



A Complete Guide to Visitor Data

A REVIEW OF THE MANY WAYS EVENTS CAN GATHER VISITOR DATA AND USE IT TO UNDERSTAND AND INFLUENCE THE VISITOR EXPERIENCE.

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Introduction

Cvent and Event Marketer produced a report in 2017 (“The Power of Live Event Data”). From their report it’s clear live events are aware of the value that visitor data presents. It’s also clear that they don’t have the knowledge or tools to work with data effectively.

“ Only 29% of event professionals say their organizations are extremely/very effective at collecting data compared to 23% that say they are extremely/very effective at using their event data.”

The number of ways to collect data about visitors is growing quickly. And the variety of ways to use that data is growing too. This ebook surveys the current state of visitor data - how it can be collected, and how it can be used.

We’re not going to talk about big data, artificial intelligence, or machine learning. Just the possible sources of visitor data that any event can easily gather. And the different ways in which that data is of value.

We’ll hardly mention privacy, regulation or GDPR. It’s an important, but complex topic. And there are plenty of other resources available.

This ebook isn’t mean to be a ‘how to’ or user guide. It’s a summary, and hopefully a useful taxonomy, to help you navigate the world of visitor data.

Many of the examples are from exhibitions. But the themes are applicable to the entire event industry. Whether you’re a festival organiser, or manage a museum, the sources and value of visitor data are very similar.



Sources of Visitor Data



Overview

According to the 2017 Convention and Exhibition Management Technology Study, event data includes:

- Attendee lists/databases and Demographics
- Session Attendance
- Marketing Analytics, including email clicks/opens and website analytics
- Registration Activity
- Survey Data (attendee and exhibitor)

That's a useful list. Most event professionals will be familiar with all of these types of data. But it's really just a start. These days there are many more sources of visitor data that we need to consider.

To help in navigating the complexities, we have tried to categorise the data as follows:

- Visitor data can be pre-event, onsite and post-event.
- Visitor data can be demographic, psychographic and behavioural.
- Behavioural data can be physical (offline) or digital (online)

A lot of the data we talk about is demographic data - facts about the individual. This might include their age, gender, income etc.

Visitor data might also include psychographic data. These are facts that inform the way a person behaves - for instance their habits, hobbies and values.

And then there's behavioural data. At an exhibition, which stands does someone visit? Or on your website which pages do they view?

Location data is an important, special case. By knowing where someone was at a particular time, we may be able to tell something about their behaviour. But it's not always clear. Just because someone was on an exhibition stand, it doesn't mean they were talking to the sales rep. Or watching the exhibitor video. We just know where they were.

We can think of these different sorts of data as answering different types of questions:

Who: Demographic data. Tells us who a person is, but nothing about their attitudes, or their behaviour.

Where / When: Location data. Tells us where someone was at a particular time

What: Behavioural data. Tells us what the person was actually doing there.

Why: Psychographic data. Tells us something about motivations - why the person might behave in a certain way.

The volume of data generated at events can seem daunting. But by most definitions it's not 'big'. You'll find a lot of people talking about 'Big Data' in the event industry. But it's just a buzz-word. With the right tools, collecting and using visitor data can be simple and cost effective.

Don't let the hype (whether it's talk of Big Data or Machine Learning) put you off.

In fact, if you collect just the right data you need, it might even qualify as 'small data'. It can be all the more valuable for it.



Self-reported Data

Some information can only be collected through surveys. This is particularly true of psychographic data - answering the why questions about people's motivations and attitudes. For instance why people visited the event, and how satisfied they were. But demographic data (like a visitor's age) can also be hard to discover unless you ask the question directly.

Surveys can use different mechanisms (eg face-to-face, email, or in-app). And they can take place before, during or after an event.

Before: Registration data

Registration surveys are a key tool. If you want to know the purchasing authority for a visitor, you have to ask them. There's little way to infer that from their behaviour, either online or on-site.

Generally this will provide demographic data - the hard facts about a visitor. Their age, income, job title etc.

