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Guide to Delegate Tracking

Our brand new solution for business events

Introduction

Do you recognise the problem with scanning?

Conferences have a requirement to track delegates' session attendance. Entrance badge scanning is almost universally disliked.

It causes unwanted friction for attendees, creating queues and barriers - generally harming the delegate experience.

It requires the cost and management of temporary staff who are increasingly hard to source and variable in quality.

And when the data arrives post event, who can say if it's completely accurate?

There hasn't yet been an alternative that is low cost, easy to deploy and delivers the required outputs, reliably. Until now.

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Our new solution

Passive delegate tracking

With our new solution, every event organiser can reliably track attendance - both numbers and dwell time - without the need to scan every delegate in and out.

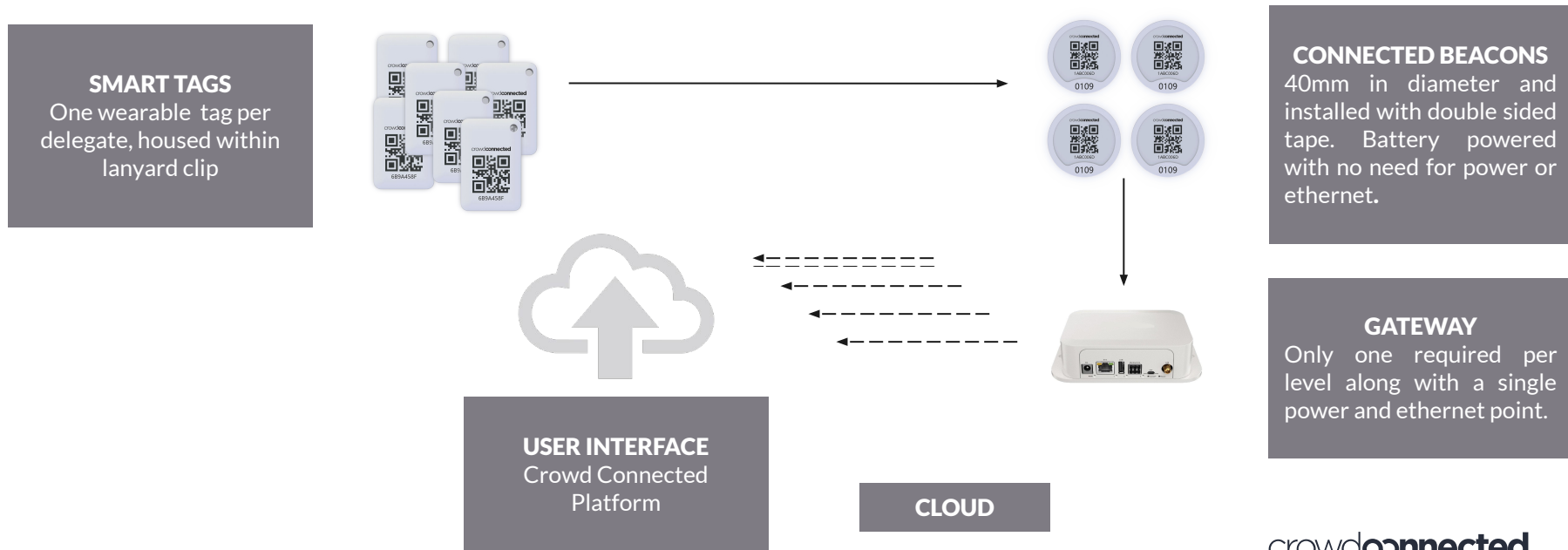It works passively in the background with the addition of a small tag to the existing badge or lanyard.

No need for taps, scans or check-ins - or for the staff to administer them.

Easy to set up, it integrates with almost any combination of registration and badging systems. Power and ethernet are required at just one or two locations per level of your event. That's it.

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Our new solution

Simple, hardware based set-up

SMART TAGS
One wearable tag per delegate, housed within lanyard clip

CONNECTED BEACONS
40mm in diameter and installed with double sided tape. Battery powered with no need for power or ethernet.

