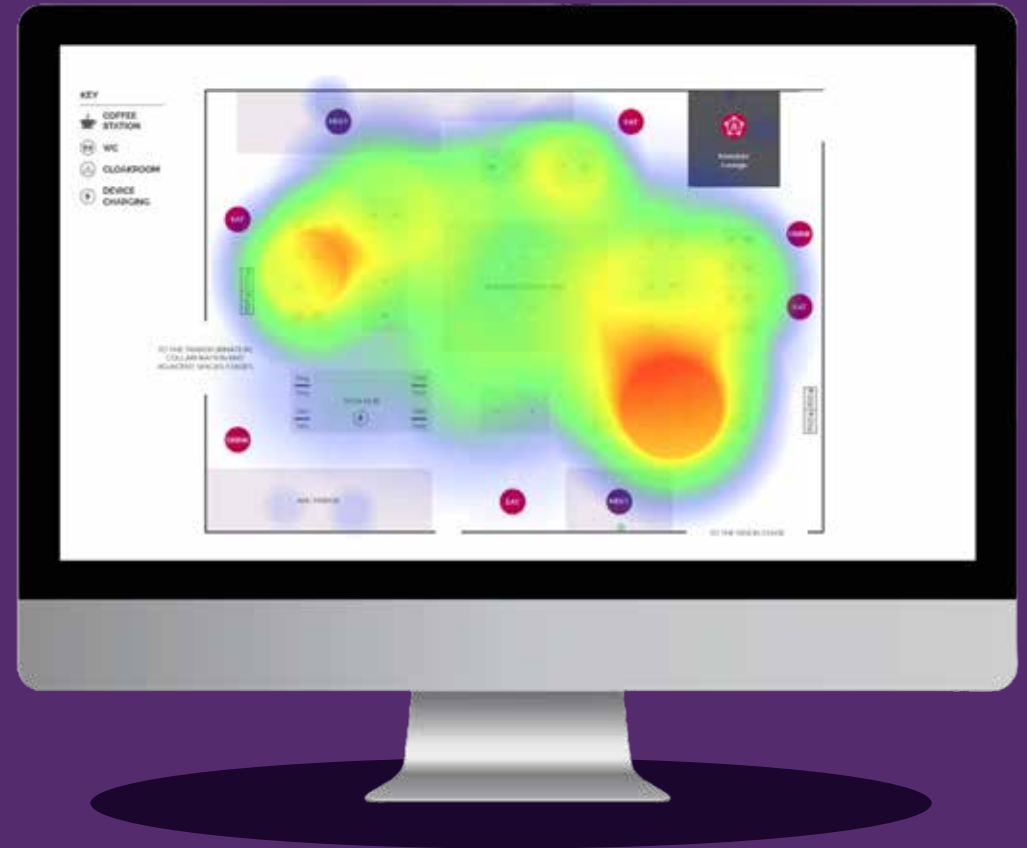




Attendee tracking for events

Learn more about VenuIQ's award-winning attendee tracking system for events.

venu-iq.com



What is attendee tracking?

Attendee tracking is the process of monitoring guest movements around your venue. Its purpose is to provide data on where those guests went and for how long.

VenuIQ's attendee tracking system works using wearable beacons which connect via Bluetooth Low Energy (BLE) to discrete gateways placed around the venue.

Attendee Tracking produces endless useful data on your attendee's movements around your event.



Why add Attendee Tracking to your event?



Capture Interactions

With every interaction monitored, attendees can record who they met, the sessions they attended, and what exhibitors they visited.

Plus, send your exhibitors and sponsors leads automatically at the end of every day.



Track Session Attendance

Guests with access to a session can check in and out automatically without the hassle of swiping badges. As an organiser, you'll know exactly how many people attended each individual session.



Added Value to your event

Your event attendees' data can be used to measure the success of individual sessions, prevent overcrowding, and provide added value to exhibitors and sponsors.



Enhanced Networking

Event participants can exchange contact information quickly and easily. When combined with our sophisticated in-app AI match-making facility, which suggests useful contacts based on who has attended the same content sessions.

Who is it for?

250+

Medium to larger events with over 250 guests.

Any event where the volume of guests means that you're better off with real data than guessing.

Location
Location
Location

Events that feature multiple locations

When you have multiple areas that you need to know accurate data for, then VenuIQ attendee tracking will give you that information.

Our tracking solution

There are three elements to our tracking solution.