It's also an ideal time to gather attribution data - how people found out about the event. This can be invaluable for informing future marketing decisions and budgets.

Most registration and ticketing systems will have built-in facilities for collecting demographic data. Usually the questions asked can be easily customised.

But of course by collecting data at registration, the data is limited to personal data about the individual, and can't include on-site behaviour, or their satisfaction with the event.

During: Real-time feedback

Some event apps can gather feedback from visitors during events. For instance they might get visitors to complete a very brief questionnaire after every session they attend. Or they might allow visitors to volunteer feedback on elements of the event that they particularly like, or dislike.

This type of real-time feedback can be used to fix problems, and modify schedules on the fly, rather than just using data to improve next year's event.

After: Surveys

Follow-up surveys are another source of self-reported data. Unlike data gathered at registration, you can ask questions about behaviour at the event, for instance which sessions at a conference were attended, and how valuable they were. Or brand recall for major sponsors can be tested.

Post-event surveys should be conducted as soon as possible after an event in order to ensure good recall. That often means surveying visitors as they leave.

Surveys can be conducted using paper forms, and a team to

question departing visitors. But post-event surveys can also be conducted digitally. That might be by email, but also face to face (using tablets) or using kiosks.

There are some advantages of face-to-face questioning. It's possible to deliberately target visitors in order to ensure particular groups are represented. And good questioners can probe visitors for more in-depth information when relevant. They can properly interview customers, rather than just survey them. But the cost effectiveness of online surveys make them more common in most circumstances.



Online Behaviour Data

Marketing Analytics: Website visit data, email opens

Currently this is the richest source of easily available data about your customers. It can include pre-purchase data (eg response to marketing campaigns) that can be used to attribute sales to different marketing channels or campaigns.

Any event marketer will almost certainly use tools like Google Analytics to understand the effectiveness of their website, and of digital communication. Tools like this are low cost (Google Analytics is free).

Most of this data stops at the entrance to the event. But there are exceptions:

App and Audience Engagement Analytics

By tracking behaviour within an event app, we can collect online behaviour data during the event itself.

We can infer some behavioural information from this. If someone scheduled a session in the event app's calendar, they probably went to it. But we can't know for certain. It's still online behaviour we're tracking, not offline behaviour.

Apps like Doubledutch can integrate this data in real-time into CRM platforms like Salesforce, or marketing automation platforms like Marketo.

The same will apply to data gathered by audience engagement tools like Glisser. If audience members respond to polls, or put questions to presenters using an app, the aggregated data can reveal which topics were more interesting, and which speakers or presentations performed better.

This data is definitely useful, but it's limited. It never tracks the entire visitor journey through an event. For that we need to track physical behaviour.



Physical Behavioural Data

The biggest data gap that events suffer from is on-site, physical, behavioural data. Once people arrive, and have been scanned into an event, what do they do? Which sessions do they attend? Which stands do they visit? Do they spend more time networking, or on the exhibition floor?

From the 2017 Power of Live Research Report:

“ Only 38% of event professionals say they understand extremely or very well what their attendees do onsite. ”

Sometimes the only data point is on arrival - at badge pick up, or ticket scan. Sometimes there are subsequent scans at important sessions or locations.

Tracking attendance of key content sessions is probably the most widely gathered on-site, physical, behavioural data. This can be achieved using staff, with or without scanners, to record each visitor as they enter a specific area. Many events may be tracking session attendance, but still have no idea what visitors are doing in between those touchpoints.

However it is possible to gather much more data - filling in the gaps between touchpoints, and tracking the visitor's entire journey through an event.



Visitor Tracking



Overview

In general we'll call monitoring visitor movement around an event 'visitor tracking'

Visitor tracking provides location data. It gives us the 'where and when' - but can't always tell us what a visitor was doing there.

In some cases the 'what' can be reliably inferred. Session attendance is an obvious case. If a visitor is present in a theatre for 30 minutes during a session, then we know they attended, and we are fairly certain what they were doing. (Of course we still don't know how valuable or enjoyable they found it. That's something that needs to be discovered using survey questions.)

