



Case Study: Georgia Department of Education (GaDOE) + mediaGuild

Project: Retreat Registration & Booking Platform

Location: Georgia, USA

Venue: Brasstown Valley Resort & Spa

Focus Areas: Event Management, Payment Integration, CRM Automation



Challenge

The Georgia Department of Education planned a professional retreat for educators and exhibitors at Brasstown Valley Resort & Spa. To streamline event logistics, they needed an all-in-one platform that could:

- Allow educators to register and book accommodations
- Accept payments securely online
- Automatically segment attendees into a CRM for communications
- Enable exhibitors to register and manage their showcase
- Provide backend tools for administrators to manage all interactions

mediaGuild was brought in to make this vision a reality.



Solution

mediaGuild crafted a robust, intuitive digital system tailored to GaDOE's event needs. The custom platform included:

- **Booking & Registration Portal**
 - User-friendly interface for educators and exhibitors
 - Room selection and retreat signup in one seamless flow
 - Secure payment processing via **Authorize.net**
- **CRM Integration & Automation**
 - Each attendee placed into a custom-built CRM post-registration
 - Exhibitors categorized with tagging for booth management
 - Admin dashboards with real-time data access
- **Communication Features**
 - Built-in email outreach tools for admins to engage attendees
 - Filterable contact lists and activity tracking
 - Automated confirmation emails and pre-event reminders



Impact

The platform transformed how GaDOE managed large-scale professional events:

Metric	Before	After
Manual Registrations	100%	0%
Email Outreach	Manual	Automated & Targeted
Payment Collection	Offline / Mixed	100% Online via Authorize.net
CRM Use	None	Full Integration with Event Data
Admin Efficiency	Low	High (single dashboard access)

Testimonial

“mediaGuild understood our needs and built a system that felt tailored to every detail. From the booking flow to exhibitor tools and communications—this made our retreat smoother than ever.”

— Program Coordinator, GaDOE

Next Steps

Following the success of the retreat platform, GaDOE plans to use mediaGuild’s system for future events, with enhancements such as mobile check-in, real-time schedule updates, and deeper reporting tools.