formstack

Building a Better Call for Proposals Process

In a world full of virtual events and digital conferences, it's more important that ever to create an organized call for proposals system. When eduWeb Digital Summit had to transform their annual in-person conference into an entirely virtual event, they used Formstack as a data hub to keep track of all the moving pieces.

eduWeb

eduWeb provides a community of higher education professionals the skills and current updates they need to be creative, engaged, and successful in their careers. Their annual eduWeb Digital Summit has grown to attract 500+ attendees from 15 countries and all 50 states.

Industry
Higher Education

Customer Since
2019

Use Case
Call for Proposals

Products
Forms

Features
Conditional Logic, Save and Resume, Themes & CSS

Integrations
MailChimp, Google Sheets

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Challenge

Collecting, tracking, and storing data from more than 100 speakers is not a simple task. Data can easily get lost or distorted, especially when using multiple tools. As eduWeb transitioned their event from physical to virtual, they decided it was time to revamp their call for proposal process. Their main goal was to find one system that could manage all their conference data and directly integrate with their most-used systems.

100+
conference speakers to collect, track, and store data from annually

Solution

Formstack was used across their organization as their conference data center, housing information on everything from speakers to scholarship applicants. They created a seamless call for proposals application process using **Conditional Logic**, **custom branding**, and **Save and Resume**. Upon submission, speaker applicants receive a personalized submission page, and data is pushed through the **MailChimp integration** to add speakers to specific email lists.

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Having used Formstack for a couple of years now and knowing that I can count on it to do what I need to do really matters to me. It frees me up to think creatively about what is possible.

Andrew Meyers
Program Chair for eduWeb Digital Summit

The Results

Centralized data collection

Streamlined call for proposal process

Accelerated response time to applicants

Automated data sharing through direct integrations

Improved the user experience with better form tailoring

Secured data within one location for easier sharing and storing

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