At the other extreme, we can be much less certain about what people were doing on the exhibition floor. A visitor is seen in the vicinity of a stand for a minute. Were they stopping to chat to a colleague, speaking to a sales person on the stand, or making a call on their phone?

There are an increasing number of technologies that can be used for people counting and tracking. Some are simply footfall counting methods - the equivalent of a person with a clicker at the door. Some are capable of tracking in detail the journey of an individual visitor from entrance to exit. We'll discuss briefly all the different technologies.

Counts vs Tracks

People counting solutions can count people as they pass through an entrance / exit, or the number of people in an area. But they don't track individuals. You can count the flow of people into an event, and out of an event - giving daily and hourly footfall figures. But you can't match a person's entrance and exit, so you don't know how long they spent.

Tracking solutions are different. They can associate entrance and exit events for an individual, providing information about the visitor (for instance how long they spent), rather than just the event (how busy it was). This allows in depth analytics, rather than just counting.

Identified vs Anonymous

Another important aspect is whether the individual visitor is identified, or not. Most location data is not strictly anonymous (in a legal sense, at least), because even if the visitor hasn't been identified, they could be from the data.

But we'll use the term 'anonymous' to mean data about an individual visitor's journey, when we don't know the name or identity of the visitor.

Anonymous data works fine for aggregated statistics about an event. How busy was each session? What were the peak times for arrival? You don't need to identify individuals for this.

Anonymous data can also be used for personalisation and segmentation, but only in limited ways. As an example you can

send a targeted push notification to an app user, without knowing who they are.

But if you want to send an email to visitors that had a certain pattern of session attendance, anonymous data won't work. You need a way to identify the individual from the data.



Simple Counting

Counting Mats

Counting mats provide anonymous counts - with no tracking possible. Example use cases might be flows through main entrances, or into defined areas like meeting rooms. Accuracy up to 95% is claimed. Some mats are able to distinguish direction. So a mat in a single entrance / exit could provide a count of the number of people present in the area.

Infra-red Beams

These systems place a device either side of an entrance. When people cross, the beam between the two devices is broken. Data is inaccurate. But this type of counting is inexpensive.

Overhead Sensors & Cameras

Sensors installed over an entrance may use a combination of cameras and infra-red sensors. They are more accurate than infra-red beams, and can distinguish people entering from people leaving. Accuracy is likely to be around 90%.



Tracking People

Moving on from simple counting systems, there are a number of completely different techniques for tracking individual visitors.

CCTV & Video

The only method that actually tracks the person (and not a device they are carrying or wearing) is video-based.

Some CCTV based systems offer only people counting, with no tracking possible. They just provide a count of the number of people currently in view, or a total that have passed through the image in a certain direction.

More advanced systems attempt to track visitors across the image, and to stitch together movement across multiple cameras. However these systems are expensive and complex. Often what's delivered is little more than counting. Tracking data in this case is anonymous.

Even more advanced systems use facial recognition. As these systems develop, it may be possible to easily track an individual journey across many cameras, and across large sites. It could even be possible to identify the individuals, if visitors have provided photographs during the registration process.



Tracking Devices

Other techniques actually track a device carried by the visitor, rather than tracking the person. Typically this is embedded into a badge, or it uses the visitor's own phone.

Tracking phones can be a simple and lower cost solution. But it will never track 100% of visitors. As long as there is a reasonable sample rate, data and analytics are still valid. But understanding the behaviour of an identified customer is only possible where people have a phone with the right hardware, software, and permissions.

In comparison, tracking badges can reach nearly 100% of visitors, if badges are provided free, and are a requirement for entry.

Badge Tracking

Scanning: Barcode

The simplest and probably oldest method for tracking visitors is to print a barcode on their badge, and then to scan the barcode manually where required.

This technique is easy and reliable. However it provides limited data. Where visitors go in between scans is not captured.

