

A blurred background image of a crowd of people, likely at a public event or concert. The image is in grayscale, with a teal diagonal line running from the bottom left towards the top right.

crowd**connected**

THE RETURN TO LIVE

Get ready for the
challenges ahead:
Make your app
location aware

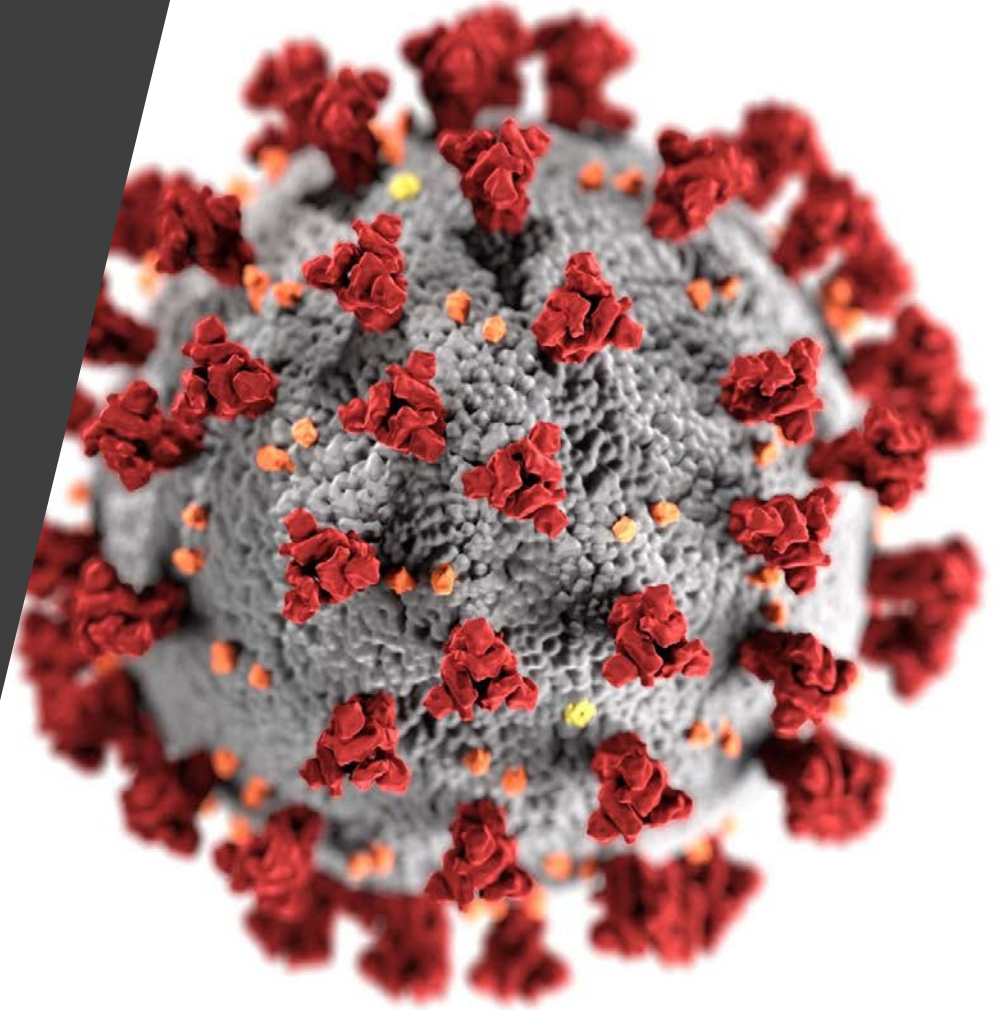


Crowd Connected's Colocator platform provides location software for mobile tracking, personalised engagement and footfall analytics.

Organisations that operate in the physical world use Colocator 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 outdoor events in 2021.
- Despite the uncertainty of exactly when, now is the time to prepare.



