



Case Study - Professional & Creative Services

Conference ConCepts



Conference ConCepts uses Box to efficiently organize and manage key content for upcoming conferences.

“We’re happy with the performance, happy with the website, happy with the support team and happy with the pricing.”

Dave Barnes
Marketing Professional
Conference ConCepts

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Founded in 1994, Conference ConCepts takes the lead on organizing and producing events focusing on cutting edge technology in the engineering and computing industries. Its skills range from putting together small events and workshops to organizing and managing large conferences with thousands of participants.

Challenge

In order to successfully organize a conference, Conference ConCepts needed to be able to make large presentation files available to its team of 30 people. Most files were too large to send through email, so Conference ConCepts was using another online file service until it lost all its files when it missed payment on a bill. Conference ConCepts realized that it needed a more reliable service and began to evaluate the options. “I was really concerned about using a company that would go out of business,” explain Dave Barnes, the marketer in charge of Conference Concepts’ web operations. “With so many startups going under, we needed a service that had already established itself.” Dave also wanted something that was simple-to-use and fit within the company’s budget.

Solution

Dave evaluated a number of online file management solutions, and found that Box.net’s combination of affordability and ease-of-use best fit the needs of Conference ConCepts. Founded in 2005, Box.net now serves more than 50,000 companies from small businesses to Fortune 1000 that look to Box to simplify online content management, accelerate team productivity and connect employees with a familiar interface that anyone can use.

Conference ConCepts found the implementation process to be incredibly smooth. “Getting the credit card out was more work than figuring out how to use Box,” Dave laughed.

Now when people put together a presentation for a conference, they use Box’s quick upload functionality to put it in an online workspace that the rest of the team can access. “Our goal is to have a place in the cloud to put files that are useful for multiple individuals,” Dave explained. “When a conference arrives, the individuals at the conference can simply download the PowerPoint presentations from Box, change them to PDFs, then put the PDFs on the conference website,” Dave explained.

The sales team at Conference ConCepts also uses Box to organize important files. If one team member uses a document that helps them successfully complete a sale, it’s easy to then upload it to Box and share it with the whole team.

Conference ConCepts has found that Box does everything that it needs it to do. “Box does the job. It’s reasonably priced and easy-to-use,” Dave remarked. “We’re happy with the performance, happy with the website, happy with the support team and happy with the pricing.”