

crowd**connected**

Attendee Tracking Deployment Guide

Our new solution for business events

How it works: Step 1

Designate places

A place is a defined space at your event that you want to monitor and record attendees visiting.

Typically this will be where sessions are going to be attended. But it could equally be a networking area or exhibition space.

You can have as few as one place or as many places as you like.

And for each place you can have as many blocks of times (sessions) as you like, which can be bulk uploaded to our platform.



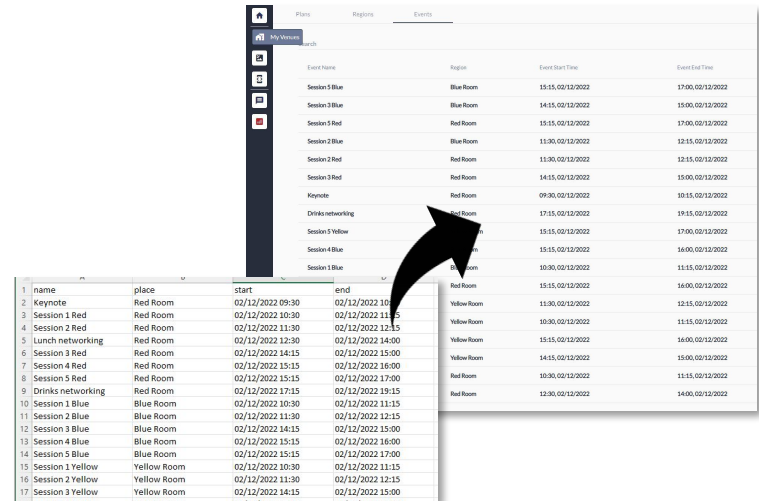
How it works: Step 2

Add your sessions or other timed slots

A quick upload is all that is required to add every session you want to track.

Just have the information in standardised CSV format: name, place, start time, end time.

Last minute changes to the schedule? No drama. Individually add/delete/edit sessions as required.



The screenshot shows a web application interface with a table of events. The table has columns for Event Name, Region, Event Start Time, and Event End Time. Below the table is a CSV file with the same data. A black arrow points from the CSV file to the application table.

Event Name	Region	Event Start Time	Event End Time
Session 5 Blue	Blue Room	15:15, 02/12/2022	17:00, 02/12/2022
Session 3 Blue	Blue Room	14:15, 02/12/2022	15:00, 02/12/2022
Session 5 Red	Red Room	15:15, 02/12/2022	17:00, 02/12/2022
Session 2 Blue	Blue Room	11:30, 02/12/2022	12:15, 02/12/2022
Session 2 Red	Red Room	11:30, 02/12/2022	12:15, 02/12/2022
Session 3 Red	Red Room	14:15, 02/12/2022	15:00, 02/12/2022
Keynote	Red Room	09:30, 02/12/2022	10:15, 02/12/2022
Drinks networking	Red Room	17:15, 02/12/2022	19:15, 02/12/2022
Session 5 Yellow	Yellow Room	15:15, 02/12/2022	17:00, 02/12/2022
Session 4 Blue	Blue Room	15:15, 02/12/2022	16:00, 02/12/2022
Session 1 Blue	Blue Room	10:30, 02/12/2022	11:15, 02/12/2022
Session 1 Red	Red Room	15:15, 02/12/2022	16:00, 02/12/2022
Session 1 Blue	Blue Room	11:30, 02/12/2022	12:15, 02/12/2022
Session 1 Yellow	Yellow Room	10:30, 02/12/2022	11:15, 02/12/2022
Session 4 Red	Red Room	15:15, 02/12/2022	16:00, 02/12/2022
Session 5 Red	Red Room	14:15, 02/12/2022	15:00, 02/12/2022
Drinks networking	Red Room	10:30, 02/12/2022	11:15, 02/12/2022
Session 1 Blue	Blue Room	12:30, 02/12/2022	14:00, 02/12/2022

