



crowd**connected**

THE RETURN TO LIVE

Get ready for the challenges ahead

- Visitor experience management
- Real-time footfall analytics
- Exhibitor performance metrics

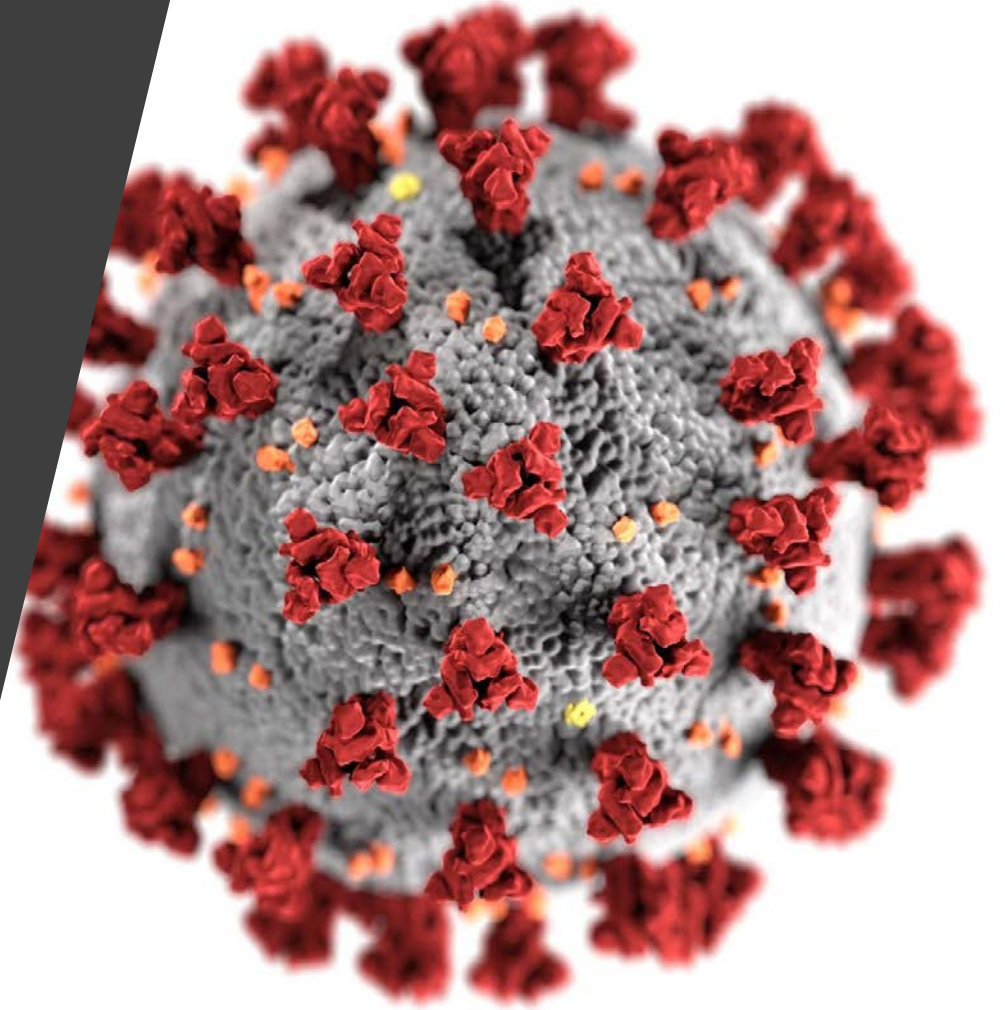


Crowd Connected provides location software for mobile tracking, personalised engagement and footfall analytics.

Organisations that operate in the physical world use Crowd Connected to gain a digital advantage by getting more from their mobile app.

We are living in uncertain times.

- The COVID-19 pandemic has been an economic and human catastrophe, and it's far from over.
- But with the adoption of mass testing and rapid roll-out of vaccines, we're optimistic of a restart for live exhibitions in the coming months.
- Despite the uncertainty of exactly when, now is the time to prepare.



COVID-19 has rewritten the rule book for live events. Uncertainty is everywhere.

- Exhibitions will be different. Exhibitors and visitors will need to adjust to new procedures and controls.
- Reassuring participants that the physical environment is safe will become a primary focus.
- Monitor, manage, measure will be the new mantra.



Operations, sales and marketing are all affected. It's going to be like putting on the show for the first time.