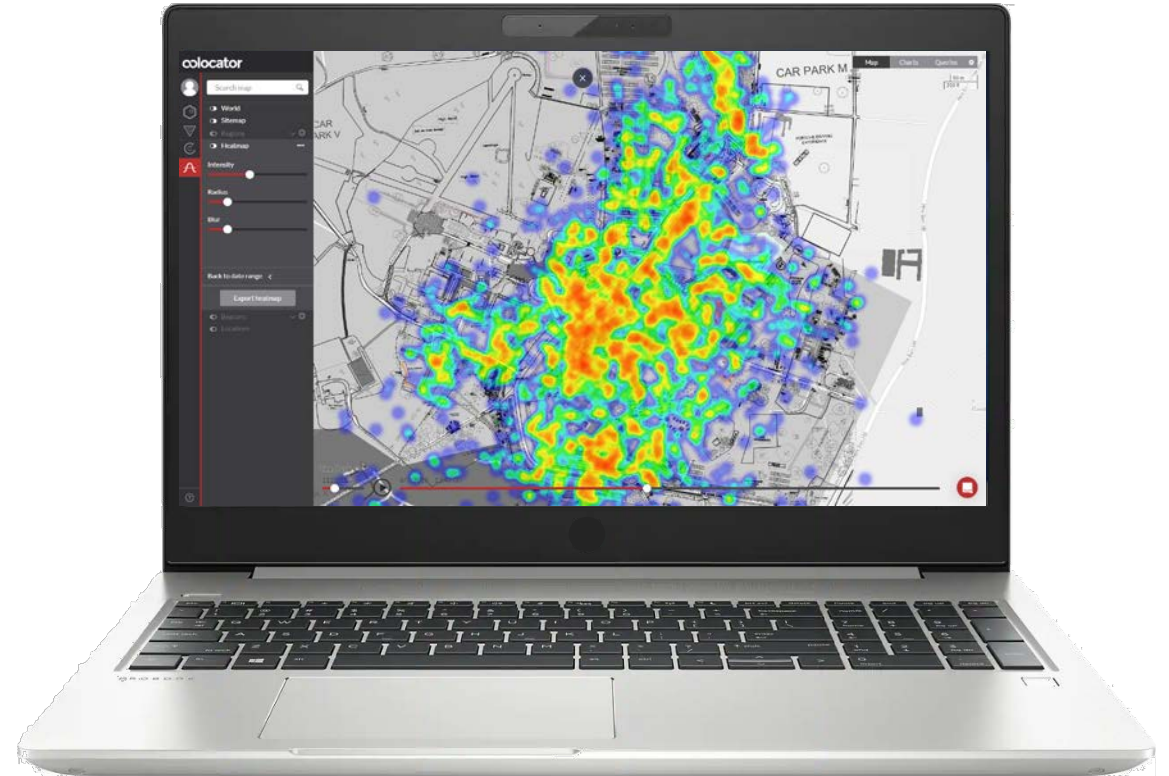
COVID-19 has rewritten the rule book for events. Uncertainty is everywhere.

- Repeating a successful formula from your last event simply won't work.
- As you plan for the return to live, you'll be asking how you can:
 - Meet relevant guidance and adhere to new regulations
 - Reassure patrons by delivering the necessary additional communications
 - Optimise your patrons' experience in real time
 - Satisfy your ever-more demanding sponsors
- You need every assistance. Your mobile app can help you address these new challenges.



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

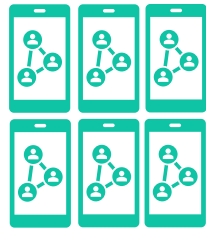
- Switch on Crowd Connected's Colocator and use your app to monitor and record crowd movement. Personalise patron communications with location based messaging. Influence behaviour. Measure footfall to sponsor activations or other facilities.
- Whether for operations and safety, for customer experience or commercial partnerships, Crowd Connected provides critical location based functionality for the COVID-19 new reality.