Events will often address this by increasing the number of scanning points. So a visitor may have their badge scanned on entrance, when moving between halls / areas, and on entrance to any sessions or meeting rooms (sometimes twice). The additional data is useful, but there is still a large gap between every scan.

More importantly there is a negative impact on the visitor experience with each additional scan.

Scanning: RFID

RFID can help reduce the impact of scanning on visitors. RFID can be read at a distance - sometimes up to 30 feet away. But more typically the range is lower, and scanners are placed at entrances or doors to scan visitors as they enter or exit a room or zone.

That enables everyone entering a zone or room to be 'scanned' without interacting with a member of staff, and with no delay on entry. And also without the requirement to ensure the badge is visible and the right way round.

Accuracy is typically around 90%, meaning the majority of visitors will be registered, but certainly not everyone.

Typically RFID will increase costs over barcodes. Each badge must have an RFID chip embedded in it. And more significantly scanning hardware needs to be installed across the event to generate detailed movement data.

Tapping

As an alternative to actively scanning badges, a reader can be located at an entrance or other location, leaving visitors to 'tap' their way in and out, volunteering a data point.

This typically involves NFC (a type of RFID with a range of only a few centimeters).

Tapping can also work between badges themselves. Pixmob's Klik system allows visitors to tap their badges together, the digital equivalent of swapping business cards. Poken's system allows visitors to tap a fixed sensor to digitally collect sales material, or register interest at an exhibitor stand.

Bluetooth - Beacon on a badge

A more recent development has been the 'Beacon on a Badge' - a bluetooth transmitter, similar to a regular iBeacon, but carried by visitors. An example is Turn Out Now technology.

The signals from these active transmitters are much stronger, and can be read over a far greater distance than RFID. So a smaller number of sensors, installed over an entire event site, can continually locate the visitor. This contrasts with RFID - which while capable of ranges of around 30 feet, are usually still 'scanning' the visitor at fixed locations, rather than continually tracking them.

Phone Tracking

Smartphones are so common now, that it can be a viable option to track these devices, rather than a wearable like a badge.

Two very different methods can be used to track smartphones. One is passive sniffing, and the other active data gathering.

Most mobiles these days will have WiFi on. Periodically phones send out a 'ping' looking for nearby access points. These pings can

be used to track phones, without them having to log into the WiFi network. There is also no requirement for the phones to run any particular software or app, or for users to give any permission.

An alternative way of using WiFi and Bluetooth signals to track phones is to use an app. Where events already have an official app, this can be an attractive route.

Passive: WiFi and Bluetooth sniffing

Passive approaches rely on sensors or infrastructure to determine the location of customer phones. Bluetooth is sometimes used, but usually it's WiFi based. There's a key strength of using WiFi tracking (or 'sniffing') - no particular software needs to be installed on a customer's phone. If they have a phone with WiFi enabled, they can be tracked.

Sometimes just a single sensor is placed at a location of interest. The result is proximity data - how many devices came within range.

With just one sensor, this is counting rather than tracking. But with more than one sensor, 'visits' to the different locations of interest can be associated with an individual, so limited customer behaviour can be tracked.

Data can be gathered from a network of sensors installed specifically for tracking. Meshh provide this type of system. Or existing WiFi connectivity infrastructure can be used for data gathering. Both Cisco and HPE Aruba have well developed products for this.

Where data is gathered across installed WiFi infrastructure, actual locations can be tracked. Accuracy is a function of the infrastructure - how many access points are installed, and whether they're capable of the very latest (and expensive) angle of arrival positioning.

With both single sensors and infrastructure sensing, the frequency of data gathered is very variable. For phones that aren't associated with access points, there may only be a 'ping' every five minutes - which severely limits the value of the data.

For devices that are associated with access points, location is possible whenever data is being sent over the connection. This again is hugely variable. We've seen some WiFi access point manufacturers recommending that a mobile app is deployed, which sends small packets of data to a server to enable continual location data to be gathered.

