

DCCC

Danish Chamber of Commerce in China

Case Study



30+
Events



200k+
Emails



62+
Corporate Members



1,5k+
Contacts

Danish Chamber of Commerce in China was originally established as an informal gathering of business people in 1995. The DCCC Beijing is a news portal and a reference point for Danish companies wishing to invest or establish a presence in China, and for Chinese business partners wishing to find more information about Denmark. They joined EventBank in 2016.

“ We are more efficient now, since now people sign up for events and membership online, receive email confirmation, and are reminded of everything at the right time – all without our hands on. For events, we save a lot of time, **up to 25 hours** per month. ”

Freya Hvass
General Manager



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Everyday Challenges

Before we were manually registering people and they would only get a confirmation for their signup when we saw their email and replied to them. Moreover, we did not send out event reminders. We always had to (manually) triple check that we had registered everyone. We used to handle everything through the same email account, this made project management more challenging since it was difficult to delegate tasks to different team members. At one of our events we missed one person on our list, so we had to rearrange things in the last minute.

Optimizing the Lifecycle of Events

People now sign up online for all the events and receive an email confirmation after a successful registration. They are then on the registration list which the DCCC prints out for quick check-ins. At larger events they use EventBank Manager App to scan attendees' tickets, and they save more than 3 hours per week in comparison to their previous productivity.

“The CRM system is very useful, since it allows us to optimize the engagement with the members and send emails to specific people (e.g. main contact person at a company).

What's more the member profiles are updated automatically after each registration or sent newsletter.”

More Efficient Team Work

Before, DCCC always had to manually triple check all the information. The team, including interns, did not have a clear understanding of who was responsible for what, and as a General Manager I had difficulties of keeping track of the changes and supervising the staff. Now the team has defined roles and permissions in the platform, and we can easily assign tasks and monitor all the changes system-wide directly on the platform.