name	place	start	end
1 Keynote	Red Room	02/12/2022 09:30	02/12/2022 10:15
2 Session 1 Red	Red Room	02/12/2022 10:30	02/12/2022 11:15
3 Session 2 Red	Red Room	02/12/2022 11:30	02/12/2022 12:15
4 Lunch networking	Red Room	02/12/2022 12:30	02/12/2022 14:00
5 Session 3 Red	Red Room	02/12/2022 14:15	02/12/2022 15:00
6 Session 4 Red	Red Room	02/12/2022 15:15	02/12/2022 16:00
7 Session 5 Red	Red Room	02/12/2022 15:15	02/12/2022 17:00
8 Drinks networking	Red Room	02/12/2022 17:15	02/12/2022 19:15
9 Session 1 Blue	Blue Room	02/12/2022 10:30	02/12/2022 11:15
10 Session 2 Blue	Blue Room	02/12/2022 11:30	02/12/2022 12:15
11 Session 3 Blue	Blue Room	02/12/2022 14:15	02/12/2022 15:00
12 Session 4 Blue	Blue Room	02/12/2022 15:15	02/12/2022 16:00
13 Session 5 Blue	Blue Room	02/12/2022 15:15	02/12/2022 17:00
14 Session 1 Yellow	Yellow Room	02/12/2022 10:30	02/12/2022 11:15
15 Session 2 Yellow	Yellow Room	02/12/2022 11:30	02/12/2022 12:15
16 Session 3 Yellow	Yellow Room	02/12/2022 14:15	02/12/2022 15:00

How it works: Step 3

Connect a gateway

One gateway per level is needed to transmit tag sighting data to our cloud-based platform. The actual number of gateways is dependent on the size and layout of your event.

Gateways come preconfigured. They just require power and a wired ethernet connection (with failover to cell connectivity).

Once plugged in, you can quickly check a gateway is online and transmitting using our web console.



How it works: Step 4

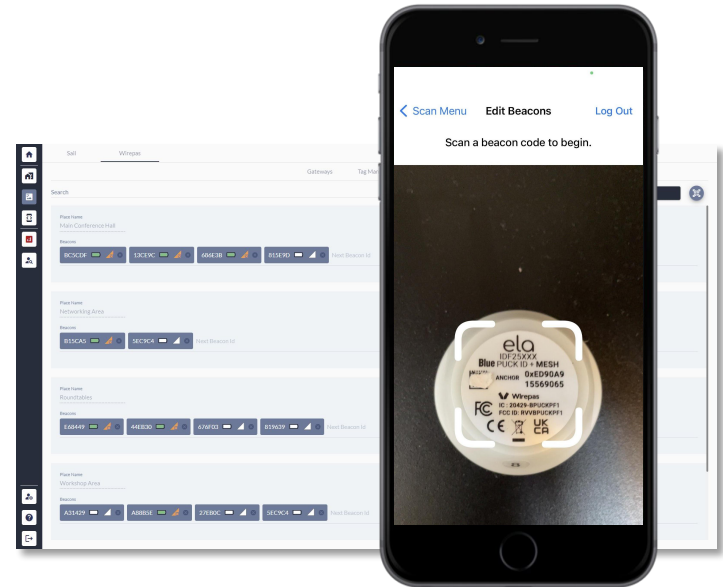
Install the connected beacons

Our scanning app makes it easy to associate the connected beacons with a place.

Each place that you want to monitor requires a minimum of one connected beacon. For a larger space this might be, say, 10 connected beacons.

Scan each one and choose its associated place from the list in the app. Or add a new place.

Then fix to the wall using supplied 3M Command™ strips at a distance of approximately 8 meters from the nearest beacon.



