

EO Washington DC Chapter Cuts Admin Time in Half and Slashes Member Inquiries by 75%

Challenge

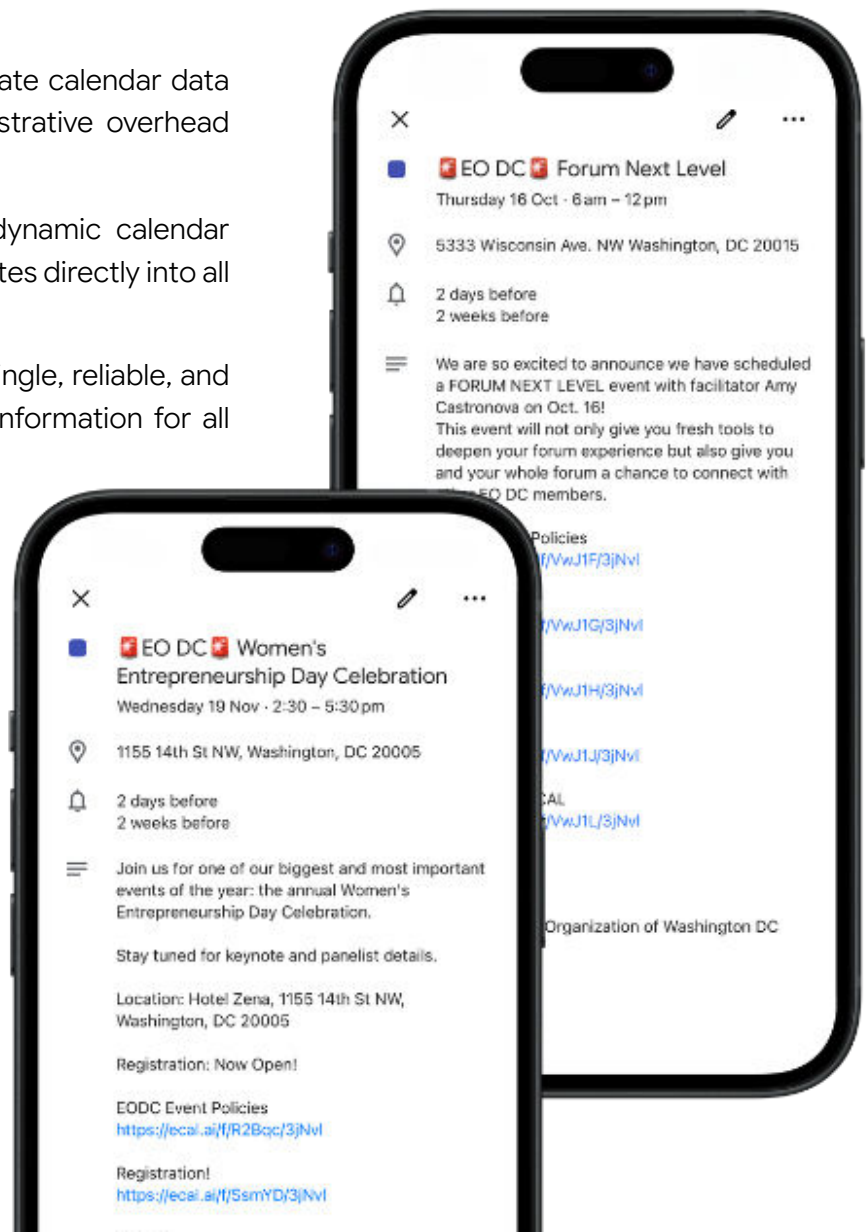
The **Entrepreneurs' Organisation (EO)** is a premier global peer-to-peer network for over 18,000 influential business owners. As the EO Washington DC Chapter grew, managing event communications across three separate listings became increasingly difficult to sustain. With the primary registration portal locked behind a member login, sponsors and prospects had no easy way to view upcoming events -- leading to member confusion and impacting attendance.

From Chaos to Centralised

Recognising the need for a more scalable approach, EO Washington DC looked for a solution that could bring all their event communications into one place. Rather than continuing to update multiple calendars manually, they envisioned a system where event information was dynamic, publicly accessible, and automatically kept every stakeholder up to date.

Objectives

- **Eliminate Admin Drag:** Automate calendar data distribution to remove administrative overhead and common error points.
- **Ensure Accuracy:** Deploy a dynamic calendar solution to push real-time updates directly into all members' personal calendars.
- **Maximise Visibility:** Create a single, reliable, and publicly accessible source of information for all stakeholders.



How They Did It

EO Washington DC adopted ECAL's dynamic calendar distribution service, implementing a single-entry system where staff enter event details once and updates are automatically distributed across all channels simultaneously. Staff continue to curate which events are featured, but the communication and distribution process is now fully automated. For organisations wanting even greater connectivity, ECAL also supports full API integration and alternative data feeds.

Outcome

- **50% drop in maintenance time:** staff are freed from repetitive data entry and can focus on higher-value work
- **75-80% reduction in member inquiries:** routine questions fell from 1-2 per week to just 1-2 per month

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ECAL has allowed us to simultaneously increase information access for our members while also decreasing the administrative burden on our professional staff—exactly what you hope tech upgrades will do, but seldom the actual reality.

Mary Finch, EODC

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