- You can't just repeat a previous successful formula.
- Compliance, visitor experience, and exhibitor ROI all need to be managed and optimised while the show is underway.
- In the post-pandemic new reality, organisers need data-driven insight. In real time, during the show.
- You need every assistance. Your mobile app can help you address these new challenges.

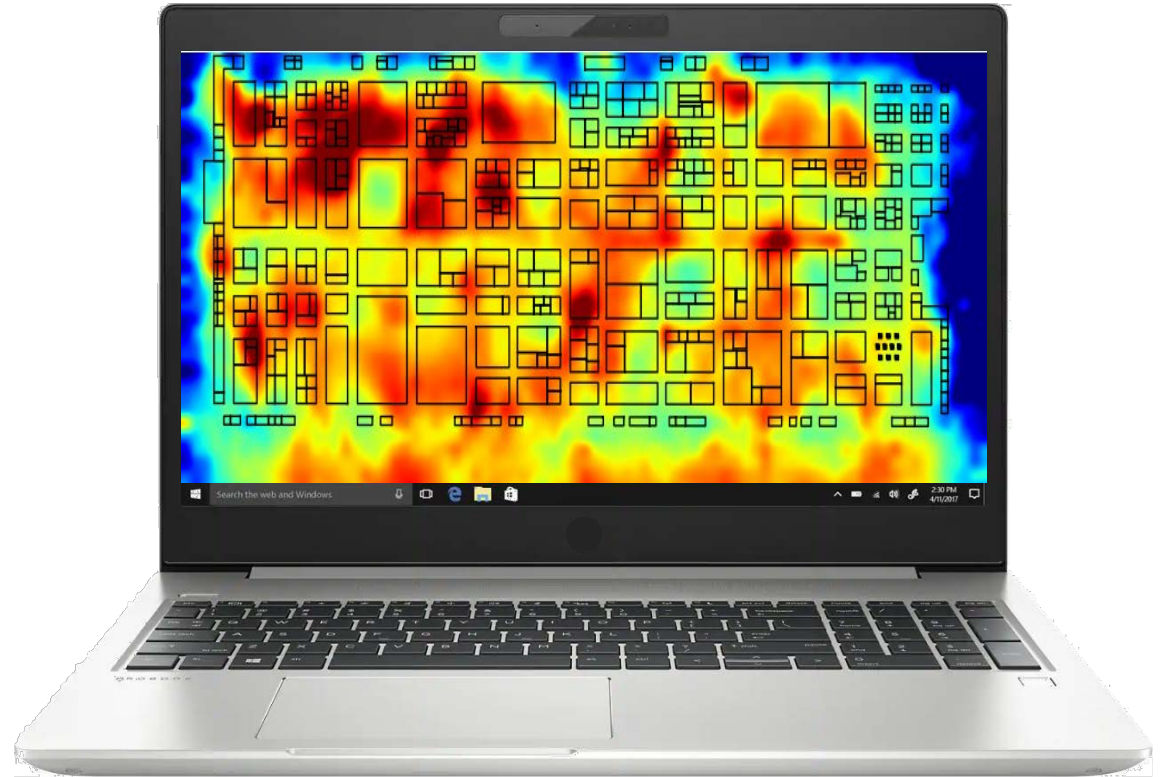


The threat is existential. If year one post-COVID doesn't satisfy both visitors and exhibitors, then year two won't happen.

- Budgets are being cut back. Shows downsized. Uncertainty is everywhere.
- Smart operators will turn to digital tools to underpin event operations, tightly integrated with the face-to-face experience.
- So selecting the right toolset is critical.

Get set with Crowd Connected's tried-and-trusted location tracking technology.

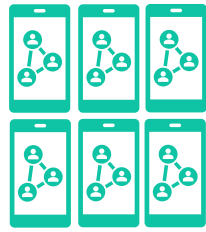
- Crowd Connected enables your app to monitor and record visitor movement.
- Measure footfall to exhibitor stands and other areas across the show floor. Personalise visitor communications with location based messaging. Influence behaviour.
- Whether for operations and safety, for visitor experience or exhibitor sales, Crowd Connected provides critical location based functionality for the COVID-19 new reality.



How Crowd Connected's solution works.



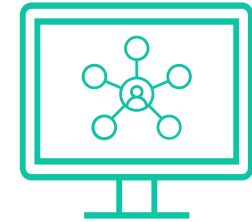
Our code is embedded into your official app. A low density of Bluetooth transmitters are installed at the venue.