GATEWAY
Only one required per level along with a single power and ethernet point.

USER INTERFACE
Crowd Connected Platform

CLOUD

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Success criteria

Pinpoint accuracy when needed

So simple to use - but providing the reporting required, on demand.

View lists of attendance for any session as it happens.

Download these within 15 minutes of session end. Or wait until the end of the event and download the full attendance for all sessions.

See how busy a particular place is in real-time.

Understand dwell times for any area within the event.

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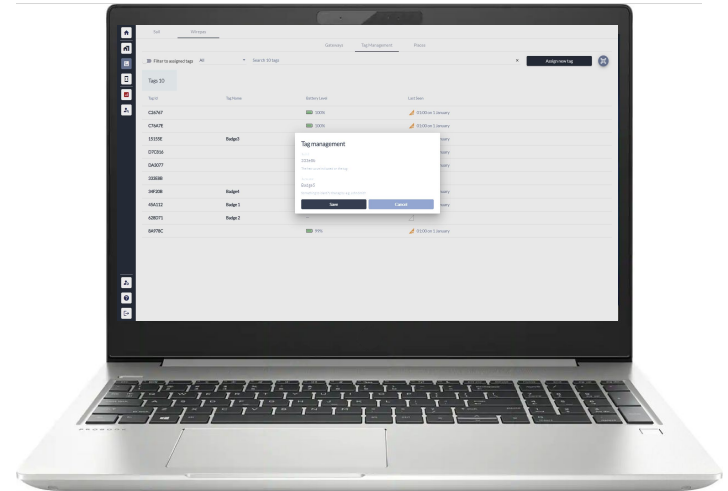
Our new solution

Affordable and easy to deploy

Step 1: Choose the places you want to cover at your event, and the times you want reporting outputs for.

Step 2: Plug in a pre-configured gateway or two. Install a low density of battery-powered connected beacons. No further configuration required.

Step 3: Issue delegates with normal badges but with the addition of a tag, each assigned to the badge/delegate.

That's it! Access reporting in real time and post event via our easy-to-use web console.

No site visits or complex planning

No floorplan markup

No technicians required on site

No staff required during the event

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How it works: Step 1

Designate places

A place is a defined space at your event that you want to monitor and record attendees visiting.

Typically this will be where sessions are going to be attended. But it could equally be a networking area or exhibition space.

You can have as few as one place or as many places as you like.

And for each place you can have as many blocks of times (sessions) as you like, which can be bulk uploaded to our platform.

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How it works: Step 2

Connect a gateway

One gateway per level is needed to transmit tag sighting data to our cloud-based platform. The actual number of gateways is dependent on the size and layout of your event.

Gateways come preconfigured. They just require power and a wired ethernet connection (with failover to cell connectivity).

Once plugged in, you can quickly check a gateway is online and transmitting using our web console.

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How it works: Step 3

Install the connected beacons

Our scanning app makes it easy to associate the connected beacons with a place.

Each place that you want to monitor requires a minimum of one connected beacon. For a larger space this might be, say, 10 connected beacons.

Scan each one and choose its associated place from the list in the app. Or add a new place.

Then fix to the wall using supplied 3M Command^{TM} strips at a distance of approximately 8 meters from the nearest beacon.
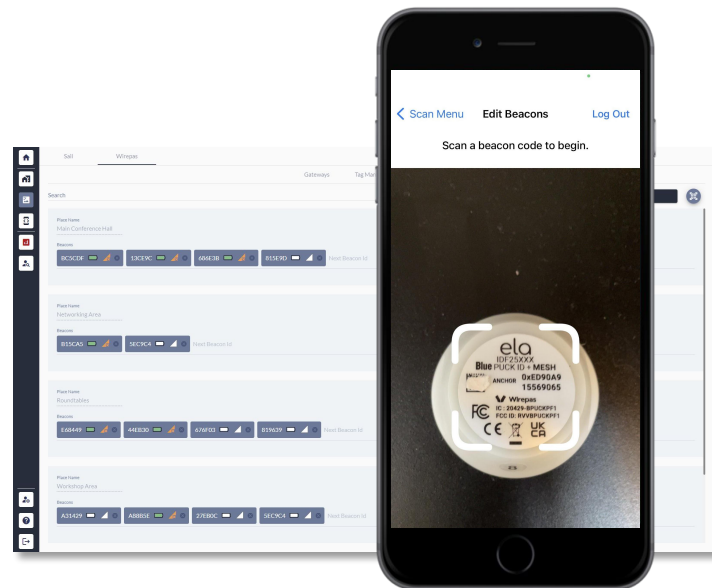
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How it works: Step 4

