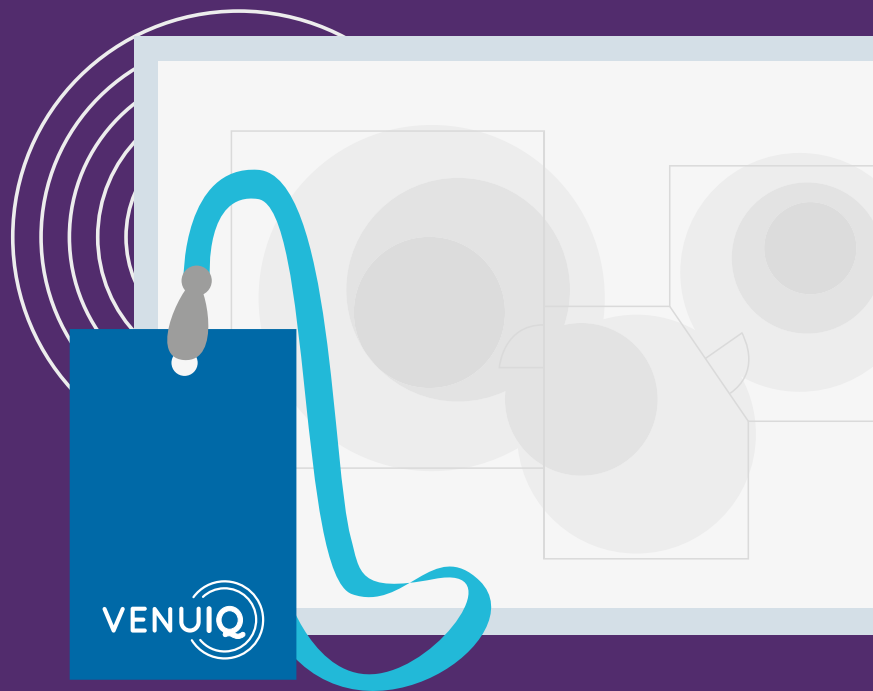# DISCOVER THE POWER OF YOUR EVENT DATA

Adding tracking to your event provides heaps of useful data. However, event organisers are often daunted by this technology and can be concerned about the return on investment.

This guide demystifies the concept, proves the worth of tracking and shows you how to harness its power.

VENUIQ

How Does a Bluetooth Tracking Solution Work?

Many of the original attendee tracking solutions in the early 2010's either depended on wifi - significantly less accurate and rarely linked to the attendee's profile to give rich demographic data - or on tracking via the attendees' mobile phone.

Whilst wifi tracking had promise in the early days, as Apple and Android have become stricter on data sharing, this has stopped being a truly viable tracking option. Firstly, users have to opt-in on their phone (and who does that any more? Our experience tells us 90% don't), and secondly, they have to have the app open in the background of their phone (which also has significant battery drawbacks – you don't want to be responsible for emptying your delegates phone!). As a result, these options use a sample of data extrapolated to give estimations.

The alternative is VenuIQ's bluetooth tracking solution which provides true full, rich data. In addition, VenuIQ only tracks in set areas so once attendees leave a tracked space, there is no data collected.

THERE ARE TWO ELEMENTS TO OUR TRACKING SOLUTION:

1. Bluetooth Trackers

The small **Bluetooth Low Energy (BLE) tracker** that the delegate wears (known as a beacon). VenuIQ provides a number of options here but the most common are either having the beacon as part of the lanyard or stuck to the name badge.

This badge is either pre-assigned to an attendee or assigned within seconds on arrival using the complimentary VenuIQ check-in app, or integrated via VenuIQ's simple API. In cases where customers want total data screening, tracking is done against attendee IDs rather than names which are then matched up by the client after the event. Either way, VenuIQ is fully GDPR compliant.

2. VenuIQ Gateways

The second part of the solution is our proprietary **VenuIQ Gateways** that are deployed in the venue.

In advance of the event, the VenuIQ customer success team will work with you in a detailed briefing meeting using your event venue maps to agree your data objectives. From those objectives, the VenuIQ experts determine the number of Gateways you need to hire and their configuration parameters. On event setup days, the VenuIQ team usually come onsite to fit the Gateways in just a few hours and ensure data is being returned as planned. However, the Gateways are plug and play so after 1-2 events with VenuIQ support, we find that customers' own teams can set up the Gateways effectively themselves should they wish.

