EVENTSCASE

Navigating Onsite Check-ins and Badging in 2022

Always aiming higher

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Introduction

Finding Hope Amidst the Pandemic

The events industry has been heavily affected by the pandemic. At this point—after two years of restrictions and cancellations of physical events—it may be easier to look the other way and simply wish for a complete recovery but the truth of the matter is we have to be methodical in the way that we anchor our expectations for the future.

Covid is unlikely to be completely eradicated. With the scramble for vaccines in the Global South coupled with vaccine hesitancy in many countries, the virus is bound to mutate more and will most likely continue to circulate in the next few years. According to a survey published in the Geographical Magazine in 2021, "Ninety percent of immunologists think it's unlikely that Covid-19 can be eradicated; instead, SARS-CoV-2 will become endemic, continually circulating in pockets of the global population for years to come."

The keyword here is **endemic**. This will have to be the operational term the events industry has to consider in order for it to recover from this pandemic. But what does endemic mean?

According to Angela Rasmussen, a virologist at the University of Saskatchewan in Canada: "In general, a virus becomes endemic when we (health experts, governmental bodies, and the public) collectively decide that we're okay with accepting the level of impact the virus has — that in other words, it no longer constitutes an active crisis."

While we're far from the virus being endemic now, with healthcare systems still being strained globally, the hypothesis is that Covid will become more manageable in the future and will hold a risk similar to the seasonal flu. This will be achieved through continued vaccination drives around the world and natural immunity from active infections amongst a sizable population in every country.

Epidemic and endemic are descriptive terms coined by Hippocrates some 2500 years ago. When a graph of daily case numbers is drawn, epidemic is seen as a bell-shaped curve, with steady rise, a peak and decline. When the graph continues after decline as a roughly horizontal line, parallel to the X-axis, sustained for more than four weeks, with no more than minor fluctuations, the pattern is endemic. With COVID, we notice that endemic level begins with daily case number at or below 10% of the peak. (Jacob, 2021)

Apart from prospects of the virus becoming endemic – what gives the industry a glimmer of hope in 2022 would be new treatments such as Pfizer's *Paxlovid* and Merck's *Molnupiravir* which have already been approved by the Food and Drug Administration of the United States. They are currently being evaluated by the European Medicines Agency for the European Union. These antiviral pills have shown great success in reducing the rates of hospitalization and death from Covid-19.

"Today's news is a real game-changer in the global efforts to halt the devastation of this pandemic. These data suggest that our oral antiviral candidate, if approved or authorized by regulatory authorities, has the potential to save patients' lives, reduce the severity of COVID-19 infections, and eliminate up to nine out of ten hospitalizations," said Albert Bourla, Chairman and Chief Executive Officer, Pfizer

A Shift Back to Physical Events

With a foreseeable recovery in 2022, it's important that event organisers would start anticipating an increased demand for physical events. Informa, the world's largest exhibitions operator welcomes this optimism and says that physical events are to return this year. According to an article in Event Industry News, ninety percent of the exhibitions that Informa has planned in 2022 are scheduled to run from June onwards.

This renewed uptake for physical events would present some challenges. In this regard, we have to act proactively since "the new normal" does not equate to pre-pandemic times. Instead, it's more of a reminder that we can all come out of this crisis as long as we take precautionary measures, listen to the experts, and adopt new methods of maintaining the safety of attendees.

Support from governments would also be very welcome in this upcoming shift back to physical events. In a bid to provide stimulus to a heavily-battered industry, the Morrison government of Australia for example has provided a $50 million support package for its Gold Coast's business events sector.

According to Angie Bell, Federal Member for Moncrieff, "Every event on the Gold Coast means jobs for caterers, videographers, hospitality workers and opportunities for local businesses. I strongly urge all business event organisers to have their next convention on the beautiful Gold Coast at one of our world-class facilities and to apply to be an approved business event. I also encourage Australian businesses to send their staff to these in person events with the help of the Morrison Government's $50 million support package."

In August of 2021, the UK also announced a government-backed insurance scheme worth £750 million to give a boost to the events industry. In partnership with Lloyd's, the scheme is available until September 2022 and will be delivered through insurers that would allow event organisers to purchase cover for events that are cancelled due to government restrictions.