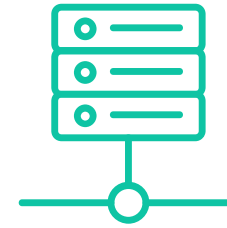
How Crowd Connected's Colocator solution works.



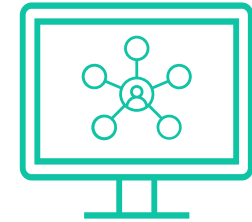
Our code is embedded into your official app.



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

Monitor movement in real time for valuable insight into crowd behaviour.

USE CASE #1

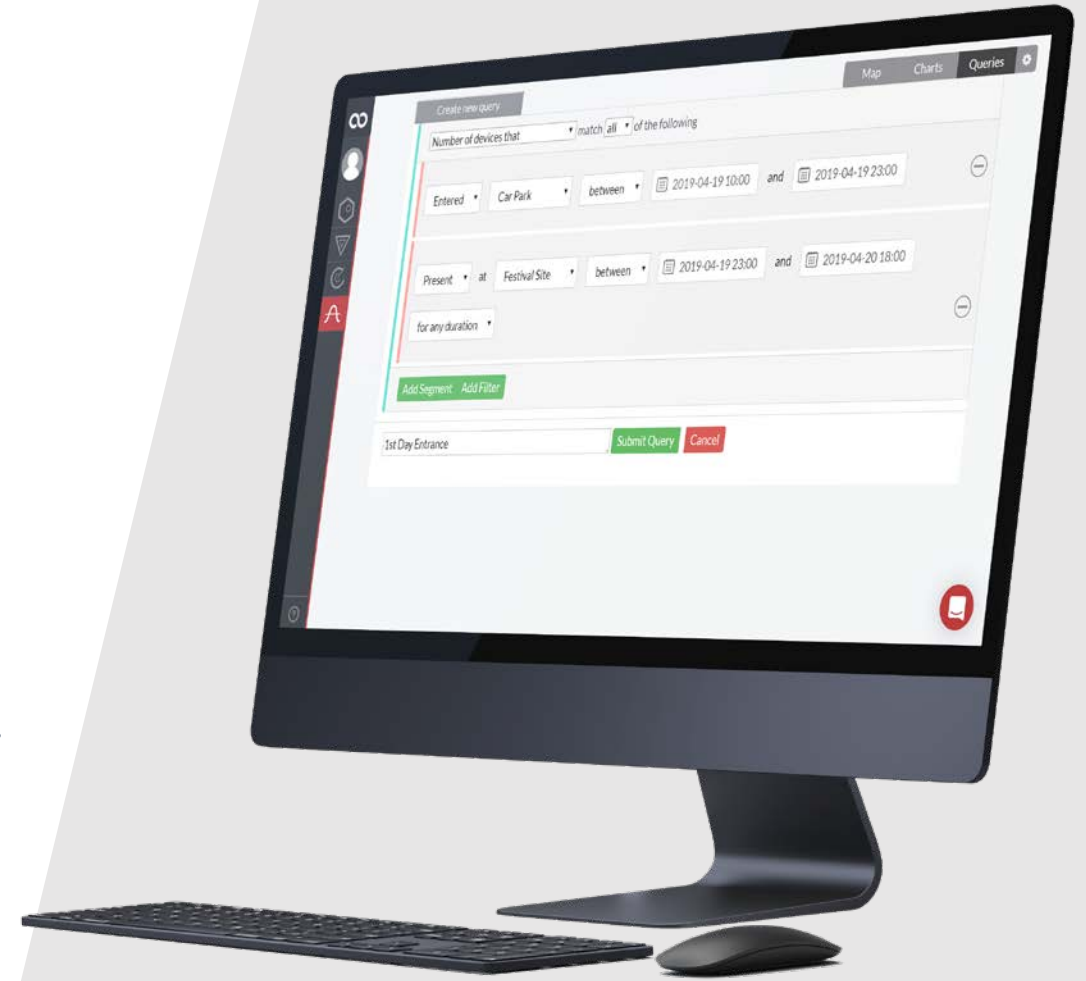
- Operations teams will be under pressure to evidence measures to monitor and record patron movement. There may be new requirements imposed by local authorities.
- Monitor densities and flows via heatmaps, charts and customisable dashboards.
- Then get deep-dive analytics for post event replay or even assisting the appropriate authorities with contact tracing.