Each beacon, worn by a delegate, sends a signal to a Gateway multiple times a second, creating billions of data points. The VenuIQ portal collects this data and immediately translates it into reportable data. All Gateway hardware can be monitored remotely too.
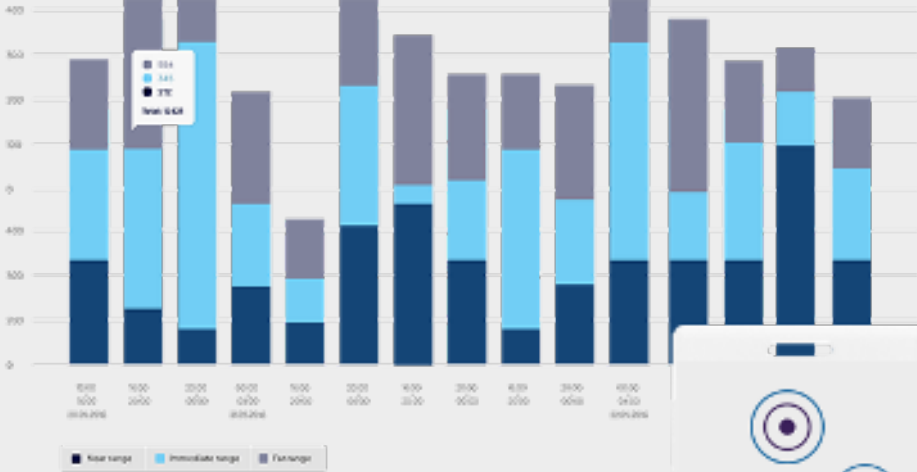
What Does Bluetooth Tracking Give You?

VenuIQ tracking offers a rapid, hassle-free deployment solution that delivers exceptional data insights without the need for extensive, permanent installations.

In a post-pandemic world, organisers of virtual events have become used to data insights into their events that were previously impossible. For example, who attended, who went where on the platform, who watched what session and for how long? And behind that, is the rich demographic data of those attendees so it's not just who went to each session, for example, but by job level, function, country and more.

VenuIQ is the tracking solution that gives you all the data of a virtual event at a physical event.

Plus we provide a killer insight report pack at the end of the event.

# Some of the key common insights from our tracking solution include:

Full insight into **who attended content sessions**, without having to pay for staff at each session entrance and force delegates to have their badge scanned (who wants to do that in today's world?).

See **how long delegates stayed** in sessions – identify "session hopping".

See what your **VIP attendees** did.

Improve your content programme by seeing what the **most popular content** is by attendee demographic types.
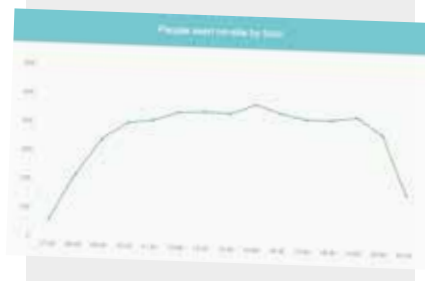
Optimise your food and beverage service by seeing how many attendees were in catering areas at different times. Many clients save over 50% on catering costs in future events by better optimising the timings and volumes of their ordering commitments.

Identify which attendee demographics spent time in **key networking areas** such as investor lounges.

Identify **traffic choke points** on heatmaps to optimise floorplans at future events.
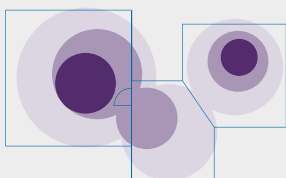
Wow your sponsors and sales teams with detailed insight into **visitor traffic to key exhibitor and sponsor booths**. No longer debate with sponsors on speculative narrative summaries of the success of the event driving traffic to their booth. Give them irrefutable proof!

Add opt-in **lead scanning** for no extra cost.

Full integration via API /SDK into your event app and platform.

Sustainability & Cost

We like to think of cost in terms of finances and sustainability.

SUSTAINABLE

The VenuIQ tracking solution is fully reusable. Attendees are educated on check-in of the importance of returning the beacon and the environmental impact. Our experience shows an average of over 90% return rate. Used in this way, beacons can last over 15 years before being recycled.

FINANCIAL

We would love to give a totally simple pricing model but all our event solutions are bespoke. Costs depend on the number of gateways, the number of beacons required and the complexity of setup. We can provide a quote to you after a short discussion with our team.

The Gateways are rented from VenuIQ and the Beacons can either be rented from VenuIQ or if your organisation does more than two events per year, it is far cheaper to purchase them. VenuIQ offers a free storage and dispatch service for any owned beacons.

In the vast majority of cases, the full cost of the entire tracking solution is less per delegate than the cost of the first coffee you might provide for them at the venue. And the ROI is many multitudes greater. Even compared to caffeine!

To discuss how tracking can improve your next event call the VenuIQ team on +44 121 796 5800

Questex

AHC Annual Hotel Conference

Let's look at how our clients use tracking as part of their events.

Tracking the Annual Hotel Conference

VenuIQ provided Questex with tracking event technology for the Annual Hotel Conference (AHC) 2022 at the Manchester Central Convention Complex. More than 1000 delegates attended from 250+ hotels representing around 50 brands around the world. These were record-breaking on-site attendance figures which alongside the largest number of exhibitors ever made this a great post-pandemic event.

