



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

CASE STUDY

A comprehensive marketing event calendar that makes it easier for users to search and engage with events that best meet users' needs.

eintelligenceweb.com

About Our Client

Being the leading advisory service firm, this client assists in event coordination and planning by developing an event calendar for industries like Advertising, Marketing, and Adtech. It aims to minimize conflicting dates and simplify engagement with events in their best interests.

Their Challenges & Our Solutions

With a strong focus on remarkable growth, the client wanted a dynamic event listing with an auto email intimation to improve its visual format and speed up the data loading process.

The intelligence team worked and deployed an event calendar with features like adding pagination, arranging the events in an organized manner, and configuring and uploading payment details on AWS.

Technologies Used

CodeIgniter, MySQL database, HTML, jQuery, JavaScript, CSS, Stripe Payment Gateway

Results We Delivered

- ✓ Delivered a calendar that displays events filtered by date, subject, and type
- ✓ Added functionalities like User Registration and Subscription Module
- ✓ Integrated a payment gateway on the website with AWS configuration
- ✓ Built the website to manage events, ads, and advertisement submissions dynamically
- ✓ Added validation to filter and verify events once customers purchase subscriptions

January 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
			2022 Creative Media Awards 2023 B2B Digital Marketing Summit FORTUNE Brainstorm Tech	CES 2023 The Year Ahead	Entertainment Summit Multichannel News Week PR Awards 2023 Tech & Learning Awards UK Paid Media Awards	
8	9	10	11	12	13	14
CES 2023		Megatrends: Defining Travel in 2023 2023 Forecast: Legislative Developing Actionable Customer Paid Search Tactics That	Breakthrough Strategies for Fintech Breakthrough MMA MENA Breakfast Briefing SEO Trends for Marketers The Cross Chain Coalition The Stevie Awards for	7 Ways to Keep Your Customers Building a Brand Management LGBTQ+ Forum NAWBO-LA Next-Gen Collab Revealed: Top 5 RFP Trends	2023 DevOps Awards CX Awards 2023 CX Excellence Award Digiday Video & TV Awards Future Trends Friday Forum Go.Tech Awards NAWBO SNV - 2023 Property	NRF 2023
15	16	17	18	19	20	21
NRF 2023 2023 Canadian Game Awards 2023 Canadian Indie Game	NRF Retail Law and Risk Seminar 2023	Six Steps to Future-Proof	Analyze Social Media & Content AWS for Automotive - Accelerating Change management: How to Colony's IMS Product Selection How to Build a High-Conversion Integrated Marketing Plan Marketing Operations and The Importance of Brand	Advertising Financial Markets BAU! Gamers Are Paying Attention Delivering Insights Through Diversity in Ad Creative: Content Employees as a Growth Driver Insights from the Metaverse Integrated Marketing Execution Keeping Your Client Data	2023 Data Breakthrough Awards Cablefax 100 Future Leaders Awards Indie Development Awards NAWBO SNV Setting the Standard SBA CODIE Awards The True Cost of Deployment	
22	23	24	25	26	27	28
ALM 2023 Deep Dive: Predictions 2023	2023 CEO Summit Miami Affiliate Summit West Sports Business Awards	Virtual Conference: The Year Ahead in Marketing Strategic Customer Centricity	Agency of the Year Agile Marketing for Marketers CES 2023: Recap and Trends How PMC Drives Value for How to Use Positioning for	B2B Committee Meeting Campaign Media Awards Synopsis Sports Media	2023 ANA REGGIE Awards 2023 Best Places to Work ADPN Content Excellence Artificial Intelligence Awards Communicator Awards Datacloud Global Awards BIMA Global Media Awards National Technology Awards Spotlight on Latin America	
29	30	31				
	Customer Contact Week The Media Insights & Engagement Conference Business Excellence Awards	American Advertising Awards IAC Awards Maximize Email Engagement Music Week Awards 2023 The Purpose Advantage: Video Web3 Marketing Trends				

Events are current based on available information, subject to change.

Submit an Event