Be more situational aware. Onsite and offsite. As and when you need it.

USE CASE #1

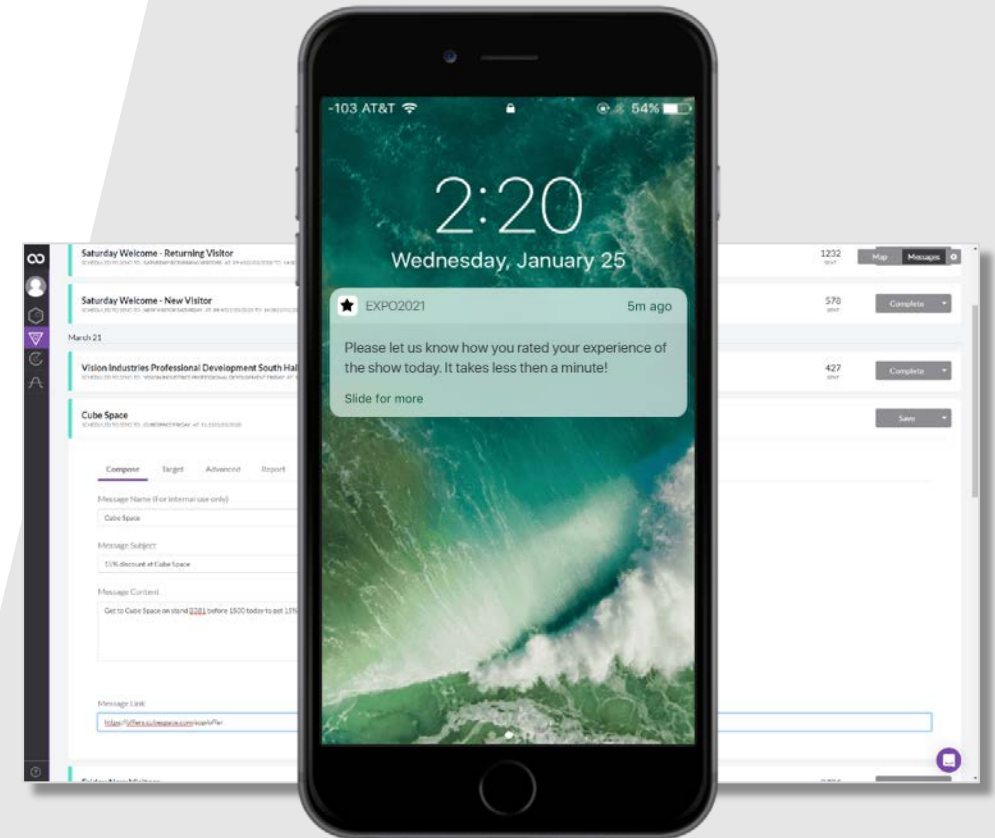
- The Colocator web console provides instant access to behavioural data through a suite of insight tools.
- Go beyond CCTV and stewards during your event. Identify unexpected bottlenecks or high traffic areas. Be alert to the build-up of queues or lines. Quickly react to the unforeseen.
- Post event review and report as your requirements dictate. Feed into your planning process for your next event.



Reassure patrons without bombarding them: personalise the experience with targeted recommendations.

USE CASE #2

- One consequence of COVID is that you'll have a whole raft of additional new comms to deliver. The sheer volume might seem overwhelming.
- With new protocols and process you'll want to communicate efficiently to influence patron behaviour. Right message/right time will be vital.
- Location-based push messaging is the answer. With Colocator, you get the complete solution, enabling your marketing team to deliver location-based communications when and where needed.