Chancellor of the Exchquer, Rishi Sunak said: "The events sector supports hundreds of thousands of jobs across the country, and I know organisers are raring to go now that restrictions have been lifted. But the lack of the right kind of insurance is proving a problem, so as the economy reopens I want to do everything I can to help events providers and small businesses plan with confidence right through to next year."

Eventscase is always at the forefront of Covid resiliency. In fact, it has won Silver in the "Best Pivot/Reinvention in Events as a Result of Covid-19" category for the Covid Response Awards of 2021 held at London. As part of its dynamic approach to bolster physical events – Eventscase is proud to present the Onsite Box.

The Onsite Box is an all-in-one solution for badging and check-ins for physical events. It allows attendees to look for their profile in a native Kiosk App and print out a badge through a thermal printer. At the same time, the app can be configured to execute automatic check-ins upon printing.

It's a type of solution that many event technology providers are offering in today's market. What sets it apart from recent offerings by other competitors is that it has already been tried-and-tested even before the pandemic. Eventscase renews the Onsite Box as the demand for physical events is coming back.

The main problem being addressed by this solution is human traffic related to physical events and its inherent unpredictable nature. In the past, it was more common to pre-print badges where event organisers simply had to distribute them to incoming guests. For smaller events, this approach was deemed practical but as the number of attendees grows, especially for exhibitions with thousands of attendees, manually looking for printed badges can become a logistical nightmare.

The solution is therefore having the correct software and hardware to print out badges on demand and in the shortest possible time. This is the gap that the Eventscase Onsite Box aims to fill.

Advantages of Onsite Badging

Here are four advantages of onsite badging and why you should consider contracting this solution for your physical events in 2022:

1
It allows you to accept last-minute egistrations

There is no reason to close the registration process right before the event. If there is no concept of exclusivity to your event and you would like to leave your income stream flowing until the event is concluded, having an Onsite Box would allow you to accept last-minute registrations and print attendee badges right away.

2
You may potentially save money by reducing staffing costs

Delegating the task of onsite badging to a machine could let you cut down your staffing costs by half. With the self check-in approach that most onsite badging solutions support, you do not need to hire as many people to print out badges or verify attendee identity. The Eventscase Onsite Box for example has a QR code reader functionality. Attendees simply need to present their tickets or their QR code via the event app and the Kiosk App is able to read it to print a badge.

3
It is advisable to let attendees self-print their badges during the pandemic

Allowing attendees to be independent during your event is in fact an obvious advantage especially under the current climate brought about by Covid. Cutting unnecessary interactions is one way to safeguard the security of attendees and should be a goal of any physical event organiser.

4
It improves the attendee experience

Adding a modern touch to your events, much more when the solutions you are employing are effective, would help in improving the overall attendee experience. Onsite badging and check-ins are quite important in forming a good first impression for your attendees. You may want to invest on this front in order to make sure that your event does not feel outdated or old-fashioned. This also paves the way for attendees to perceive your event as a success from the get-go.

2.
The Importance of Onsite Badging

3.
Eventscase's Onsite Box

"In 2016 we were looking to develop a solution for onsite badging and check-ins. At this point we were offering the registration product along with our in-platform badge editor. These two solutions were heavily sought out by our clients with many of them also looking into a streamlined solution for printing the badges and having this capacity onsite for physical events",

Iván García, CTO of Eventscase

The demand for an onsite solution led Eventscase's app development team to create a prototype for the Kiosk App. At first, the functionality was quite basic in a sense that the app could only accommodate a manual search for attendees and simply printing out labels instead of full-sized badges. Labels were printed on sticker paper which were in turn pasted to badge templates that clients had to prepare themselves.

In the next few years, Eventscase revamped the service by allowing direct printing on a pre-prepared badge template (foregoing the labels) and using new Zebra printers. The Kiosk App itself is continually being improved by the product team; it now has a QR code reader and a functionality that supports facial recognition. This means that attendees can simply scan their face and, as long as they have previously uploaded their profile picture via the platform or the event app, the app can use facial recognition technology* to retrieve a badge and print it.

All of the hardware is packed and prepared in robust plastic suitcases which can be delivered to wherever our operations permit.

*Event organisers should do their due diligence to make sure that no privacy law is infringed by employing this type of technology and informing attendees beforehand that their pictures can be processed in such a way.