Questex, the event producer of the AHC, asked VenuIQ to assist with event technology to prove how effective their event was. They required something that would impress delegates, exhibitors, and sponsors.

HOW DID WE DO THIS?

- **We collected data**… and A LOT of it! Close to two billion lines of location-based data from our Bluetooth tracking solution.

- **We processed this data into manageable live reports** to discover how many people were on-site, where was most popular, and how well sessions were attended.

- **Visual representation of behavioural data** from which we could see how people moved around the show. Knowing where was popular allows information-based conclusions to be drawn.

- **We provided stand traffic and dwell time, seniority averages, demographics** and more on each stand grouping.

- **Our live heat mapping technology** provided by beacon-wearing guests produced the following heat maps. These show live data at any point during the conference and allow for real-time decision-making as well as post-event reports and analysis.

Look at the heat maps below:
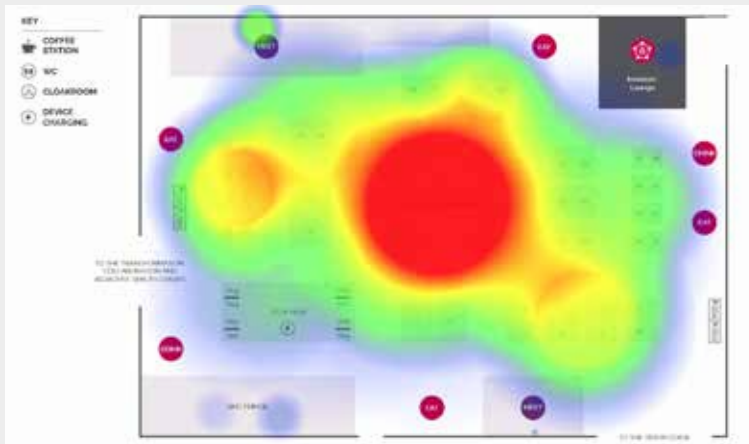
Heatmap showing first two hours of conference.
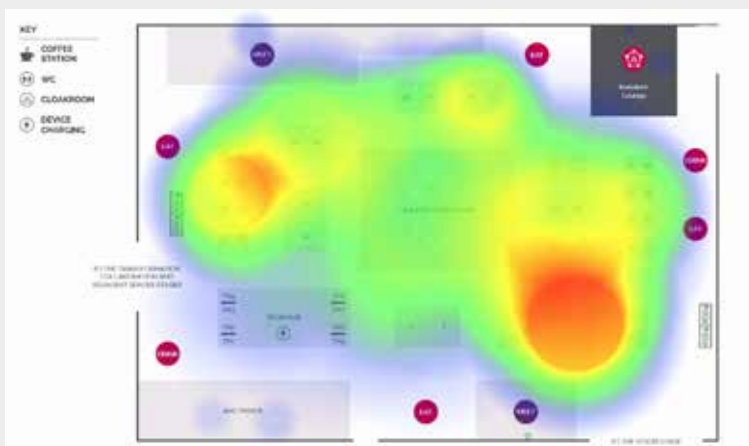
Heatmap showing the second session break.

In the morning, you can clearly see that delegates were after ONE THING and one thing only... the sweet nectar of COFFEE!

Guests wore beacons in their lanyards.

How can this information be used to make the event more effective next year?

- Tell sponsors and exhibitors that the coffee bar is the place to be!

- Prove the ROI of sponsoring the coffee stand!

- Design product activations around a solid trend.

The second heat map shows an even spread of traffic and dwell time around the exhibition floor. How does this help inform next year?

- Does stand location matter that much in their planning of sponsorship packages? On the heatmaps you can see that the stands near the entrance got the most traffic.

- This 'hotter' area did have some activations for beer and spirits. Something we all know is an alluring proposition at 3-4pm after a day onsite!

- Though location benefits could be relevant, you can clearly see more people can fit onto larger stands.

Summary

Questex has more information now than they've ever had before. They can prove where guests went, when, and for how long.

This information can be used to let speakers know how many people attended their sessions, how many people visited an exhibition stand and provide reports for all event stakeholders.

For future planning, Questex can use the data provided by tracking to plan their conference for the future. With this data they can make plans to adjust layouts, change stand pricing, timings, and session timings to make their event better for guests, exhibitors, sponsors, and speakers.

"The experience we deliver to our delegates, speakers and sponsors at our events is hugely important to us at Questex, which is why we have engaged with VenuIQ. Everything we do is driven by data – VenuIQ presented us with tangible information about our AHC audience, which in turn informs our planning and decision-making to improve the event next year. The heat maps are a particular favourite."

Leah Braithwaite
Marketing Director. Operational Real Estate, Questex

venu-iq.com

UK Head Office: (+44) 121 796 5800

VenuIQ Head Office:
N3 Westpoint
Aldridge
Walsall
WS9 8DT
United Kingdom