Use location based messaging to deliver the right message to the right audience at the right time.

USE CASE #2

- Send a push notification on entry or exit from any defined area. Or combine multiple locations and times for hyper targeting.
- Link to in-app or third-party content (e.g. announcements, promotions, surveys).
- Get recipient rate and even measure behaviour post message.



Sponsors will demand more. Ensure you can meet their expectations.

USE CASE #3

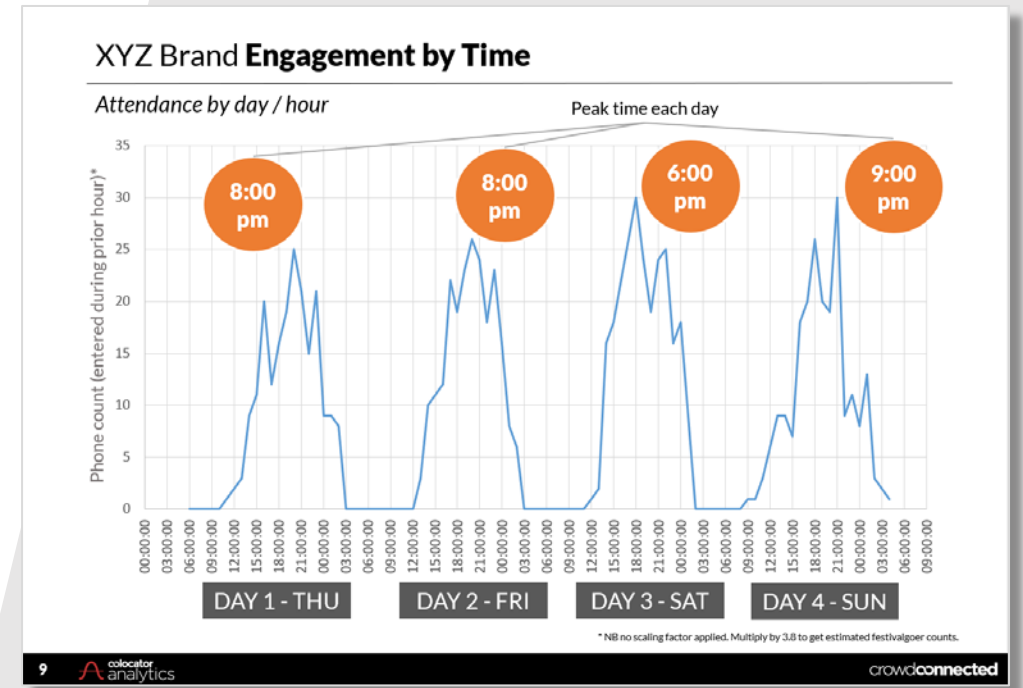
- Securing the future for many events means securing sponsorship revenue. But factors such as shrinking marketing budgets and reduced capacities and will make sponsors even harder to please.
- Use Colocator for hyper-targeted app-based messaging to get footfall to sponsor activations. To deliver additional promotional opportunities. Or even trigger in-the-moment mobile surveys for brand partner data collection.



Deliver the reporting your brand partners require to justify their on-site presence.

USE CASE #3

- Colocator's unrivalled footfall analytics ensure you have the data you need for comprehensive post-event reporting.
- Use our charts, query engine and data tables to compile your own sponsor reporting, in your way, in your time.
- Or use Crowd Connected's expertise to create custom reporting outputs to meet your needs.



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.



- Delivering a successful event in the COVID era demands an event app that's fit for purpose.
- That means an app that is location aware.
- See for yourself what Crowd Connected's Colocator can do for you. Get in touch and we'll do a demo for you.



CROWDCONNECTED.COM



SALES@CROWDCONNECTED.COM



+44 1483 685 970