By activating this code, your app users become a giant sensor network.



Location data is processed in real-time by our cloud-based platform.

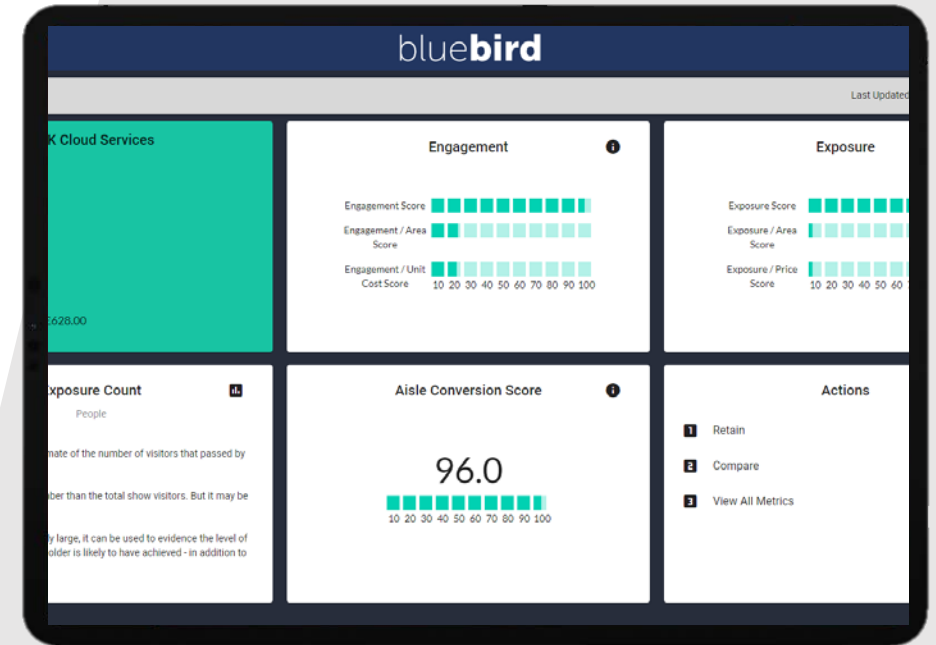


Our intuitive web consoles provides direct access to everything you need – from real-time data visualisations to audience segmentation and push-messaging content management.

Use full-coverage footfall and engagement data to convince exhibitors of the long-term value of your event.

USE CASE #1

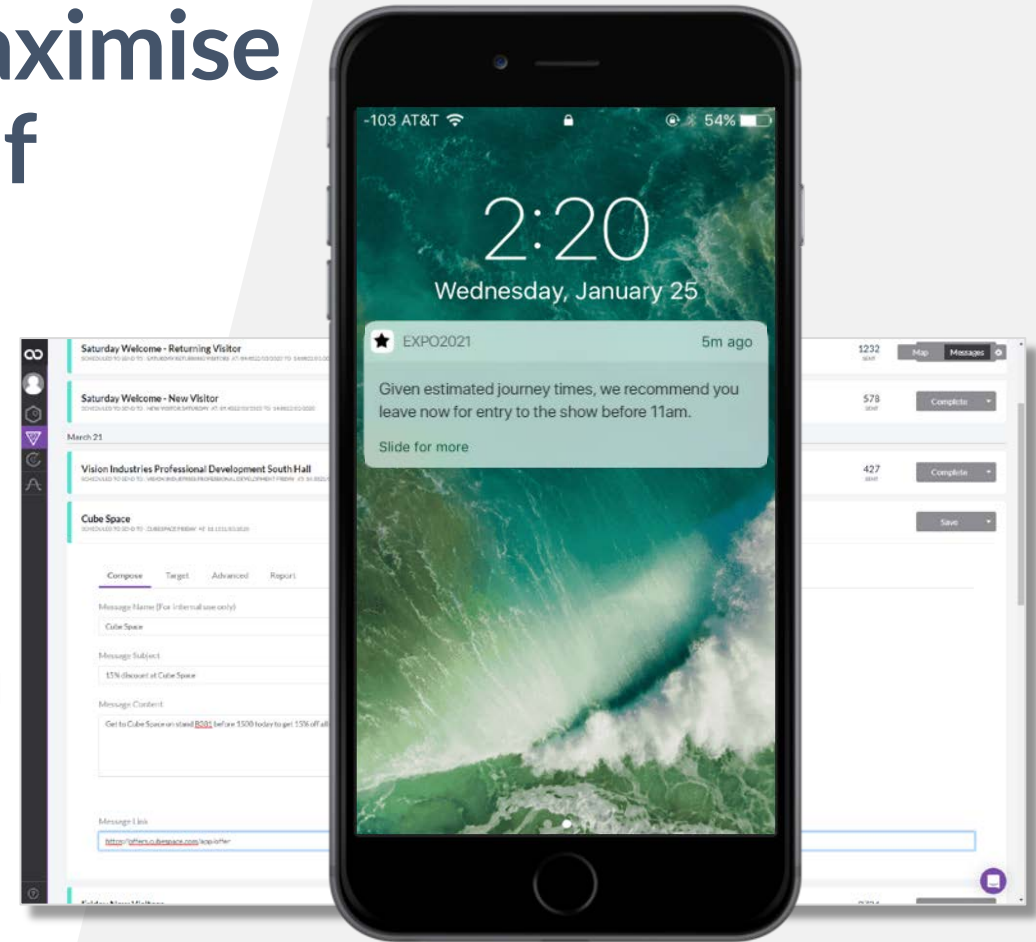
- In the post-COVID world, you'll need to demonstrate ROI to exhibitors more than ever.
- Get critical performance metrics for every stand across the entire show floor. Access at any time, during and post event.
- Crowd Connected equips your sales team with the information they need, mapped to the floorplan.



