

CASE STUDY · CHANGE MAKERS 2026 · 22 OCTOBER 2026 · LJUBLJANA

From no name badges to personalised ones

Change Makers, a business conference for Slovenian executives, had never used name badges. In 2026 it went straight to personalised digital ones: more than 300 guests checked in with a Joan ePaper badge.

EVENT	ORGANISED BY	GUESTS	MADE ON THE SPOT
Change Makers 2026, a one-day business conference	Mark Kalin and Polona Novak Kalin	300+ checked in with a Joan badge	20 badges, about 7%, for walk-ins and changes

The challenge

The organisers were wary of the work: collecting names, producing and sorting badges, fixing mistakes. And the guest list never sat still. A large batch registered two days before the event, most guests arrived in the same 30-minute window, and plans changed at the door.

The solution

Joan sponsored the event with Joan ePaper badges, in three co-branded versions for attendees, speakers and staff. Each badge showed the guest's name, company and title, and held three screens that guests switched with the button on the back.

> **"We're very happy with the conference, it was really great. Thank you again for the partnership. The guests were thrilled with your badges."**
>
> Mark Kalin, Change Makers

How registration worked

1

List in

The organisers sent the guest list in event week, with updates up to two days before.

2

Badges ready

Joan prepared every known guest's badge and sorted them alphabetically.

3

Hand out

Hostesses found each name and handed the badge over. No printing, no pinning.

4

Fix on the spot

Walk-ins and changes were handled from a laptop, in a couple of seconds per badge.

Three screens on every badge

Screen	What guests saw
1. Personal ID	Name, company and the Change Makers visual. Speakers also had their photo.
2. Main sponsor	A message from the event's main sponsor
3. Thank you	"Thank you, see you next year"

Scheduled screens: near the end of the event, the thank-you screen moved to first place on every badge automatically. Nobody had to touch a single badge.





The results

Flexibility

Walk-ins, stand-ins and wrong titles were fixed at the desk, with no reprints and no handwritten tags.

Impressions

Guests got a badge that already carried their name, and the badges became a conversation piece.

Engagement

The sponsor's message reached every guest, and the thank-you screen closed the day.

Tip for organisers: keep blank badges in reserve, about 10% of expected attendance, for walk-ins and name changes. At Change Makers, about 7% of badges were made on the spot.

Planning a conference or company event?

Talk to us before you buy, and we'll confirm the right setup for your event.

getjoan.com/event-badges