Queens Chamber of Commerce

Case Study

60+
Events

90k+
Community Members

4k+
Companies

1k
Corporate Members

The Queens Chamber of Commerce (QCC) fosters economic growth and prosperity in the most diverse community in the United States. With over a century of leadership, the Chamber promotes the interests of businesses through advocacy, networking, and education. The QCC community includes over one thousand member organizations with more than 90,000 employees.

" We needed a much more user-friendly back-end to manage our Members and eliminate the very technical back-end of Weblink, the software we used before. EventBank was a clear winner. "

Brett Swanson
Manager of Committee Development & Member Engagement

EventBank

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Inefficiencies Before Using EventBank

With the Weblink software, there were a lot of inconsistencies between the information contained in the Member Profiles, in Memberships compared to the Member Profiles in CRM. But now, with EventBank, the information is synchronized across the platform so it generates data we can rely on.

As a member organization, this functionality is great for us and not only enables us to take care of our members, but also to do it better and better. The platform allows us to organize teams, plan events, and disseminate information to our community in a much more efficient and organized fashion – it's allowing us to finally put together data on how large our community actually is, who our core members are, and their motivations for coming to the events.

> It is easy to explain the platform to coworkers, and the simple back-end allows most users to figure out the platform themselves.
>
> I've already noticed event setup is much easier compared to Weblink.
>
> I **save at least 30 minutes** of work on every event setup.

Happier Members & Higher Event Attendance

So far, implementing the Chamber of Commerce Management Software from EventBank has not only made us more efficient, but it has helped us increase attendance at our events and make our members happier, as the membership workflow experience and professional look has dramatically improved .

> We feel very strongly that we aren't simply using their platform, but that we're working with a team that is both part of and supporting our community.

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