Mobile technologies reach off-site, helping load-balancing to maximise visitor numbers in a world of reduced capacity limits.

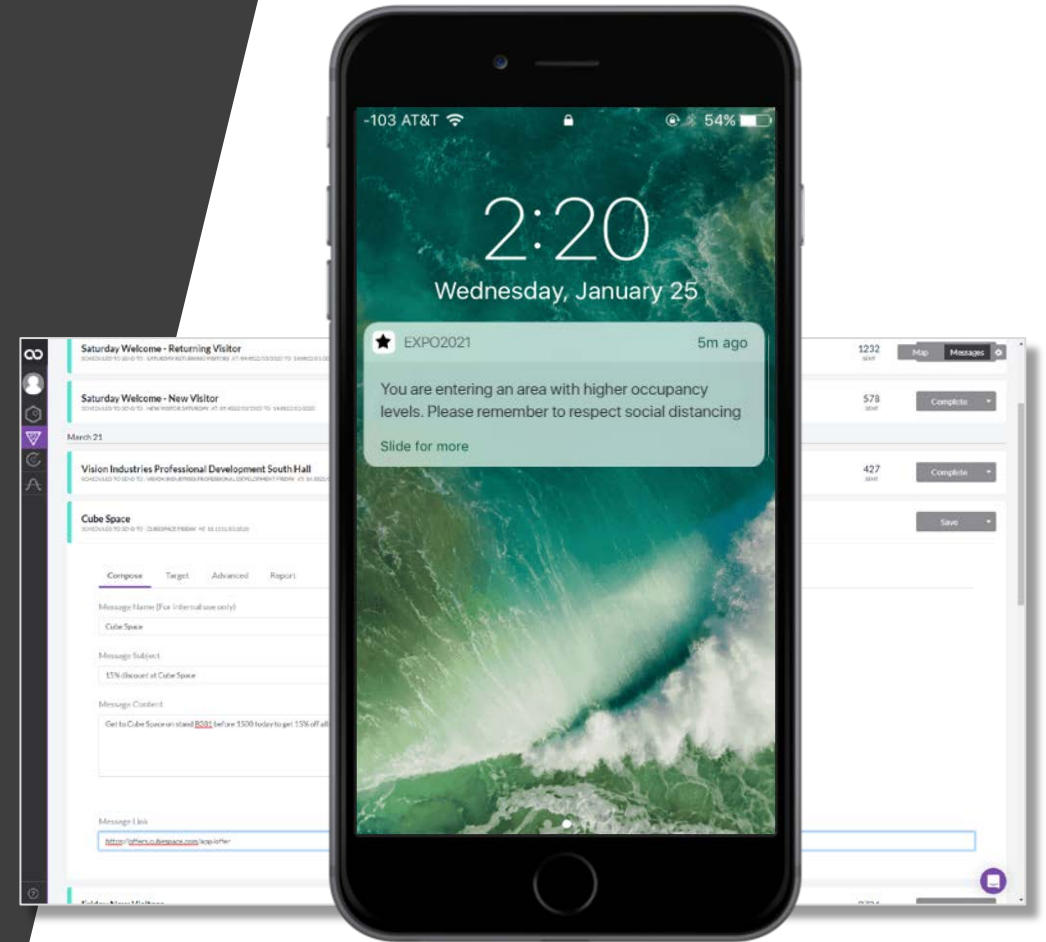
USE CASE #2

- We enable you to use the visitors' smartphones as a one-to-one communication channel.
- Automatically trigger a series of precise messages as people leave for the show, arrive by different forms of transport and reach the designated entry area.
- Deliver "leave now" messages to visitors, timed individually dependent on estimated journey time.
