

MIDDLE EAST & AFRICA

FINTECH FORUM 2019



3rd MEA FinTech Forum Bahrain 2019

CASE STUDY





BACKGROUND

The 2019 version of the historical Middle East and Africa Fintech Forum Bahrain (MEA FinTech) was held on 21st February. Under the patronage of The Central Bank of Bahrain and hosted by ABC Bank and AFS, the conference unveiled the rapidly changing financial landscape. Bringing together FinTech experts, business leaders, regulators, business leaders and representatives from technology and investor community, this forum served as an exclusive showcase of how next-generation technology is shaping the world around us.

CHALLENGES

The major challenge faced by the client was the unexpected soaring registration closer to the event date. At inception, a total of 500 registrants were expected. With structured contingency planning, our onsite team was prepared with logistics for 700 attendees. However, on the day of the event about 1000 registration was recorded. Our GEVME onsite experts ensured any concern was addressed without any disruption.

SOLUTIONS

The technology-focused event was rightly driven by the leaders in event technology. Powered by online and onsite GEVME solutions, the event was a big success. Our scalable infrastructure allowed our systems to seamlessly cater for the unexpected registrations even during the event day.

ONLINE

Fully integrated with the online registration, GEVME provided email marketing wherein the database provided the clients real-time visibility into the attendee statistics.

ONSITE

The forum brought together the fintech industry leaders, regulators and the CEO'S. The seamless onsite support was of paramount importance. Backed by our team of onsite technical experts, we ensured seamless check-in and frictionless walk-in registration. Pre-printed badges and a logistics contingency planning ensured unhindered check-ins. Our onsite hardware setup and a rigorous venue testing a couple of days before the event ensured a spectacular delivery on the D day.



RESULTS

Our onsite team successfully managed onsite logistics for more than 700 attendees at the event.

- We have recorded 1 000 registrations
- We checked in 800 attendees at the event
- The average registration time at the event was 8 seconds



“It was an absolute pleasure working with you all. Your assistance ensures that the registration process was seamless and reduce the delay time a lot compared to the last year.

Thanks again for your support and looking forward to working with you in the near future.”

**Andrew Tucker,
Sales Manager**

PERSPECTIVE



We are, at GlobalSign.in were thrilled to be a part of such a powerful technology-focused event in the Middle East and Africa, and we are sure this is an excellent start of a successful long-term collaboration in the future.