



**<5**  
Employees



**62**  
Corporate  
Memberships



**30**  
Events per year



**1,500**  
Database Contacts



**12**  
Email  
Campaigns  
per month

DCCC was originally established as an informal gathering of business people in 1995, which later became the Danish Business Association at the end of 1996 and in October of 2000, and association was formally approved as DCCC.

The DCCC Beijing chapter, is intended as a news and reference point for members of DCCC across China, Danish companies wishing to invest or establish a presence in China and for Chinese Business partners to find information about Denmark.

The following answers are from the General Manager of DCCC!<sup>1</sup>

### What Challenges Were You Facing?

We were manually registering people and they would only get a confirmation for their signup when we saw their email and replied to them. And also, we did not send out event reminders.

We always had to (manually) triple check that we registered everyone. We all have access to the same email and the project management is challenging so it is important to decide who is in charge of what. At one of our events we missed one person on our list, so we had to rearrange things in the last minute.

### How Has EventBank Helped DCCC?

We are more efficient now, since now people sign up online, receive email confirmation, and are reminded of everything at the right time - all without our hands on. All attendees are now on the list so we never forget them. For events, we save a lot of time, up to 25 hours per month.

Also, the CRM system is very useful, since it allows us to send emails to specific people (e.g. main contact person) and it is updated automatically after each registration.

### What Are Your Favorite EventBank Features?

Online registrations with reminders, online payments for events and easy project management between co-workers.

<sup>1</sup> Answers have been reformatted for easier reading