- On arrival guide through the entry process, step-by-step.



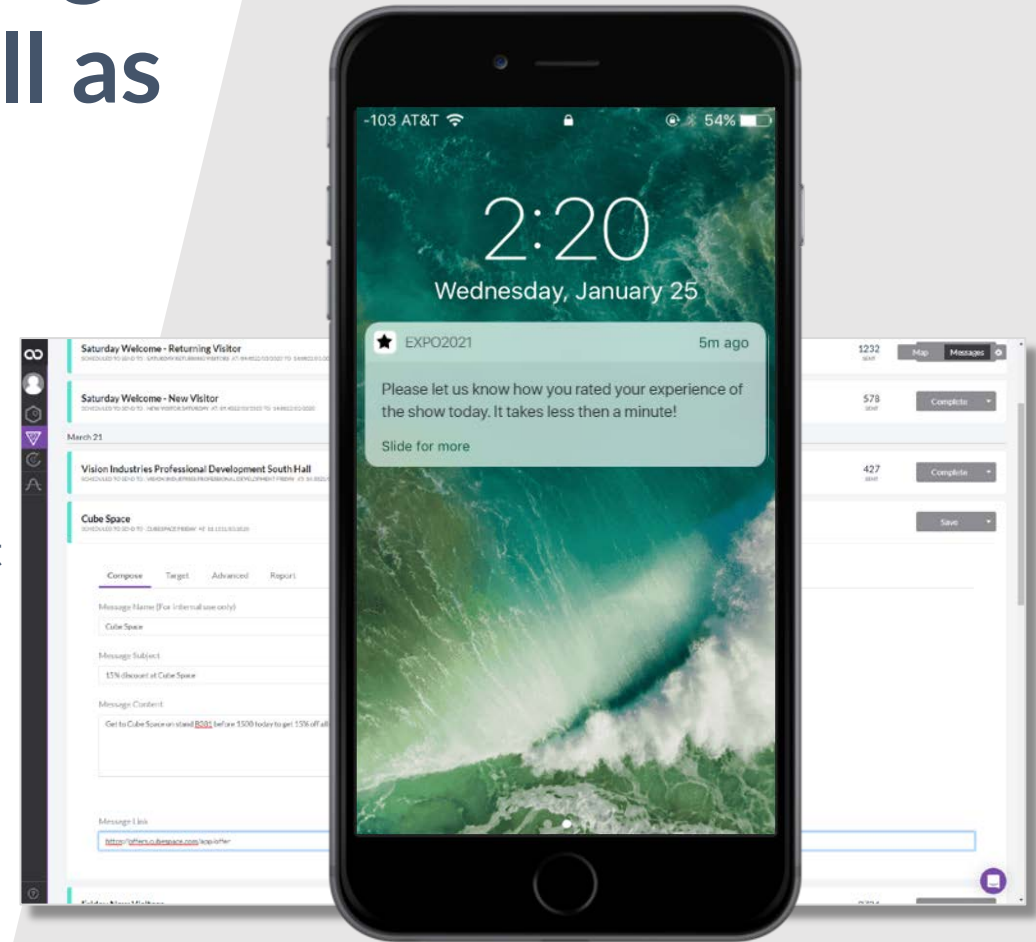
Once at the show, visitors will need guidance through new procedures and floorplans.

- Communicate clearly and efficiently to minimise congestion and maximise throughput.
- Location-based messaging allows you to proactively target recommendations to influence individual behaviour.
- Or quickly react to the unforeseen by sending a notification to those individuals in a defined segment only.