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How it works: Step 5

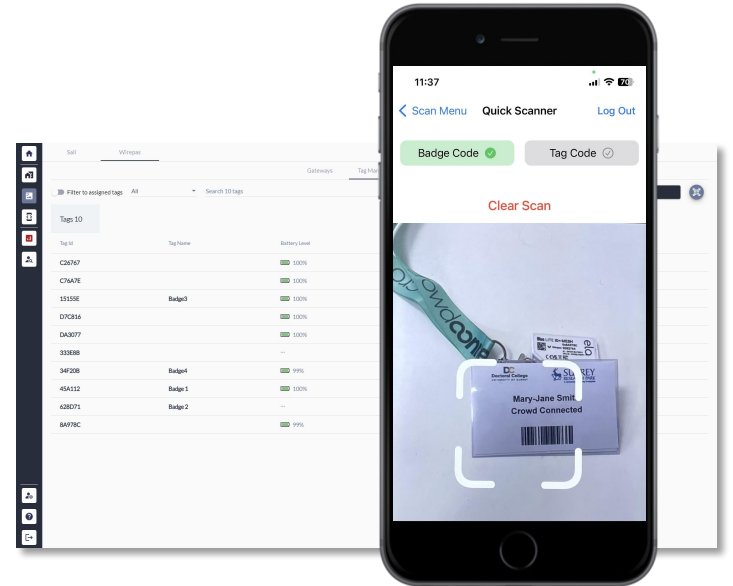
Assign tags to badges

Each attendee is assigned with a tag, attached to their badge or lanyard.

Our double scanning app makes the pairing [simple](#) to perform, either before the event if badges are pre-prepared, or as badges are issued on-demand on site.

Just scan the QR code on the Tag, then the barcode or QR code on the badge (in either order) to pair them.

The app confirms successful assignment, which can also be seen on our web console.



Outputs

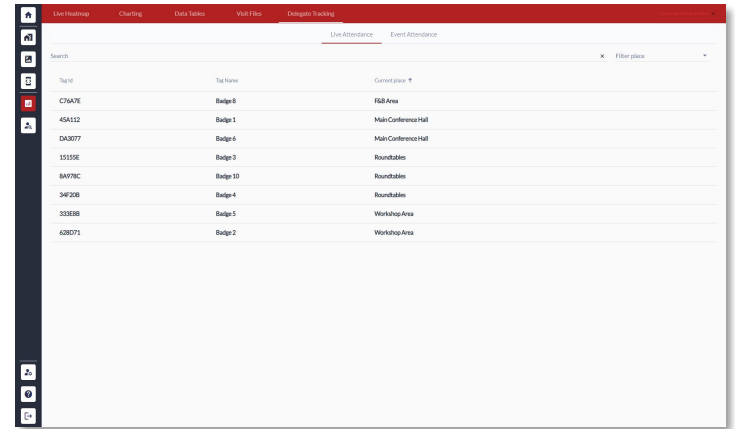
Live reporting

For any individual place (or filtered list of places), get a read-out of the tags currently being detected.

Search for a specific tag ID or attendee ID (which typically will be either the badge or registration system identifier for an individual).

- *Have I paired the correct number of tags to attendee badges?*
- *Are all the tags working?*

Quickly get the answers via our web console. Or even unassign a tag from an attendee pairing.



The screenshot shows a web interface with a navigation bar at the top containing 'Live Reporting', 'Charting', 'Data Tables', 'Visit Flow', and 'Delegate Tracking'. The 'Live Reporting' section is active, showing a table with columns for 'Tag ID', 'Tag Name', and 'Current place'. A search bar is located at the top of the table area. The table contains the following data:

Tag ID	Tag Name	Current place
C19A7E	Badge 8	F&B Area
45A112	Badge 1	Main-Conference Hall
DA3077	Badge 6	Main-Conference Hall
15510E	Badge 3	Roundtables
8A979C	Badge 10	Roundtables
34F20B	Badge 4	Roundtables
133E8B	Badge 5	Workshop Area
62B071	Badge 2	Workshop Area