1. Bluetooth Beacons



Our Bluetooth Low Energy (BLE) beacons are worn by delegates. Beacons are either pre-assigned to an attendee or assigned on arrival. 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. Secure Gateways



VenuIQ's proprietary Gateways are deployed throughout the venue. Our expert team will determine the number of Gateways you need to hire and their configuration parameters within your venue.

A gateway acts as the middle man between our beacons and our reporting dashboard.

3. Reports Dashboard



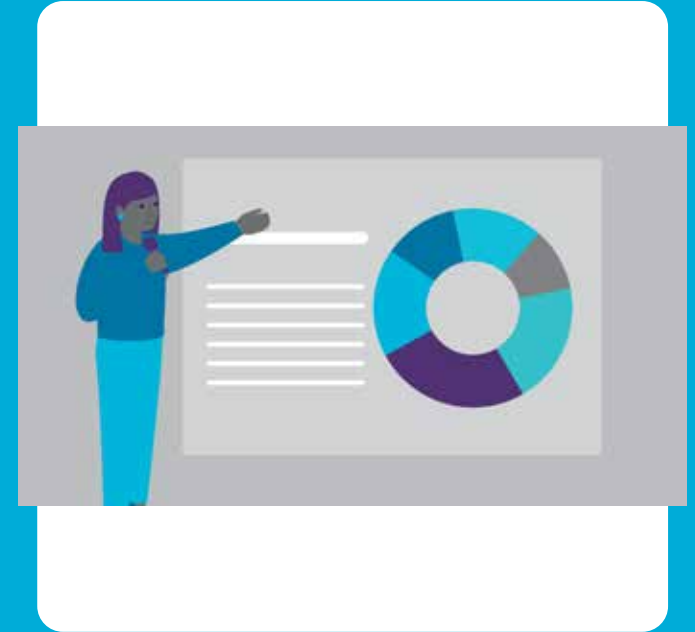
Our Event Builder software runs in the browser and lets you configure, administer and monitor the attendee tracking system.

Event Builder provides a live heat map for your event along with many reports including check-in information and dwell time.

Beacons are easily distributed at check in and can be assigned to each delegate name using the VenuIQ Checkin app or the system can use beacon IDs to run anonymously.



How it works



Each beacon worn by a delegate sends a signal to a Gateway multiple times a second, creating billions of data points.

The three core reporting locations are immediate, near and far. When these are combined, they can tell you what location an individual is (room, stand, seminar, etc.) and for how long.

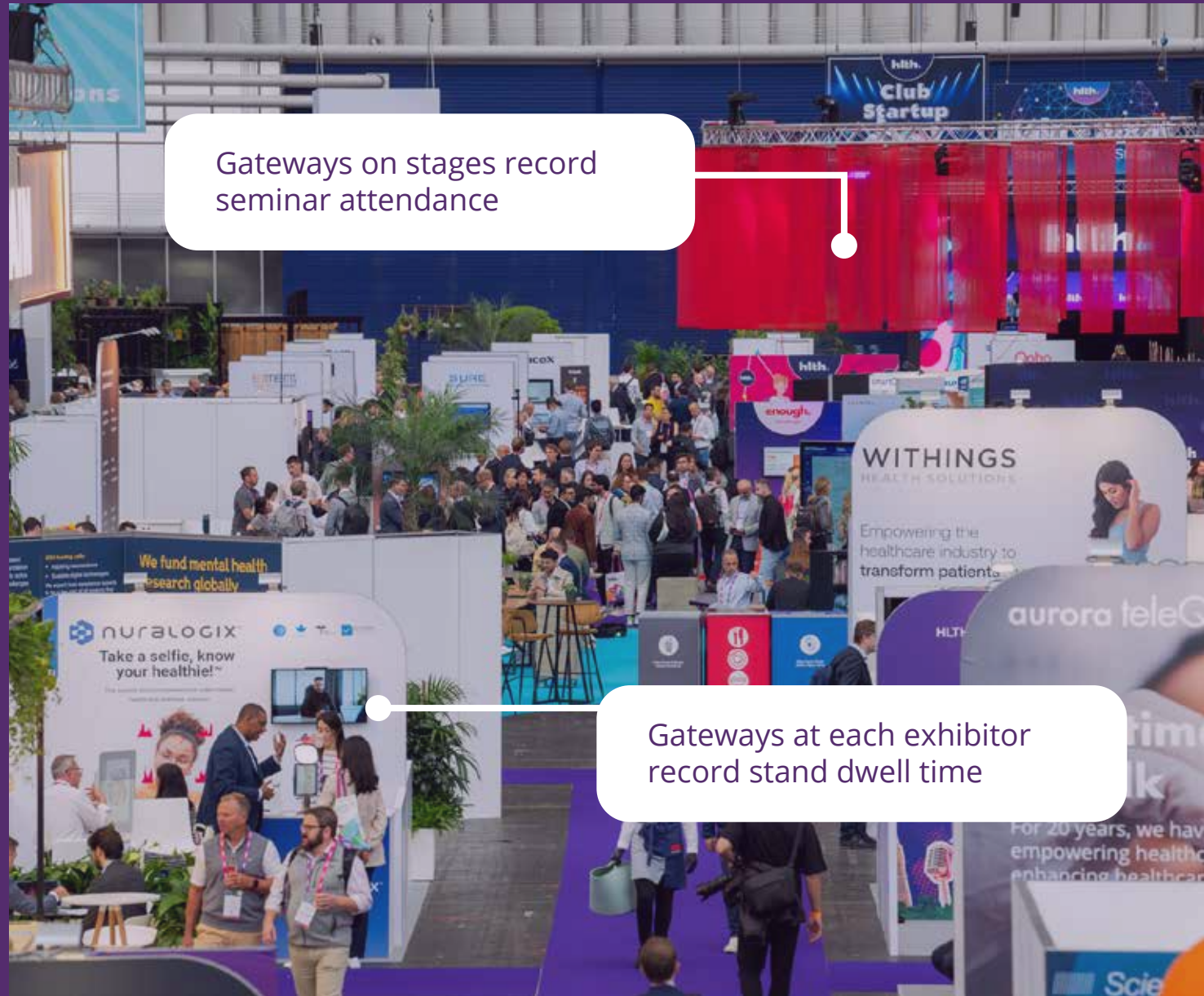
The VenuIQ portal collects this data and translates it into reportable data. All gateway hardware can be monitored remotely too.