Assign tags to badges

Each attendee is assigned with a tag, attached to their badge or lanyard.

Our double scanning app makes the pairing simple to perform, either before the event if badges are pre-prepared, or as badges are issued on demand on site.

Just scan the QR code on the Tag, then the barcode or QR code on the badge (in either order) to pair them.

The app confirms successful assignment, which can also be seen on our web console.

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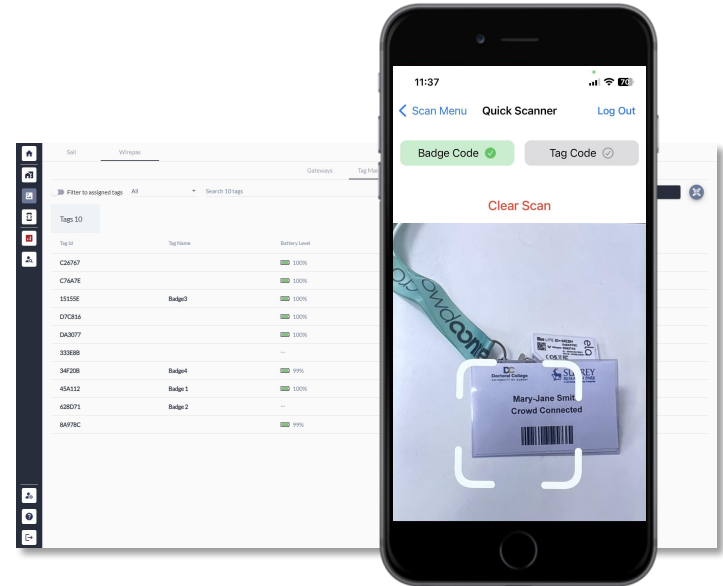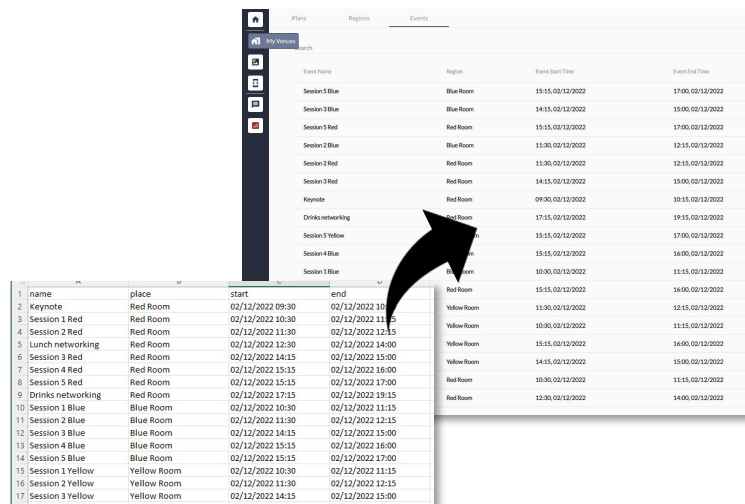
Reporting

Add your sessions or other timed slots

A quick upload is all that is required to add every session you want to track.

Just have the information in standardised CSV format: name, place, start time, end time.

