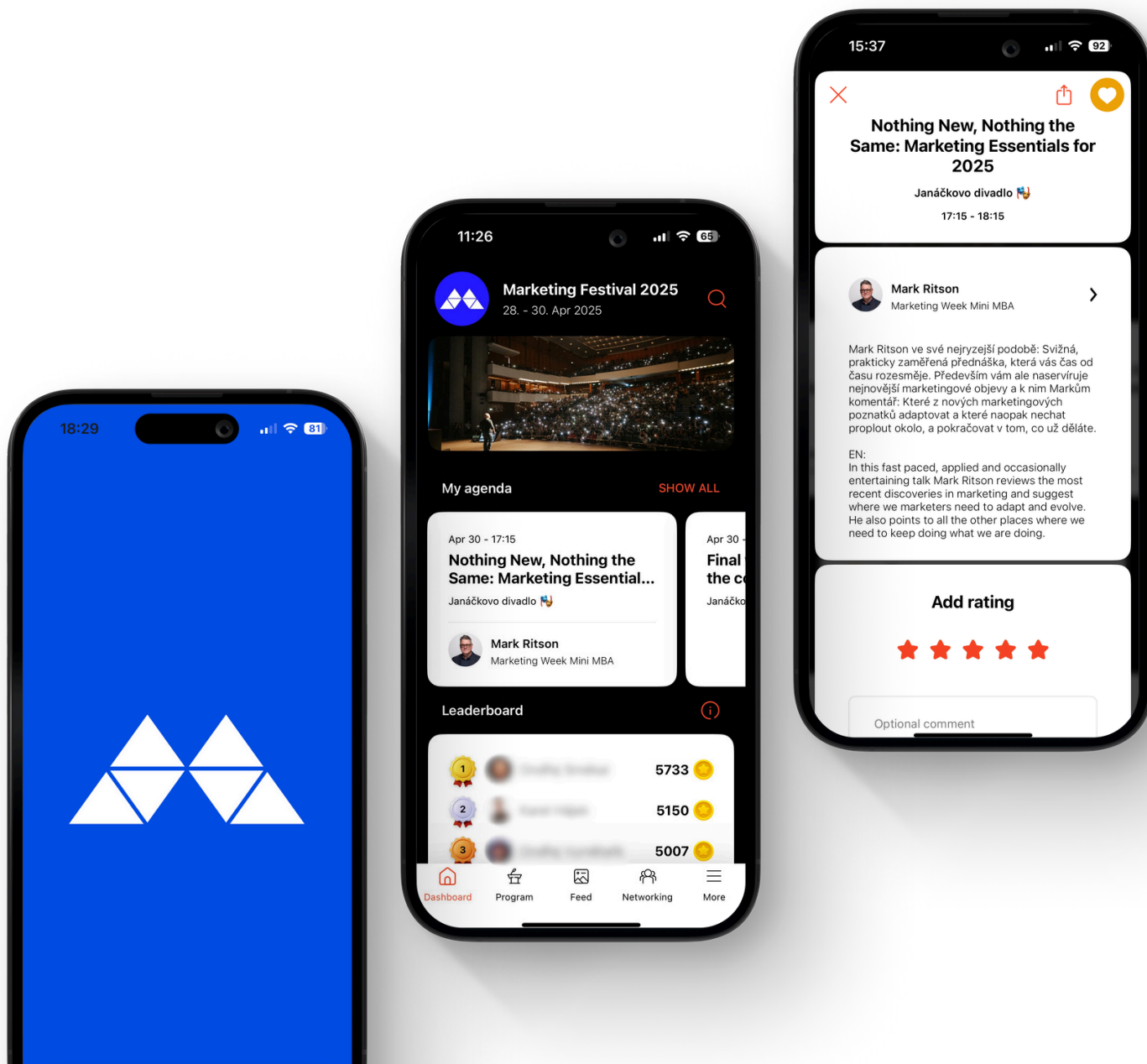
How Eventee solved the real conference needs

After comparing several providers, the team found Eventee to be the **best fit** in terms of features, flexibility, and price.

