

AmCham China

中国美国商会

Case Study



360+

Events



12M+

Emails



3,800

Members



5k+

Transactions

The American Chamber of Commerce in China is an organization that helps American companies succeed in China through advocacy, information, networking and business services. They joined EventBank in early 2014.

“EventBank's platform is exceptionally flexible and helps us with everything we do – events, email campaigns, membership management and member engagement. EventBank has boosted our reputation as an organization that employs sophisticated tools for the benefit of our members.”

Graham Norris

Senior Director of Communications at the
American Chamber of Commerce in China



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Running Hundreds of Events

AmCham China runs hundreds of events – big and small – seamlessly by using EventBank's online registrations, payments processing, event publishing, event blueprints and mobile check-in, through a clean and professional user interface. The marketing team utilizes event analytics to measure event ROI and membership engagement from every event.

Conferences • Trainings • Seminars • Roundtable Discussions
CEO Spotlights • Annual American Ball • Business Trips

Automating Membership Processes

With multiple chapters and various membership types, AmCham China automates every step of membership workflow, from application and online payment to member updates and renewals, all through a series of emails and the EventBank App for members.

Corporate Memberships – Large, Small & Other Corporations
Individual Memberships – Individuals & Other Professionals

“EventBank has some excellent features that make the chamber's work much easier. For me, the email marketing feature stands out. It used to take us weeks to put together a new email newsletter, but now we can do it in an afternoon. It also helps us collect a lot of data about the effectiveness of campaigns.”

Understanding Community Engagement

All contact information including the whole engagement history with the members – such as subscribed newsletters, events attended and more – is all centralized in EventBank's CRM. AmCham can sort and segment all their contacts and members into smart lists and use advanced searching tools.