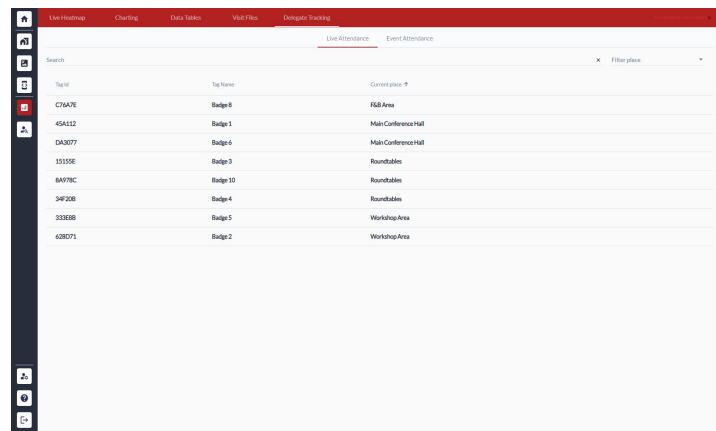Last minute changes to the schedule? No drama. Individually add/delete/edit sessions as required.

Outputs

Live reporting

For any individual place (or filtered list of places), get a read-out of the tags currently being detected.

Search for a specific tag ID or attendee ID (which typically will be either the badge or registration system identifier for an individual).

- *Have I paired the correct number of tags to attendee badges?*
- *Are all the tags working?*

Quickly get the answers via our web console. Or even unassign a tag from an attendee pairing.

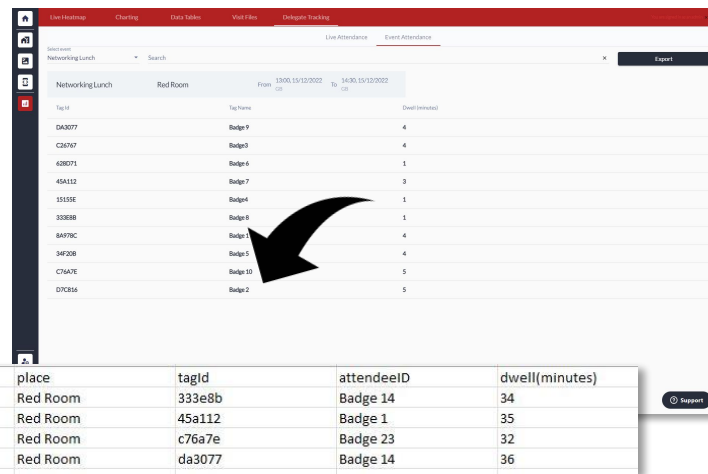
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Outputs

Session attendance reporting

Export reports at the push of the button.

For any session that has finished, generate a list of all those that attended and their dwell times. Or filter by place for all sessions that took place there.

View the list in the console, and download as a CSV.

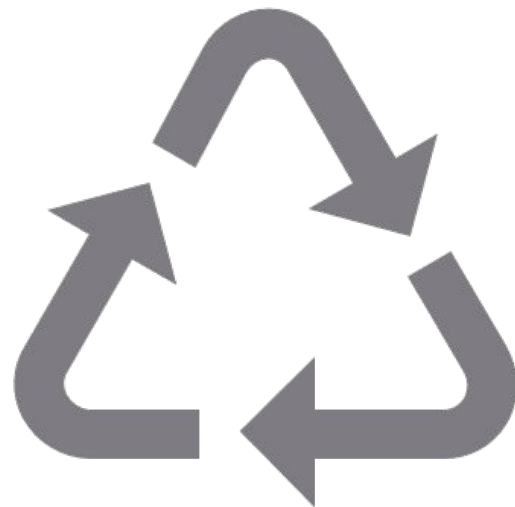Use the attendeeID to map the to your registration data.

Final step

Recycle, ready for the next event

Get attendees to return their badges so that you can collect the tags.

Retrieve the connected beacons and the gateways.

Return the kit to us, while you continue to have access to our web console and the reporting outputs – for as long as you require.

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Delegate tracking.
Made easy.

See how easy it is to track attendance with no staff, taps, scans or check-ins. **Book your demo today**

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