

Partners in Event Excellence

An inside look at the partnership between A Thousand Words Marketing Ltd. and RainFocus

About A Thousand Words Marketing

A Thousand Words Marketing Ltd. (ATWM) is a small yet mighty agency that takes an agile approach to event planning. The team consists of six experts on the RainFocus platform of which two are in-house coders who are skilled in turning their clients' visions into a reality. The ATWM team knows the most intricate details of the RainFocus platform and can always think outside the box to provide clients with solutions for their unique requests.

Discovering RainFocus' Partner Program

ATWM first encountered RainFocus at an event in 2016. The team was immediately impressed by the platform's content management capabilities. After their experience dealing with the limitations of other platforms, ATWM reached out to RainFocus to begin a conversation that would eventually lead to a powerful partnership.



"We were excited to learn that RainFocus has such a robust partner program!"

Adrienne Grec

Founder and Managing Partner, ATWM



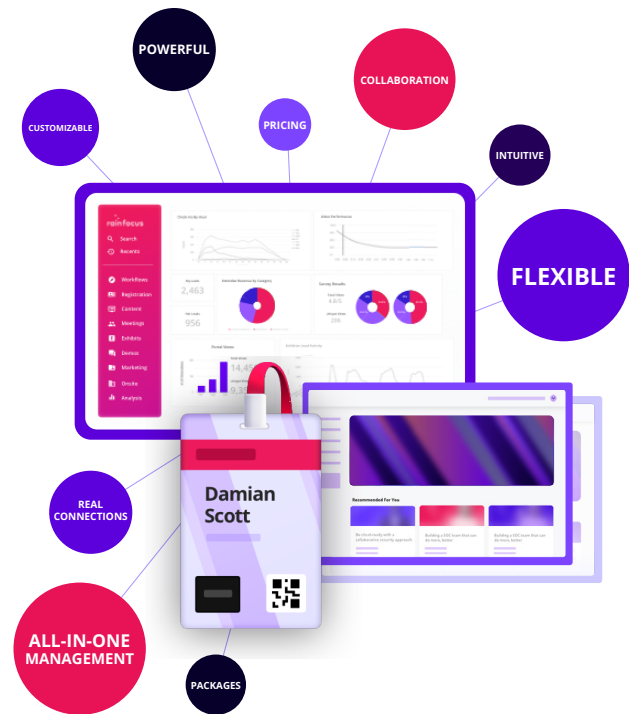
What is the RainFocus Partner Program?

The RainFocus Partner Program is designed to improve the overall experience for the event planners while eliminating the duplicate effort of services performed by agencies and technology providers. The combination of RainFocus' software and ATWM's agency expertise allows both partners to build growing relationships, expand services, and drive business.

Why ATWM Chose RainFocus

ATWM needed a flexible and customizable platform that would enable them to offer more bespoke event experiences to their clients, and RainFocus met this requirement. "With RainFocus, we never have to say, 'The system can't really do that,'" explained Adrienne Grec, founder and managing partner of ATWM. "Because the baseline functionality is open, we can repurpose or create attributes and filters for things like custom game achievements or content and speaker catalogs."

In addition to offering an all-in-one event management solution, RainFocus serves as a collaborative partner to ATWM. "Part of the reason we wanted to work with RainFocus is that there is a team with actual names and faces that we can go to versus a 1-800 number," said Grec. "Having those connections with people is very valuable to us."



Incorporating the RainFocus Platform Into ATWM's Service Offering

Making the switch to RainFocus was an intuitive process for ATWM. "Learning to use the RainFocus platform is not as big of a lift as you might expect," remarked Grec. "RainFocus works the way we feel a registration system should work. The platform allows us to manage an event with packages, pricing, and attendee types — while giving us the ability to create rules and exceptions for every one of those things."

Visit the Rainfocus [Partner Program page](#) to learn more!