

Customer Story: A Flawless Success with run.events

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How ECS Elevated Event Experience with run.events



Imagine this: it's day one at the European Cloud Summit (ECS) 2024 in Wiesbaden.

Attendees are buzzing, coffee is brewing, and the check-in lines... actually, there are no lines!

Learn how the self-service check-in kiosks powered by run.events empowered 3,000 eager tech enthusiasts to grab badges in under eight seconds, diving straight into the action.

Quick Stats

The event brought together **3,000 attendees**, supported by **70 dedicated sponsors** and featuring an impressive **241 sessions**.

The scale and diversity of the content ensured that participants had ample opportunities to engage, learn, and connect, creating a vibrant atmosphere throughout.

With **3,200 badges printed**, including 200 reprints or exchanges, the check-in process was optimized to ensure attendees were ready to participate in **under 8 seconds on average**.



Challenge: Managing Large-Scale Registration

As ECS continued to grow, organizers faced a crucial decision: **should they continue handling check-ins internally or partner with a professional platform to streamline the process?**

The key challenge was to ensure efficiency and minimize check-in times without sacrificing control over the attendee experience.

“Registration is the first experience for attendees—it must be quick and easy. But do we keep it in-house or work with professionals? That was the question.”

Elena Kovacevic,
ECS Business Development Officer



Solution: All-in-One Event Management with run.events



Self-Service Check-In: Attendees used One World Rental's high-quality self-check-in kiosks, integrated with run.events, to check in and print badges in under eight seconds.

Efficient Badging System: Through run.events' badging features, ECS printed 3,200 badges during the summit, with round about 200 badges exchanged seamlessly when attendees needed updates.



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Seamless Integration: run.events' platform handled badge printing, check-in, and attendee flow, eliminating wait times and setting a positive, efficient tone for the event.

Operational Benefits: With check-in times reduced to seconds, ECS staff could focus on other critical aspects of event management, enhancing the experience for attendees and sponsors alike.



Outcomes: Enhanced Event Experience and Operational Efficiency

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ECS's adoption of run.events' all-in-one platform proved to be a win on multiple fronts:

- **High Attendee Satisfaction:** The fast, easy check-in experience set a positive tone, allowing attendees to focus on the event itself.
- **Operational Efficiency:** Outsourcing hardware and setup while maintaining full control over the event ensured ECS's staff could manage more significant tasks without being bogged down by registration logistics.

Outcomes: Enhanced Event Experience and Operational Efficiency

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ECS's adoption of run.events' all-in-one platform proved to be a win on multiple fronts:

- **Sponsor Success:** With fewer logistical hurdles, ECS provided sponsors with more meaningful opportunities to connect with attendees.
- **Badge Management Made Easy:** The ease of badge printing and exchange facilitated by run.events ensured that any last-minute adjustments didn't disrupt the flow, preserving the high-quality experience for all involved.

Expert Tips from Adis Jugo, CEO of run.events

In a reflection titled “*I Wish Someone Had Told Me This 15 Years Ago...*,” Adis shared expert advice for event organizers tackling registration and badge printing challenges:

- **Self-Service vs. Attended Check-In:** For large-scale events, self-service kiosks offer efficiency without sacrificing control.
- **Choosing the Right Badge Printers:** Different events may require various badge printing solutions, from label printers to thermal and full-color inkjet options.
- **Equipment Decisions:** Whether to use in-house equipment, rent, or fully outsource depends on the event’s size and specific requirements.

Conclusion



The ECS 2024 success story exemplifies how run.events helped ECS deliver a streamlined, attendee-focused event.

By consolidating registration, badging, and broader event management on one platform, ECS was able to balance control, efficiency, and satisfaction—a benchmark for tech event management.

Get in touch with us.



run.events is a cloud-based SaaS platform designed by experienced event organizers for seamless event management.

Reach out to the run.events team with your questions.

<https://run.events/Contact>

Request a custom quote to meet your event needs.

sales@runevents.eu

Experience the difference

Book a personalized demo and see run.events in action.

<https://run.events/contact/book-a-demo/>

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Built by professional event organizers, who were seeking for perfection.