Control the number of messages each person receives, as well as where and when.

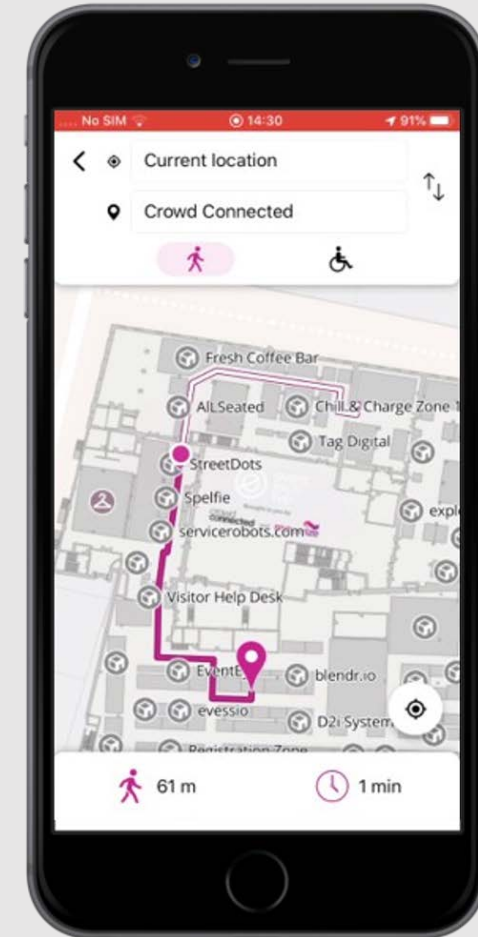
- Getting communications right will be critical. You need to reassure visitors, but avoid bombarding them with irrelevant messages.
- Crowd Connected's platform provides the end-to-end solution, enabling contextual communications triggered by location and time criteria.
- And even get visitor/exhibitor feedback through location-based micro-surveys, allowing you to identify any “quick wins”.



Help visitors to navigate everything that's on offer.

USE CASE #3

- You'll want visitors to easily explore the entire show. But new floor plans, unfamiliar layouts and even one-way systems may hinder this.
- Crowd Connected's real-time indoor positioning enables 'blue dot' wayfinding in your mobile app.
- Help visitors quickly find what they want, and direct them there. Guide visitor journeys along designated routes.



Simultaneously meeting new regulations and visitor expectations will be hard. Keep track, in real time.

USE CASE #4

- You can't afford to have CCTV, RFID or additional personnel everywhere. Our intuitive heatmaps, charts and customisable dashboards provide additional situational awareness.
- Understand how long visitors are spending at the show to efficiently manage capacity and throughput.
- Identify areas with increased traffic, dwell time, contact and peak flows, for prioritising social distancing management and additional sanitisation measures.



Exceptional circumstances demand an exceptional approach to fees. Like our 'no event, no fee' promise.

- COVID-19 has torn up the rule book. And so have we when it comes to pricing.
- At Crowd Connected we understand the intense pressure that every event budget is under. We know that easy-to-understand and affordable pricing may not be enough.
- So for 2021-22 we've introduced a 'return to live' guarantee.

Zero upfront cost

Pay in instalments,
post event

1

2

No event, no fee

Whatever the reason
for cancellation

Best price

Discounts automatically
applied. No need to ask

3

Multi award winning software, endorsed by leading industry trade bodies.

- Only Crowd Connected provides the full feature set that helps you to address multiple new challenges.
- Our capabilities are regularly recognised by industry experts. And our technology is the recipient of multiple awards.
- What's more, we are endorsed by leading global trade bodies in their COVID-19 guidance.



“Among leading providers to the industry in this field are Crowd Connected [with their] advanced event visitor tracking technology.”

crowdconnected

Reliable and robust, proven across hundreds of events.

- In uncertain times, you need trusted technology that you can rely on.
- Since 2014, Crowd Connected has continually pushed technological boundaries, becoming a market leader in attendee tracking, visitor analytics and location-based personalised communications.
- Whatever the event environment, our software helps event organisers deliver their increasingly complex offerings. As our global footprint testifies.



BMW
Championship



COACHELLA



NRF[®] NATIONAL
RETAIL
FEDERATION



WONDERFUL
COPENHAGEN



Book a demo today.

- See for yourself what Crowd Connected can do for you. Get in touch and we'll do a demo for you.



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