Outputs

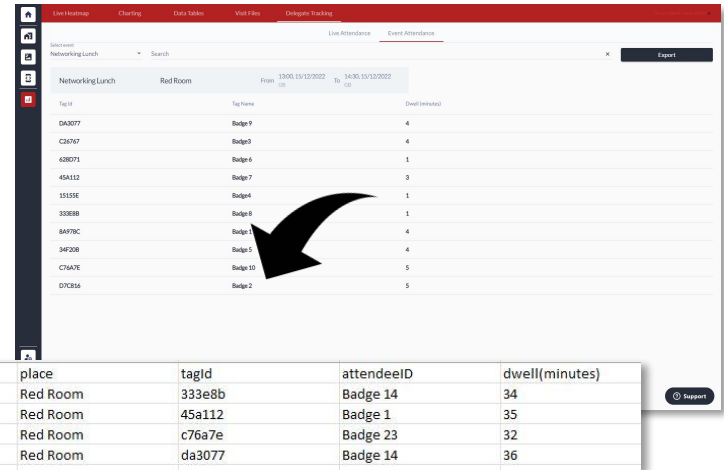
Session attendance reporting

Export reports at the push of the button.

For any session that has finished, generate a list of all those that attended and their dwell times. Or filter by place for all sessions that took place there.

View the list in the console, and download as a CSV.

Use the attendeeID to map the to your registration data.



The screenshot shows the CrowdConnected interface with a table of session attendance data. The table has columns for Tag ID, Tag Name, Dwell (minutes), and an Export button. A large black arrow points to the 'Badge 1' row.

Tag ID	Tag Name	Dwell (minutes)
DA3077	Badge 9	4
CS2747	Badge 0	4
428071	Badge 6	1
45A112	Badge 7	3
15159E	Badge 4	1
33088B	Badge 8	1
8AF79C	Badge 1	4
34F208	Badge 5	4
C76A7E	Badge 10	5
D7C854	Badge 2	5

Below the screenshot is a table with 8 columns: eventName, start, end, place, tagId, attendeeID, and dwell(minutes). It contains 5 rows of data.

	eventName	start	end	place	tagId	attendeeID	dwell(minutes)
1	Keynote	02/12/2022 09:30	02/12/2022 10:15	Red Room	333e8b	Badge 14	34
3	Keynote	02/12/2022 09:30	02/12/2022 10:15	Red Room	45a112	Badge 1	35
4	Keynote	02/12/2022 09:30	02/12/2022 10:15	Red Room	c76a7e	Badge 23	32
5	Keynote	02/12/2022 09:30	02/12/2022 10:15	Red Room	da3077	Badge 14	36

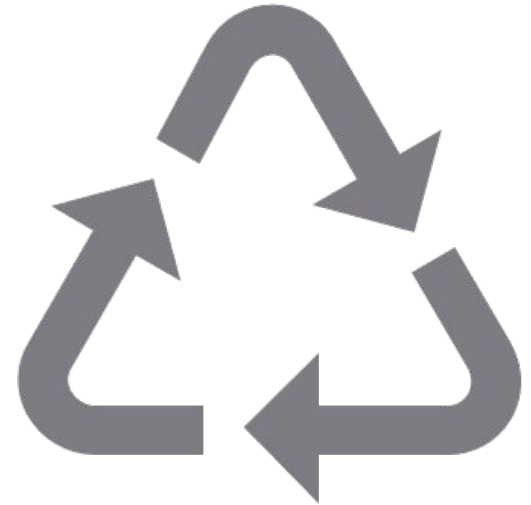
Final step

Recycle, ready for the next event

Get attendees to return their badges so that you can collect the tags.

Retrieve the connected beacons and the gateways.

Return the kit to us, while you continue to have access to our web console and the reporting outputs – for as long as you require.



Delegate tracking. Made easy.

See how easy it is to track attendance with no staff, taps, scans or check-ins. Arrange a call with us [today](#)



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