Set up

The VenuIQ customer success team will work with you using your event Venue Maps to plot out what the data objectives are for your event. From those key objectives, the VenuIQ team can help determine the number of Gateways you need to hire and their configuration parameters.

On event setup days, the VenuIQ team will fit the Gateways onsite in just a few hours and ensure data is being returned as planned.

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.



Beacons operate throughout the day without interfering with guest enjoyment. They'll link with gateways throughout the event space including exhibitor booths, seminars, key stages, and panel discussions.

They only operate within the areas you wish to measure and should be collected at the end of the day so they can be used again.

Booth 16
01:35



Why is VenuIQ the best?

VenuIQ's attendee tracking technology gives event organisers unparalleled insight into their event whilst being totally unobtrusive to attendees and 100% sustainable.



Anonymised or Specific data

Choose to have your event attendee tracking anonymised or specific. Our system only tracks in the areas you decide to cover.



Range of beacons

Our standard beacons are tiny circular badges but we can also supply credit card sized beacons. All our beacons can be branded at extra cost.



Sustainable

Our gateways and beacons can be used for multiple events - beacons can last over 15 years before being recycled.



Small, discrete gateways

Our gateways are designed to be discrete and easy to install.



Industry Standard

VenuIQ's event technology leads the way and is acknowledged as the world's number one event attendee tracking system. Our multiple awards wins back this up.

What can the data be used for?



Session Attendance

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's in the room?

Create live "Who's in the room" boards so guests can see who is in a seminar.



Identify Session Hopping

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



VIP monitoring

See what your VIPs did on their day at your event.



Identify Traffic Choke points

Identify traffic choke points on heatmaps to better organise floorplans at future events.



Networking Areas

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



Connect with existing systems

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



AI Podcasts

Create AI podcasts from the raw data. Let the algorithms summarise your data and produce useful insights.



Optimise Food and Beverage Service

See attendees numbers in catering areas at different times. By optimising the timings and volumes of their ordering commitments, you can save over 50% on catering costs in future events.



Prove ROI

Wow your sponsors and sales teams with detailed insight into visitor traffic to key exhibitor and sponsor booths. Give them irrefutable proof of your success in driving traffic to their booth or talk.