The collaboration was a **huge success** - the app's clean, intuitive design made setup easy, support was responsive when needed, and attendee engagement and feedback delivered the ROI the organizers were aiming for.

To make the experience even more seamless and on-brand, the team opted for Eventee's white label option. Their decision led to a **consistent and professional presence** across every touchpoint.

Dive deeper into this real customer story to see how Eventee drove engagement—and how it can do the same for your event.



Challenge 1: Facilitate networking and attendee engagement

- Networking was the biggest struggle in the past years, especially for newcomers, introverts, and international attendees. **Eventee made connections easier** and allowed everyone to build relationships before, during, and after the event. Pre-event chats helped break the ice and led to more meaningful interactions on-site.
- Attendees embraced the Social wall as a fun, informal way to experience the event together. The first posts about arriving in Brno started flowing in **days before the event**. Activity continued throughout the event and even after the event was over.
- Organizers **strategically gamified** the experience to drive engagement where it mattered most. By awarding top points for networking and Social wall use, organizers sparked conversations and shared experiences.

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We saw massive hype around the event. People were starting conversations, connecting, and building relationships—even before arrival.

65%

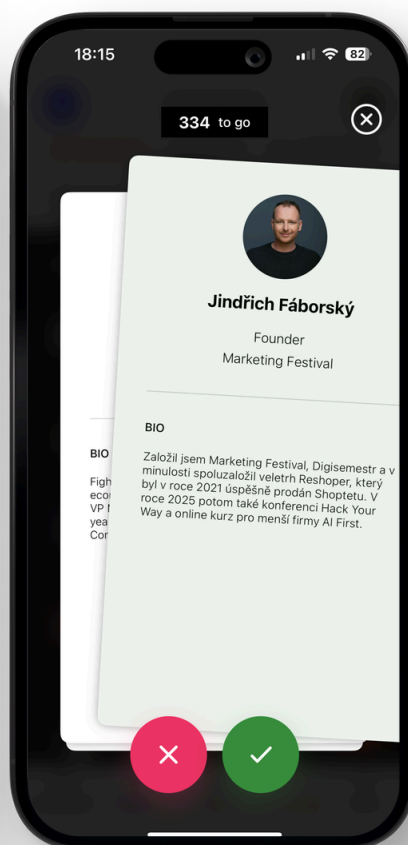
Joined app networking

140+

User-generated content

74%

Joined the event game



Challenge 2: Provide a reliable source of event information

- Multiple locations across the whole city, 3 days, 2 workshop blocks each featuring 13 sessions, 8 talks, 5 shorts, and 6 parties and meetups—at such a packed program, it was easy for attendees to lose track. Eventee centralized **all event information**, making it easy for attendees to browse the full program and build their personalized agendas through the app.
- With push notifications, organizers streamlined communication and managed foot traffic throughout the event. It served as the single **source of truth** for all event updates across the three days and was highly valued by both organizers and participants.