Hardware

· iPad 6th Gen 32Gb WiFi
· ZEBRA–ZD500 printer
· Label sticker rolls (4x2 inch)
· Pre-printed badge templates (A6 size)
· Router TP-LINK Archer MR200
· SIM card
· iPad stands
· 4 International AC adaptors
· 3 Power strips

4.
What's included

Different packages

There are two packages that Eventscase currently offers for its Onsite Box:

1. Essential Onsite Box

· Kiosk App (iOS)
· 2 iPads with 2 tablet desk holders
· 1 label / badge printer
· 4G preconfigured router
· Instruction manual for self-setup

2. Dual Onsite Box

· Kiosk App (iOS)
· 4 iPads with 2 tablet desk holders
· 2 label / badge printer
· 4G preconfigured router
· Instruction manual for self-setup

The main difference between the two packages lies in the number of attendees you wish to accommodate during your physical event. An essential Onsite Box can cater small events with 300-500 attendees while a dual Onsite Box can be used for larger events with up to 1000 attendees.

To find out about pricing, please contact our Business Development Team.

Kiosk App Features
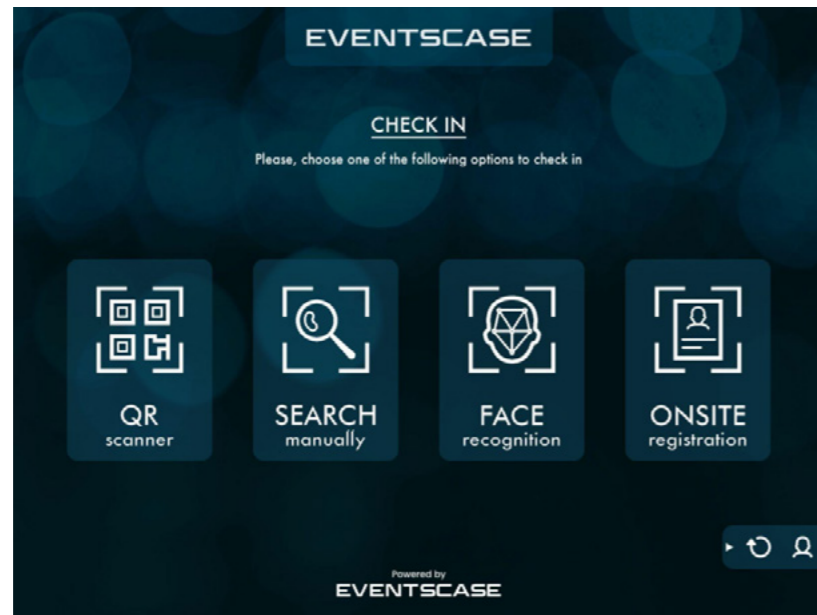
The Eventscase Kiosk App acts as the software for onsite registrations and badge printing. It is installed on the iPads. To help you appreciate the solution, here are some of its features:

It allows attendees to search for their badges manually or by reading a QR code

As soon as the app is configured for a specific event, attendees can look for their badges and print them by either manually typing in their name or by opening the QR code scanner which would utilise the iPad's camera.

It allows for onsite registrations

Attendees who have not registered yet for the event can register directly on the iPad by tapping on "Onsite Registration". This will take them to the registration link associated with the event.

The Kiosk App can be updated in real time

If you are still accepting last-minute registrations during your event, you can simply tap on the "refresh" icon found on the lower-right corner of the home page of the Kiosk App. This will import new attendees to the list.

Badges are printed in as fast as 2 seconds

If you are printing directly on a pre-prepared A6 badge template, printing on both sides of the badge can be accomplished in as fast as two seconds. For longer texts, the process may extend up to 4 seconds. If you wish to print on sticky labels, the easiest method, printing literally takes one second per label.

You can configure the size of the print layout

As long as the material is prepared and compatible with our ZEBRA printers, you can choose the size of the print layout. You can print on customary A6-sized templates or even print on bracelets (9.7" x 1"), for example.

The Kiosk App can be configured for automatic check-ins

The Kiosk App can be configured to automatically check-in someone who has his or her badge printed. This would allow you to track the number of confirmed attendees based on the number of badges printed. After the event, you can download a full report of the check-ins allowing you to further determine when each badge has been printed.

