

Customer: Event Farm, Inc
Country: United States of America
Model number: QL-710W and QL-720NW



QL-820NWB

QL-710W and QL-720NW
have been replaced by
QL-820NWB.

The Customer

Event Farm Inc's Attend Visitor management solution is transforming the way Marketing and Sales teams approach their sales velocity through events. This Boston-based startup provides their end-users with an end-to-end platform that makes targeting and attracting their right attendees easier, maximizing face-to-face interactions and driving timely follow-up to accelerate pipeline, drive revenue and measure event impact.

The Challenge

For Attend's customers, producing attendees' name badges was a pain point, which has hampered their higher-quality event experience. Attend has observed that attendees who have registered for their event earlier, have their name badges pre-printed before their event, which were sometimes incorrect.

Long queues and clumsy searching at sign-in tables have slowed down their registration process. Late sign-ups or walk-in attendees were given name badges with their information being scribbled using a permanent marker on blank badges that were often unreadable.

To better serve their customers, Attend has tested on real-time badge printing. Their goal was to interface badge printing in their registration and check-in process on-site, improve and simplify their process right at the start of any event.

The Solution

After testing out with several label printers from other manufacturers, Attend has chosen Brother's QL-710W and QL-720NW Professional label printers for their solution integration as they could offer reliability, quality and durability.

When an attendee arrives and check-in their event, a clear and legible badge will be produced. Their information was created and updated into Attend's solution. With on-demand solutions, event managers could check in their attendees with portable tablets, print out name badges wirelessly and move freely to greet their guests. This process has helped to save time and money, simplify and enhance their customers' experience.

Most important of all, Brother could offer flexibility for various events, attendees and locations. Brother engineers have worked closely with Attend to integrate their software applications with their printer technology to ensure ease of use and accuracy, which has improved their customers' experience.

