

THE CLIENT

Attend is transforming the way Marketing and Sales teams approach sales velocity through events. This Boston-based startup provides an end-to-end platform that makes it easy to target and attract the right attendees, maximize face-to-face interactions, and drive timely follow-up to accelerate pipeline, drive revenue, and measure event impact.

THE NEED

For Attend's customers, producing attendee name badges was a pain-point, which hampered a higher-quality event experience. Attend found those who registered early had pre-printed (and potentially incorrect) name badges waiting for them. Long lines and clumsy searching at sign-in tables slowed down the process. And late signups or walk-ins were given "the permanent marker treatment," as the attendee's name and organization are scribbled (often unreadably) on a blank badge.

In an effort to expand its offerings and better serve its customers, Attend began investigating and testing real-time badge printing options. The goal was to interface badging with the registration and check-in processes on site, improving and simplifying this potentially negative experience – which occurs at the very start of the an event.

THE MODELS



THE OUTCOME

Implementing Brother Label Printers, Attend offers its customers an on-demand and on-location solution to print name badges helping save time and money, as well as simplifying and enhancing the event experience. As the attendee arrives and checks in, a clear, legible badge is produced, simultaneously creating or updating the attendee's information in Attend.

Attend also has launched a mobile solution using the wireless capabilities utilizing the QL-710W and QL-720NW, allowing event managers to check in attendees with portable tablets. This also allows the user to wirelessly print name tags, so they can roam more freely to greet their guests.

BROTHER SOLUTION

After testing a number of label printers from other manufacturers, Attend chose Brother as the solution for its customers. The QL Label Printers offer Attend customers reliability, quality, and durability. Most important, Brother offers more flexibility in its QL models – perfect for the various events, attendees, and locations Attend helps facilitate. In addition, Brother engineers worked closely with Attend to integrate software applications with the printer technology to ensure ease of use and accuracy, further improving the user experience.

"Brother understood our needs and desire to enhance the end-to-end customer experience," said, Eric Bisceglia, Attend's Vice President of Product and Marketing. "Brother allows us to provide an excellent experience for our customer – both the event organizers and the attendee. And with the support of the Brother team, we know Brother is really 'At Your Side.'"

For more information on Brother Labeling Solutions, contact QLSolutions@brother.com.

To learn more and get a demo of Attend, go to www.attend.com.



A leader in office productivity solutions, Brother International Corporation is dedicated to innovation, quality, and reliability. As the premier provider of award-winning products and services that enhance and improve the way our customers live and work, Brother offers a complete line of printers, multifunction technologies, scanners, fax machines, label makers, video conferencing, and accessories - along with Web and cloud-based communication, creativity, and connectivity services.