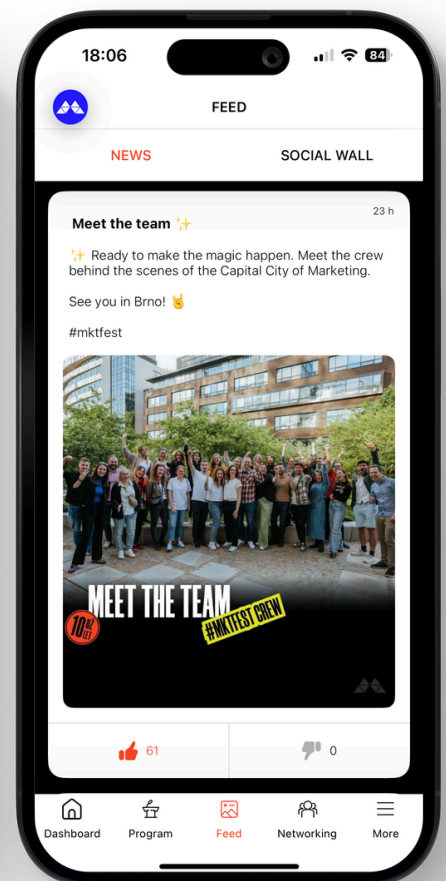
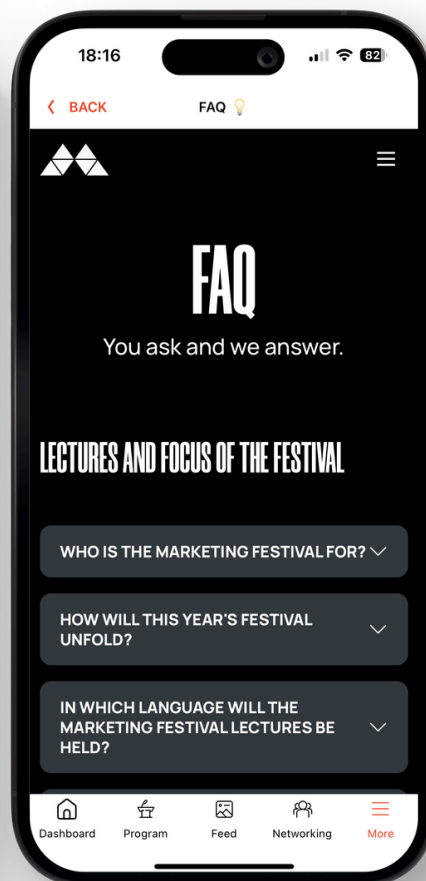
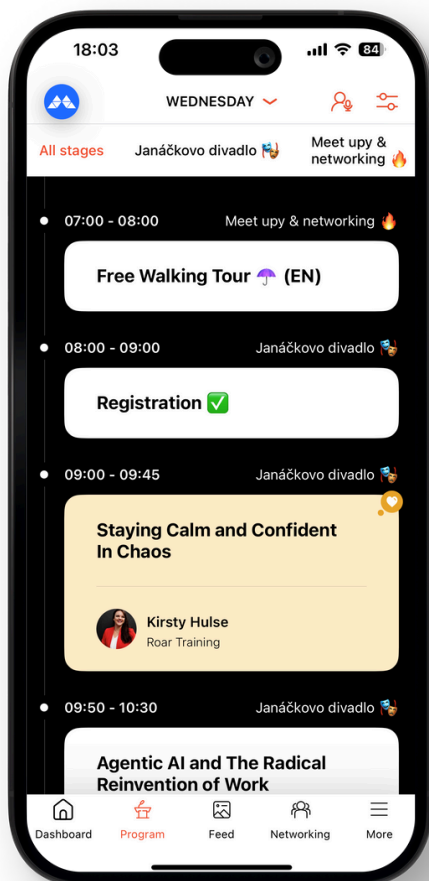
Eventee clearly delivered the highest attendee engagement when it came to communicating event updates—far surpassing email and our social media channels with 6,000+ followers.

3-day

Event schedule in one place

2-3x

Higher engagement



Challenge 3: Event evaluation for better future events

- Eventee provided key insights, including **instant feedback** from attendees and data on the popularity of individual sessions in the program. Organizers saw **immediately** what worked and what needed to be improved.

“

We got real-time feedback and saw exactly which sessions were drawing the most interest.

Up to 159

Attendee reviews per session



Case study

What attendees say about Eventee

Learn directly from attendees how Eventee transformed their experience at Marketing Festival 2025.

I had the pleasure of using the app, and I liked it a lot. I got a good overview of where I needed to be.



Lukas Mehnert

I've always found it hard to approach new people, and the app really helped me with that.



Veronika Petkova

Thanks to Eventee, I had all the latest event updates right in my pocket.



Karel Hajek

An interesting way to connect people with the festival—I haven't seen anything like this before. It's great!



Matyas Svigruha

[More attendee testimonials](#) →

About Eventee

Eventee is a popular event and conference app known for its hassle-free setup, networking features, and high attendee satisfaction.



★★★★★
4.8/5



★★★★★
4.9/5



★★★★★
4.8/5



★★★★★
4.6/5



Take a closer look or jump on a free demo with our team!

