

SUCCESS STORY: EVERYONE READING

Looking to track ROI, the all-in-one event management platform was the solution

CHALLENGE

When hosting their annual convention, Everyone Reading manages 80 plus sessions, two keynotes, and over 650 attendees. They needed to collect registrations and send emails, but also needed the ability to manage registrants and members. Aside from hosting their annual conference, they also hold small workshops throughout the year for members and have a summer program for students.

All conferences, workshops and communication with members of Everyone Reading were being handled manually with direct mail. This process was not working for the organization as they needed to be able to see who was receiving their invites and communication in order to be able to properly track the success.

They needed a complete system that had the ability to manage their large event, but also help with the day-to-day aspects of running their association.

STAT BOX

Founded in **1973**

Provides resources for dyslexia & related learning disabilities

Average of **650** attendees at the annual conference

SOLUTION

Aventri helped the small team at Everyone Reading gain back time to focus on what they do best, helping people with learning disabilities succeed. The Executive Director at Everyone Reading, Lavinia Mancuso says, “[Aventri] has really saved my life.” As Mancuso inherited Aventri from her predecessor, she worked closely with one of Aventri representatives to get introduced to the product and find the most efficient ways to use the platform to her benefit.

With the 2014 and 2015 annual conferences, Mancuso used Aventri to set up the conference website and one-click registration. Through the registration module they were able to collect and track payment for each attendee, receiving detailed reports on how many registrations they have, who has registered and who still owes money. Once registration is complete, Mancuso set up automatic email blasts through the marketing module to communicate leading up to the annual conference.

As an organization that previously used direct mail to communicate with members about their workshops and annual conference, Everyone Reading is able to bring their organization into the digital age.

This allows them to reach people faster, more efficiently & communicate in a major way to 12,000 people weekly.

“Pure and simple, Aventri enables me to do my job.”

KEY HIGHLIGHTS

Everyone **READING**

Industry
Education

Location
New York City

Products & Services

- Registration
- Website
- Reporting



Lavinia Mancuso
Executive Director

Everyone Reading advances the lives of children and adults with dyslexia and related learning disabilities by providing the resources they need to learn to become successful readers, writers and spellers. Formerly the New York Branch of the International Dyslexia Association, the current name reflects their broader mission to help all struggling readers, their parents and those who work with them.

everyonereading.org