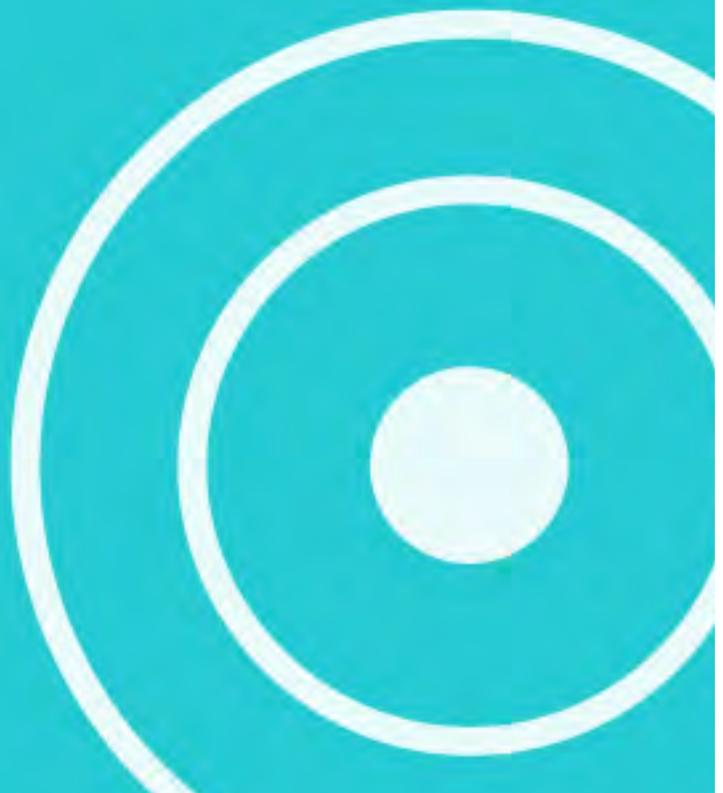




# 2017 MKG Extravaganza

Case Study





**The 2017 MKG Extravaganza**

**Existing situation:** MKG Foods host an annual food tasting event for their customers. More than 500 people attend each year from approximately 200 establishments. Large numbers arriving together have typically caused problems at check-in, currently a largely manual process.

**Proposal:** VenulQ to provide our event app solution for MKG Foods to handle the check-in process. MKG would use an invite form hosted at their existing website and import invited guests to the VenulQ platform.

**In Action:**

Preparing for the event involved MKG uploading the data for their guests to the VenulQ platform. MKG created their event app in the browser using VenulQ and set up staff to check people in at a welcome desk. VenulQ staff set up the Beacon gateways on the build-up day and tested connections with lanyards, along with a quick tutorial to event staff on checking people in and registering their lanyard with the app.

With everything in place, the event began at 10am on the 1<sup>st</sup> August with a large number of people waiting to get in through the doors. Handily MKG were able to speed things up even further by having a member of staff check-in people in **via the hand-held app**. This alleviated any waiting, and guests picked up their pre-printed lanyards from a separate table as they entered along with event handbooks.

Beacons tracked customers and staff as they travelled around the venue. Conveniently MKG used the app's ability to track staff in the large crowd and locate them quickly as required for meetings.

Additionally, as key customers arrived, text messages were sent to the account manager's phone alerting them to their check-in.

MKG now have handy reports on check-in times that will be used in planning staff placement and numbers next year. Additionally a large amount of data on customer flows around the venue is now available and will be used with exhibitor stand placement for next year's event.

A follow-up survey to guests revealed **complete satisfaction with check-in arrangements** and MKG look forward to using the system again next year.