All of this leads to big questions over the actual usefulness of the customer tracking data that WiFi tracking can provide. In 2014 Monolith conducted a study on the veracity of WiFi tracking solutions currently on the market. At one store, the study measured a capture rate of 6-12%, while the provider reported it as 49%.

Privacy concerns have also had a major impact on WiFi tracking techniques.

First, the phone manufacturers now change the unique WiFi identifier (MAC address) of the phone periodically, specifically to prevent long-term tracking of the device, which might enable identification of the individual. This limits the value of any

counting or tracking data sourced from WiFi sniffing.

Secondly, the consensus seems to be that MAC addresses, even when hashed (a common privacy technique), fall under the GDPR. Which means very clear user opt-in consent is required - something that's almost impossible to achieve in practice.

Active: Bluetooth / WiFi / GPS / other

The other option for phone tracking is app-based. If a sufficient proportion of customers are using a mobile app (often the case at events), then this can be a very attractive option.

Apps can be triggered to start sending location data to the cloud once a customer arrives at an event. Multiple techniques can be used to determine location, including WiFi, beacons, GPS and cell towers.

Using GPS means that the customer's journey into and away from the premises can also be monitored, something that isn't available using other positioning techniques.

Data is only gathered if users have explicitly opted in, so privacy concerns are easy to deal with.

Using the right technologies, it's possible to persistently gather data in 'background' - when the user isn't actively using the app, and the mobile phone is in their pocket. The typical location accuracy is as good or better than wifi sniffing techniques. And the frequency of data gathering can be much higher and more reliable.

With Wifi RTT around the corner - the accuracy is going to get even better. App based data gathering will be 1-2m accurate in the next couple of years, using just typically installed WiFi network infrastructure.

It's also possible to relate device counts to people counts - so the extraordinarily detailed device tracking data can be converted into footfall counts.

External sources of data

Finally it's worth considering that external data can be useful. If you're trying to explain changes in visitor numbers, then weather, transport, or industry trends could be a factor.

Suitable data can sometimes be accessed for free. And it's often available via APIs, meaning automated and near real-time import is possible.



Uses of Visitor Data



Uses of Visitor Data

Just as there are a multitude of data sources, there are many different uses.

Integration

Importantly much of the value will come from combining different data sets. And so siloed data can be a real problem. If integrating different tools, and combining different data sets is costly, or even impossible, then much of the value will never see the light of day.

That makes integration a vital part of the data pipeline. The different systems responsible for capturing data will largely fit into the following categories:

- Event Apps
- Payment / Booking / Transaction Systems
- Marketing Automation Systems
- Web, Mobile & Social Analytics
- Event Management Systems
- Badge Scanning / Check in / Printing Systems
- On-site Visitor Tracking Solutions

In an ideal world, every one of these systems will be sending data into a single customer record database.

Ensuring that digital data (from web and apps) and physical data (from visitor tracking) can be integrated is particularly important.

From the 2017 Power of Live Research Report:

“ 81% of event professionals say integrating data from attendees’ digital and physical footprints is extremely/very important – but only 20% feel their organisations are extremely/very effective at this integration process.”



Uses of Attendee Behavioural Data

Using a combination of surveys and behavioural tracking (online and offline), what kind of information about a visitor can be built up?

- Demographics
- Event attendance history
- Product category interests
- Exhibitors visited
- Product information collected
- Sessions attended, with duration
- Offsite fringe events attended
- Impression of value
- Other visitors connected with
- Website / mobile app areas visited
- Emails opened
- Social media activity

What uses can all that information be put to?

According to a CIER study:

The most popular uses of analytics are to support decision-making for attendee marketing (95 percent) and exhibitor sales (85 percent). These two areas are “low-hanging fruit,” according to the study, and the best places to start analytic efforts.

These uses of data are directly related to marketing - both for visitors and exhibitors. But detailed visitor data can be used for much more than that. What was the value of a particular speaker? Which areas of the exhibition floor had the highest traffic?

Attendee Marketing: Visitor acquisition / retention

For all events, whether paid attendance or not, visitor numbers are critical to success. So using data to enhance sales and marketing is likely to be business critical.

