



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.

e 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

ViewMonthListFavorites

Filter By Date →

Filter By Subject →

Filter By Type →

←

January 2023

→

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

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

Submit an Event