



Golden Horseshoe Venture Forum Increases Event Attendance by 30%

Case In Brief

Customer

Golden Horseshoe Venture Forum (GHVF), Burlington.
Industry: Non-profit

Customer Profile

The GHVF is an industry-led, non-profit organization with a mandate to foster the growth of entrepreneurs by connecting businesses to investors and business service providers.

Business Problem

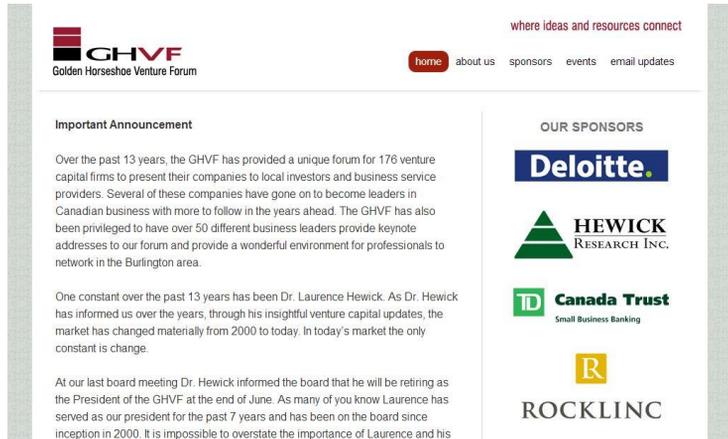
GHVF was in need of marketing services to increase awareness, manage events, and increase event attendance. The GHVF was using Excel and Microsoft Outlook email blasts to connect with its attendee base, but they were outgrowing these tools.

Our Solution

Working as a part-time marketing resource, VA Partners assisted with designing a new website, rolling out a marketing automation solution, developing event content, organizing onsite events and managing digital assets.

The Results

Implementing a new website with a built-in marketing automation and event management solution allowed the GHVF to increase their average event attendance by over 30% and their email distribution list by 40% while enhancing guest experience.



“The marketing and event management assistance that VA Partners provided to the GHVF was a great facilitator to our growth and success.”

Dr. Laurence Hewick, President, GHVF

About GHVF

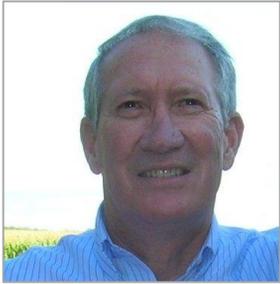
Meeting five times per year, the GHVF has provided a unique forum for 176 entrepreneurs to present their companies to venture capitalists, local investors, and business service providers since its founding in 2010. Several of the companies that presented at the GHVF have gone on to become leaders on the Canadian startup scene.

The GHVF has also had the privilege of having over 50 business leaders, including such visionaries as Michael Lee-Chin, Steve Watzek, Douglas Barber, and Duncan Stewart provide keynote addresses to the forum. The GHVF is a wonderful environment for professionals to network in the Burlington to Toronto area.

The Challenge

Dr. Laurence Hewick, the President of the GHVF, recognized that the organization was in need of marketing services that could help the GHVF to increase awareness, manage the actual events, and ultimately increase event attendance.

For years, the GHVF had utilized Excel sheets and basic Microsoft Outlook email blasts to connect with its attendee base, but these were no longer working. New systems and processes needed to be implemented to allow the GHVF to grow and continue to fulfill its mandate.



"I have been very satisfied with the expertise VA Partners provided. Their partnering reduced our work-load and increased our efficiency. I highly recommend their sales and marketing support."

Dr. Laurence Hewick,
President, Greater
Horseshoe Venture Forum

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The Solution

Working as a Part-Time Marketing Manager, providing both marketing and event management services, VA Partners was able to assist with:

- Designing a new website
- Rolling out a marketing automation solution
- Developing event content
- Onsite event organization
- Management of digital assets

"Establishing a new web presence and the utilization of marketing automation tools made event management easier and improved our participants' experience," notes Dr. Laurence Hewick, President of GHVF.

30%

Working with VA Partners, GHVF increased average event attendance by over 30% and grew the email distribution list by 40%.

The Results

With VA Partners' assistance, every GHVF event has been successfully planned and organized with greater efficiency and effectiveness. Implementing a beautiful and functional new website, with a built-in marketing automation and event management solution allowed the GHVF to increase average event attendance by over 30% and grow its email distribution list by 40% all the while enhancing the guest experience. Furthermore, awareness of the GHVF increased as PR efforts contributed to more features about its successes in the local community.