*Attendee marketing is frequently informed by data.
And it's usually data that comes from digital engagement.*

By tracking website visits, email opens, and clicks, the right personalised message can be delivered at the right time to increase sales. There are a number of marketing automation platforms designed to use this kind of data to improve sales. Examples include Marketo and Pardot.

For visitors, their ROI might depend on factors like person-to-person networking, product discovery, and learning. Data can help measure their engagement, and therefore their ROI, and therefore their likelihood to attend in future. This data might include:

- Number of sessions scheduled / liked in the app
- Number of sessions actually attended
- Percentage of the exhibition floor visited
- Number of exhibitors engaged with
- Number of links made with other attendees in the app
- Post-event satisfaction survey results

Exhibitor sales: Exhibitor acquisition / retention

For some events, exhibitor sales will be a major revenue driver.

Just as for visitors, digital marketing automation can use online data to improve sales. And just as for visitors, data about the exhibitor's experience at an event can help with retention.

For an exhibitor, lead generation is usually key. Data to support ROI might include

- Total footfall past stand
- Number of leads captured
- Views / clicks of an exhibitor's content (e.g. page in app)

Good, reliable data can help exhibitors get the most out of the event too. Metrics like conversion rates, and the demographics of the footfall past their stand can be used to inform their stand design and sales strategy.

Stand pricing

A key part of exhibitor revenue optimisation is stand pricing. A value-based pricing approach would suggest that revenues are maximised by varying stand prices by footfall.

Maximising revenues requires accurate data on the footfall across every part of an exhibition floor.

Content scheduling

Content takes many different forms, and plays different roles at different events. Typically, content might be a cost, that attracts visitors, who provide revenue. That's the case whether it's the keynote speaker at a conference, or the headline act at a music festival.

Viewed like this, content is similar to advertising.

“ **Most event teams are not using their data to make immediate changes or inform communications during the event.**

2017 Power of Live Research Report

A first step might simply be to track the attendance level for every session. We might assume that more popular content is responsible for bringing more visitors to the event.

But what if some of those visitors have come specifically for one session. They arrive just before, leave just after, and hardly visit the exhibition floor. The session has brought visitors, but hasn't generated value.

Now imagine tracking visitors who attend the session, and analysing their behaviour. How long to they spend on the exhibition floor? How many different stands do they visit?

That provides a proxy for the value of the visitor.

So by using all the data available, a more accurate picture of content value can be built up. And this can be used to optimise content schedules in future, bringing not only quantity but quality of visitors, in the most economical way.

CPD awards

Many events are now accredited providers of CPD. And this can be an important part of the offering for visitors.

In order to comply with CPD schemes, accurate tracking of attendance at CPD sessions is vital.

This can be achieved in many ways. But unlike other use cases, reliability is essential. It's no good deploying an RFID system with 90% accuracy. That will miss 10% of attendees, and fail to record their CPD credits.

So typically scans in and out (to measure attendance time) are required. Both barcodes and NFC systems can work.

Some 'Beacon on badge' solutions may be reliable enough for recording CPD. And some phone based systems also. What's important is to check that any proposed solution will capture every attendance accurately. And that includes the precise duration, which may be important for the CPD scheme.

Identifying high value visitors

Not all visitors are the same. One way of categorising visitors is by how actively they participate in the event.

Anytime an attendee is an “active participant,” whether attending sessions, using social media, networking, making exhibit floor visits, providing content, etc., that’s how they add value not only for themselves but also for other visitors.

Those who visit lots of exhibition stands provide value to exhibitors. Those who use the event to network widely provide value to other visitors.

Once high value visitors are identified from behavioural data, you can attempt to keep them coming back through targeted marketing and rewards.

Identifying demographic groupings of high value visitors can help with targeting future sales and marketing efforts.

Onsite Operations

Attendee Forecasting

Visitor data can be used for many operational purposes. One simple example is attendee forecasting.

