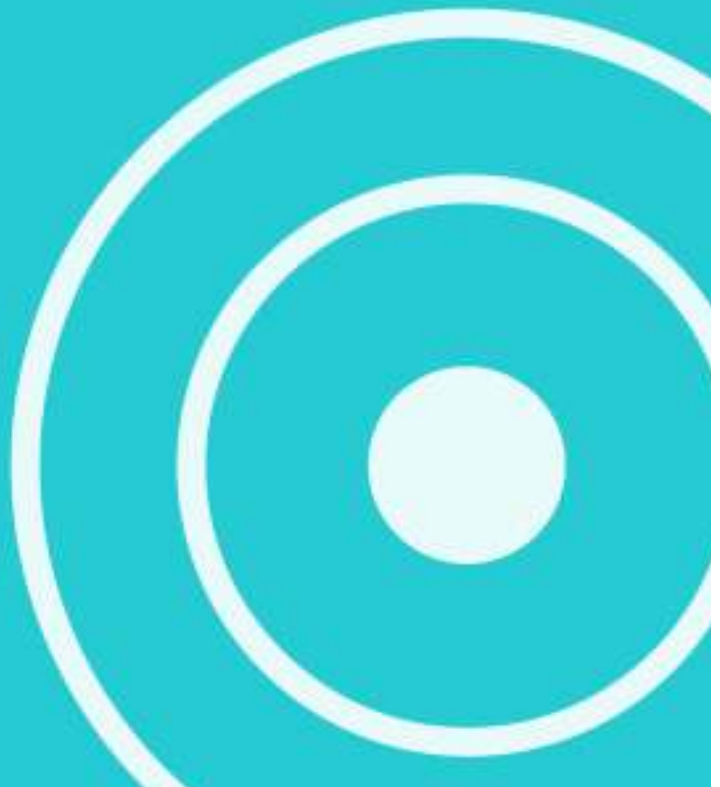




# International Confex 2017

Case Study





**International Confex 2017 at Olympia, London**

**Brief:** Provide International Confex VIP visitors an upgraded experience while visiting the event. In addition, provide Confex with data on visitor movements. Confex were also interested in seeing the additional benefits of VenuIQ's location based technology.

**Proposal:** VenuIQ to provide our event management solution for International Confex to produce an app for VIP guests. Gateways and name lanyard beacons to be provided to guests so tracking could be enabled. A scavenger hunt was developed to provide VIPs with an opportunity to see location technology in action (and win a prize).

**In Action:**

Confex used the VenuIQ event management system to produce an app that contained their full programme of events, exhibitor and attendee profiles, schedule, an event specific social media feed, messaging, venue map, and attendee heat map.

Guests were pre-registered on the VenuIQ platform allowing for a quick check-in process with the **handheld app** as they arrived.

Beacon Gateways were installed around the Olympia Main Hall venue on build-up day. These registered when lanyard beacons were in vicinity and provided the data to display a live heat map in the app and on the VenuIQ screens on our stand.