5.
Instructions for End Users

How to set up the Onsite Box

The logic to follow is quite easy in order to fully set up the Onsite Box. The Kiosk App should be installed in the iPads and must be updated to the latest version. The iPads must be connected to the internet router which may potentially have its own internet connection via the SIM card with roaming and data (may not be available in specific regions of the world). This will also sync the iPads with the printers which are connected to the same network.

In terms of the paper used for printing, you may discuss this in more depth with your project manager to explore the different options. You may use labels, pre-prepared A6 templates, or any other size and material that is compatible with the printers.

In order to see full instructions on how to set up the Onsite Box, check out this user manual.

Seeking onsite support

Eventscase can scope out the possibility of sending experts from our team to your event and having them set up the hardware and app for you. Please contact our Business Development team to look into the pricing of this additional service.

6.
Client highlights

The Onsite Box has been used to run more than 50 events around the world so far. There is now a renewed interest in the product as event organisers prepare for the return of physical events in 2022.

Here are three events where the Onsite Box has proven to be instrumental in the success of physical events.

Source: Adrian Broadbent

Aerospace Tech Week 2021

· **Date of Event:** November 3, 2021

· **Location of Event:** Toulouse, France

· **Description of Event:** AEROSPACE TECH WEEK is the annual show which brings you the latest developments in air-to-ground and nose-to-tail connectivity, airline e-Enablement strategies and processes, flight operations software, fuel efficiency, MRO software, regulatory, policy, technical SES and next-generation challenges for avionics and the testing systems (both hardware and software) that affect the design, construction and maintenance of all commercial and military aircraft. See more here.

· **Number of attendees:** 1439 registered; 787 attended (Over 1300 attendees and 150 exhibitors stands)

· **Number of badges printed:** 2 x labels per attendee - in excess of 2000 printouts

· **Number of check-ins:** 1105

"Aerospace Tech Week consists of multiple events, all under one roof with dedicated respected conference tacks for its core technologies (Avionics, Mro IT, Flight Ops IT, Testing, Connectivity, Space and Sustainability) as well as a large central exhibition with over 150 exhibitors. ATW runs annually in a European city alternating Munich and Toulouse.

We worked with Eventscase for the first time in our Toulouse show in 2021. We used their website, their app and their registration System. Their work has been impeccable. We felt supported all along the way with constant communication. They were easy to work with, collaborative, and always went the extra mile to fulfil our needs.

On the ground support with registration was incredible and the badges printing process was so smooth we managed to get 1300+ people in the show in record time, with no queues or issues.

I would highly recommend their services as it has been an absolute pleasure working with them, and we are excited to continue working with them for our future shows."

Adrian Broadbent, CEO of Aerospace Media

Huawei 12th Global Mobile Broadband Forum 2021

· **Date of Event:** October 13, 2021

· **Location of Event:** Dubai, UAE

· **Description of Event:** The 12th Global Mobile Broadband Forum was hosted by Huawei with industry partners GSMA and SAMENA Council. It offered an opportunity for the mobile and adjacent vertical ecosystems to reconnect, rebuild, and reimagine a fully connected, intelligent world. With the strongest speaker line-up and innovative product launches, the mobile ecosystems went back together to explore how mobile broadband technology is shaping the future and continuing to transform people's lives and industries.