Pre-event online data can be used to forecast attendee numbers, which can be vital for on-site operational planning. That might include staffing, F&B planning, or traffic management.

Using data live (i.e. during an event) for operational purposes brings us into the realm of Experience Management.

Experience Management

Also called 'crowdshaping', this involves gathering data about visitor behaviour in real time, and using it to make changes to the event on the fly. It uses digital tools to optimise the visitor experience.

“ **Most event teams are not using their data to make immediate changes or inform communications during the event.**

2017 Power of Live Research Report

Some simple examples of experience management:

- Tracking which sessions are full and which have spaces, and then using the information to send push notifications and update digital signage.
- Sending offers to visitors at risk of leaving the event early.
- Dispatching shuttle busses to where they're needed.
- Deploying staff to facilities with longer queues.

One of the exciting possibilities is 'load-balancing' - monitoring which facilities or sessions are over and undersubscribed, and then using digital communication channels to rebalance in real time.

A great example is for Nissan at the North American International

Auto Show in Detroit. As John Capano, senior vice president for strategy and planning for George P. Johnson, explained:

Personalisation

Personalisation is a growing trend in events. Visitors expect both communication, and the live experience itself, to be tailored to them.

The more detailed your knowledge of a visitor (demographic, psychographic and behavioural), the better you can tailor your offering to them.

“ Literally as you are going around, the experience you are having is 100 percent unique to you...and we could make adjustments in real time. If we had a car that was not getting enough attention, we could change the call to action, change the signage.”

John Capani, SVP Strategy & Planning, George P. Johnson

Some of the easier and more common forms of personalised communication include customised event invites and personalised registration forms.

In terms of personalising the event experience itself, we've already discussed 'crowdshaping' (real-time visitor experience management) in the previous section.

Lead Capture

For most exhibitors, the key to a successful event is lead generation. Systems that allow exhibitors to scan visitor badges, and later retrieve a complete list of leads, are common. And by reducing the friction, and removing the need for a visitor to have a business card with them, they can increase the success rate of capturing details.

If continual tracking of visitors was accurate enough, it might be possible to eliminate the need to scan. For instance by accurately tracking an attendee using their phone, or a beacon on a badge, a list of every stand they visited could be generated.

But a word of caution is needed here. It's possible for two people standing on the same spot to exhibit very different behaviour. One might be engaging with an exhibitor, and represent a lead. Another might just be chatting to a friend they saw on the stand. And another might be facing the other way, watching what's happening on the neighbouring stand.

The when and where that location gives us is not always an accurate indicator of behaviour. And currently the permission required for a scan or a click is a good way of establishing that this person was indeed a lead.

ROI

Finally a look at ROI. We've covered data that might go into demonstrating value for a visitor or exhibitor. But there are other stakeholders to consider.

Senior management teams, shareholders and investors of the event owner. Sponsors and vendors at the event. All may have a need to understand the ROI that an event delivers.

For an event owner, ROI will ultimately link back to revenue or brand building. Visitor data that can be used to track ROI might include

- Total number of visitors / tickets sold
- Percentage of registrations that actually attend
- Visitor satisfaction scoring

Sponsors are an important partner for many events. They may be headline sponsors, or stand owners who have bought a package of online and offline promotion. They may be sponsoring content sessions. Or they may be sponsoring website or mobile app assets.

For a sponsor, ROI will normally be related to lead generation, brand awareness, or both. Data that can be used to demonstrate ROI to sponsors might include:

- Views / clicks of branded website advertising
- Views / clicks of push notifications or app content
- Total attendance at sponsored content

About Crowd Connected

Data and analytics are the lifeblood of effective customer understanding and engagement.

Crowd Connected is a leading mobile location data company based in the UK, whose Colocator software is used by leading visitor businesses worldwide.

Through a simple plug-in, Colocator runs in the background of an event's or venue's official app, accurately tracking the location of visitors' mobile devices.

Processing and visualising this rich stream of data, Colocator provides event organisers with a complete toolset to understand and influence people's movements.

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