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AI analysis

How to Make First Touch Frictionless with Radical Registration & Badass Badges

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Founder at Eventpack

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Sales Operations & Business Insights at Adobe

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Summary

The session explored strategies for achieving frictionless registration and enhancing badge utility at events, with insights from industry experts. Karim emphasised the importance of eliminating queues and utilising appropriate technology such as QR codes and facial recognition. He highlighted that knowing the audience's preferences is crucial for selecting suitable software and equipment. Pietro added that moving away from manual processes to QR codes and digital wallets can improve the registration experience. He also stressed the need for a balance between automation and human touch, especially in training staff to handle troubleshooting effectively.

Claudia and Hong provided perspectives from the agency and hardware provider points of view. Claudia emphasised the significance of having compatible hardware and pre-installed equipment to avoid setup issues. She suggested thorough testing and ensuring adequate support to address potential problems. Hong supported the idea of multiple checkpoints and pre-registration to streamline badge collection. Both agreed on the importance of signage and mobile app integration for better attendee navigation.

Sustainability emerged as a critical consideration in the discussion. Claudia explained the environmental impact of different printing methods and advocated for recycling badges and lanyards. She encouraged organisers to use durable materials and set up recycling stations at events. Karim supported these points and mentioned that Eventpack avoids badge holders to reduce waste. Pietro shared experiences of seeing uncollected badges at events, highlighting the need for more efficient badge management and recycling efforts.





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The panel also explored making badges an immersive part of the attendee experience. Hong suggested gamification and RFID integration to foster interaction and networking among attendees. Karim proposed using badge real estate to display useful information like Wi-Fi details or event agendas. Customising badges with session information and sponsor logos was also recommended as a way to add value and reduce costs.

Security and attendee trust were discussed, with a focus on balancing convenience and safety. Karim and Hong advocated for facial recognition and magic links to enhance security. They stressed the need for ID checks and limiting badge reprints to prevent unauthorised access. Pietro suggested encryption and two-factor authentication to safeguard attendee data. The importance of minimising data exposure while maintaining privacy was also highlighted.

The session concluded with practical advice on managing technical failures and ensuring reliable check-ins. Karim recommended having multiple printers and testing equipment in advance. Claudia advised on offline capabilities and backup options like cellular routers. The panel agreed on the necessity of thorough training for staff to handle any issues that arise. Overall, the session provided comprehensive insights into improving registration processes and badge utility while addressing sustainability and security concerns.

Takeaways

Utilise appropriate technology for frictionless registration

Eliminating queues and using technologies like QR codes and facial recognition were emphasised as crucial for a smooth registration process. Understanding audience preferences ensures that organisers select suitable software and equipment, enhancing the overall experience.

Prioritise sustainability in badge and lanyard management

The environmental impact of printing methods and the importance of recycling badges and lanyards were discussed. Organisers are encouraged to use durable materials and set up recycling stations at events to minimise waste and promote sustainability.

Enhance security and attendee trust while maintaining convenience

Balancing convenience with safety was highlighted through the use of facial recognition, magic links, encryption, and two-factor authentication. Minimising data exposure and maintaining privacy are essential for safeguarding attendee information and preventing unauthorised access.



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