· **Number of attendees:** 1595 registered; 839 attended

· **Number of badges printed:** in excess of 1,700 printouts

· **Number of check-ins:** 1726
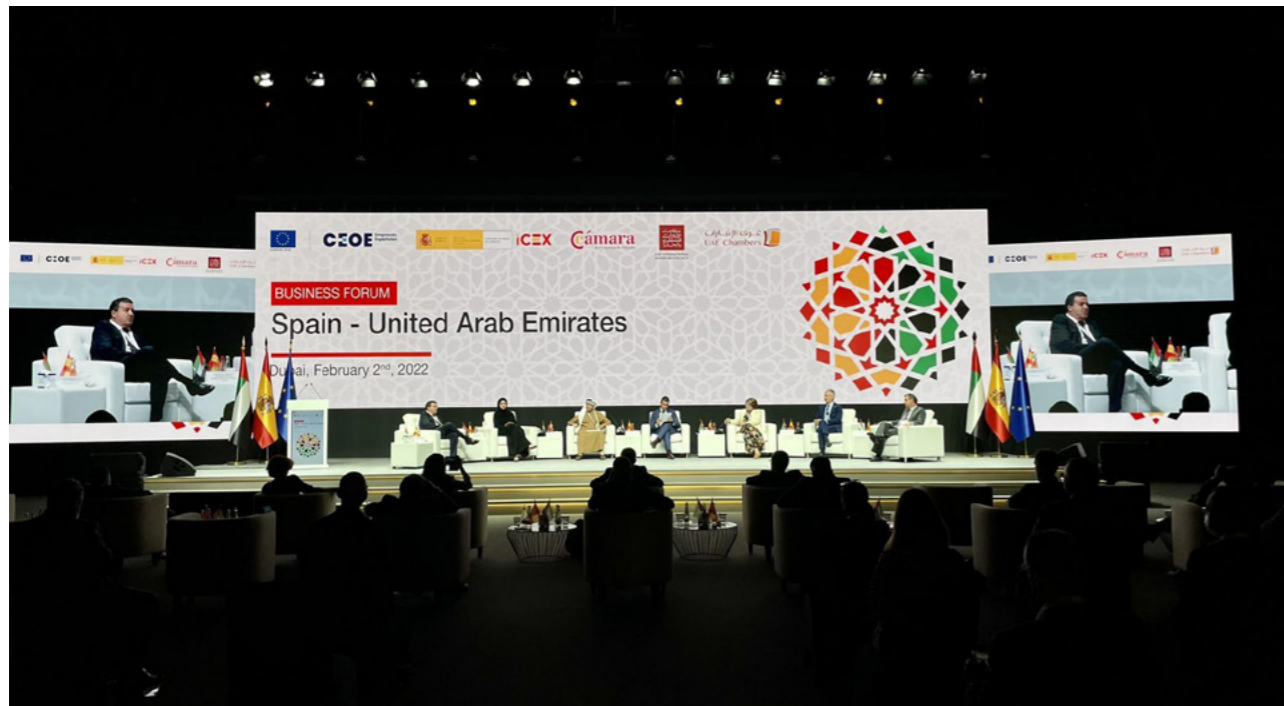
Source: ICEX

Spain – UAE Business Forum 2022

· **Date of Event:** February 2, 2022

· **Location of Event:** Dubai, EAU

· **Description of Event:** The President of the Government of Spain, Pedro Sánchez, has inaugurated the Business Meeting organised by ICEX on Spain Day of the Dubai EXPO 2022. For the Government of Spain, raising the already "excellent relations" with the UAE to a strategic level is a natural consequence of the common interests shared by both countries, as well as the extensive cooperation agreements in security, defence, sport, education, health and the economic and business sphere.

· **Number of attendees:** 342 registered; 287 attended

· **Number of badges printed:** in excess of 300 printouts

· **Number of check-ins:** 334

"For us, the support of Eventscase has been essential in the organisation of attendee registrations to the Spain-United Arab Emirates Business Meeting, held on February 2, 2022 at the Dubai Exhibition Center. In addition to the complexity of the market, which requires integration with the DTCM, registering more than 300 people in half an hour would have been impossible without the help of Eventscase's solution. Their team has shown great professionalism and flexibility, quickly assuming last minute changes, which contributed to the overall success of the event".

Ana Fernández Salve, Head of Sector - Investment Forums of ICEX

7.
Conclusion

Two years into the pandemic, we have come to a point where the return of physical events is inevitable. With the diminished risks brought about by the Omicron variant, in comparison to previous dominant strains, and with vaccines and antiviral pills being rolled out across the globe, prospects for 2022 lean on optimism and hope.

Nothing can compare to the value of face-to-face events. In a dynamic world where networking and physical interaction lead to the success of different business processes across different industries, it is only fitting that attendees are provided with the best experience possible. Onsite badging and check-ins form part of this experience and, as such, solutions such as Eventscase's Onsite Box should be welcomed as we accommodate more physical events.

Eventscase is a technology provider that specialises in providing solutions that help event organisers run events in different formats – physical, virtual or hybrid. Part of its commitment is innovating onsite solutions. Keep posted for major product updates related to the Onsite Box and our entire event management ecosystem by visiting eventscase.com.

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