Reports

People seen at Catering Areas by hour

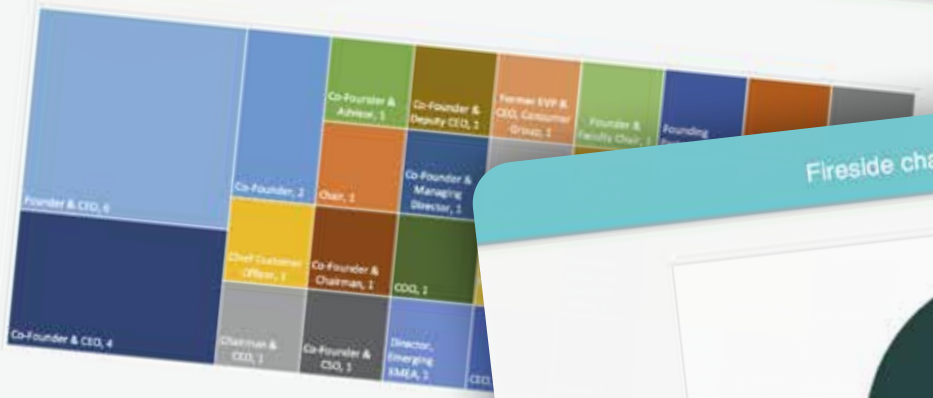


Heatmap

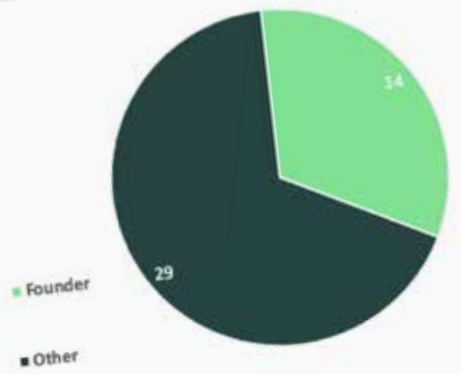
● 07:00 - 12:00



Fireside chat - 08:00 - 08:39 - Job Title



Fireside chat - 08:00 - 08:39 - Type

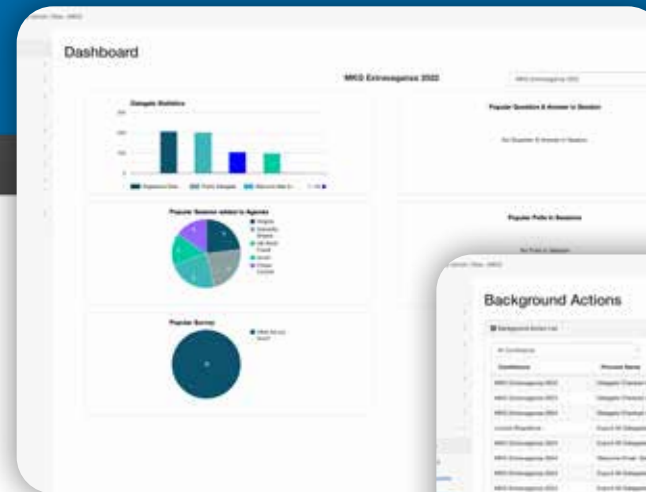


People seen on-site by hour



Online Management Portal

Configure and monitor your beacons with VenuIQ's Event Builder.



Event Name	Session Name	Session ID	Start Date (GMT)	End Date (GMT)
M&G Entrepreneur 2022	Startup Challenge 1	456-789-012-345	2022-11-08 10:00:00	2022-11-08 11:00:00
M&G Entrepreneur 2022	Startup Challenge 2	456-789-012-346	2022-11-08 11:00:00	2022-11-08 12:00:00
M&G Entrepreneur 2022	Startup Challenge 3	456-789-012-347	2022-11-08 12:00:00	2022-11-08 13:00:00
M&G Entrepreneur 2022	Startup Challenge 4	456-789-012-348	2022-11-08 13:00:00	2022-11-08 14:00:00
M&G Entrepreneur 2022	Startup Challenge 5	456-789-012-349	2022-11-08 14:00:00	2022-11-08 15:00:00
M&G Entrepreneur 2022	Startup Challenge 6	456-789-012-350	2022-11-08 15:00:00	2022-11-08 16:00:00
M&G Entrepreneur 2022	Startup Challenge 7	456-789-012-351	2022-11-08 16:00:00	2022-11-08 17:00:00
M&G Entrepreneur 2022	Startup Challenge 8	456-789-012-352	2022-11-08 17:00:00	2022-11-08 18:00:00
M&G Entrepreneur 2022	Startup Challenge 9	456-789-012-353	2022-11-08 18:00:00	2022-11-08 19:00:00
M&G Entrepreneur 2022	Startup Challenge 10	456-789-012-354	2022-11-08 19:00:00	2022-11-08 20:00:00
M&G Entrepreneur 2022	Startup Challenge 11	456-789-012-355	2022-11-08 20:00:00	2022-11-08 21:00:00
M&G Entrepreneur 2022	Startup Challenge 12	456-789-012-356	2022-11-08 21:00:00	2022-11-08 22:00:00
M&G Entrepreneur 2022	Startup Challenge 13	456-789-012-357	2022-11-08 22:00:00	2022-11-08 23:00:00
M&G Entrepreneur 2022	Startup Challenge 14	456-789-012-358	2022-11-08 23:00:00	2022-11-09 00:00:00
M&G Entrepreneur 2022	Startup Challenge 15	456-789-012-359	2022-11-09 00:00:00	2022-11-09 01:00:00
M&G Entrepreneur 2022	Startup Challenge 16	456-789-012-360	2022-11-09 01:00:00	2022-11-09 02:00:00
M&G Entrepreneur 2022	Startup Challenge 17	456-789-012-361	2022-11-09 02:00:00	2022-11-09 03:00:00
M&G Entrepreneur 2022	Startup Challenge 18	456-789-012-362	2022-11-09 03:00:00	2022-11-09 04:00:00
M&G Entrepreneur 2022	Startup Challenge 19	456-789-012-363	2022-11-09 04:00:00	2022-11-09 05:00:00
M&G Entrepreneur 2022	Startup Challenge 20	456-789-012-364	2022-11-09 05:00:00	2022-11-09 06:00:00

Analytics

Reporting facilities to analyse the information coming from your attendees.

Works with or without event apps

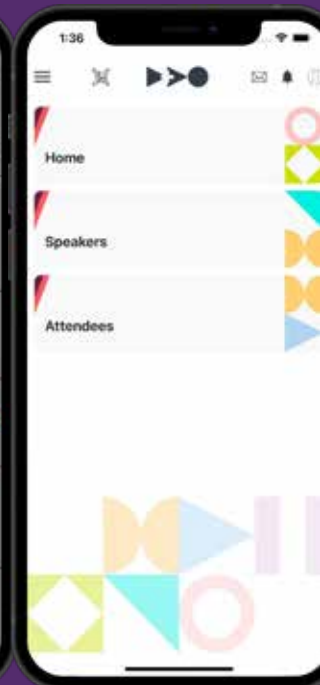
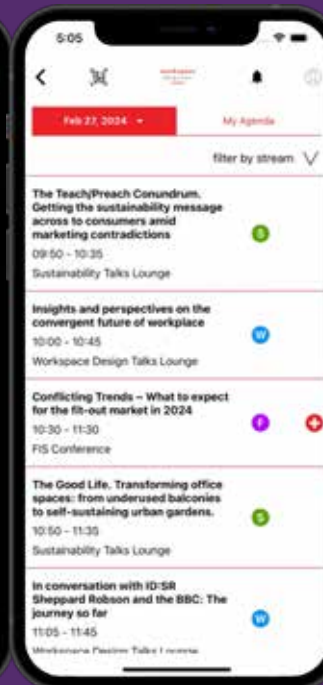
But, if you want a complete solution, pair attendee tracking with our award-winning “Best Event App”.

Bespoke Design

Make the app and online portal in your brand design – add features and functionality as you require.

All the Features

Speaker Profiles, Personalised Agenda, Session Info, Exhibitor Profiles, Venue Map, In-app Scanning, Attendee Profiles, In-app Community Chat, Social Media Feed, Calendar Sync, Q&As, Polling, Surveys, Push Notifications, Gamification, Phone Support, Registration, Analytics, Photo Uploads, Session Ratings, AI Networking, Document Library, and more.





UK Phone Support

We're on the phone, ready to help if you need assistance.



Secure Data

Your data is kept safe in secure UK servers.



Additional Services

Including virtual or on-site support, training, backend populating, additional reporting, HTML templates, and streaming services.

About us

We create award-winning event technology to deliver your events – virtual, hybrid and in-person.

VenuIQ was established in 2015 and is based in the United Kingdom with 25+ people across development, design, support and sales.

Offices in UK and India, and new offices opened in Europe and the USA during 2021 to provide truly international coverage.

- Customer support is at the heart of everything we do.
- Industry leaders in location-based technology.
- Trusted advisors to hundreds of organisations on the digital aspects of their events.
- Founders are leaders of multiple technology companies.
- Multi-award-winning software including “Event Tech of the Year” at 2024 Exhibition News Awards and “Event App of the Year” at the 2024 Event Technology Awards.





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