AN

ATTENDEE TRACKER'S

Playbook

atlasRFIDstore.com

A GUIDE TO
RFID
ATTENDEE TRACKING

This Guide to Attendee Tracking walks users through what type of meaningful data can be collected and used via an RFID Attendee Tracking system. After that, we walk through the most common Do's and Dont's for Attendee Tracking and provide 7 tips for success straight from Global Registration Solutions, a successful Attendee Tracking company.

If you have any questions about RFID Attendee Tracking - do not hesitate to contact us, even if its just to get an answer to a simple question!

Chat with us on our website at atlasRFIDstore.com

Call us at 1-205-383-2244, or

Email us at sales@atlasRFIDstore.com

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Director of Content

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USING DATA COLLECTED BY RFID

WHAT CAN YOU DO WITH THE DATA

An attendee's email address and other information can be associated with the unique EPC ID number assigned to his or her RFID badge. When a unique ID is read at an entrance/exit or small area, software can be directed to perform a specifc action.

The number of actions the software can take are endless, but there are a few common actions associated with attendee tracking. The attendee's associated email address can be added to a specific email list depending on read zone, amount of time in the area, number of times read, or even time of day read. The email address can also be entered in a contest or giveaway used to promote the booth.

Also, companies are able to learn about booth popularity when the small area or booth is setup with RFID. Customer prefences and booth popularity are important to learn in order to maximize marketing and sales efforts.

ENTRANCES & EXITS

▌ Number of attendees on the floor at a certain time, including peak traffic times.

▌ Number of times an attendee enters or leaves the event.

▌ Automate educational credits for attendees.

▌ How long the average attendee stays on the floor.

SMALL AREAS

▌ Number of attendees in an area at a certain time.

▌ Amount of time an attendee spends in that area.

▌ Number of times an attendee returns to an area.

▌ Exact time and date information that attendees come in and out of the area.

CHAPTER TWO

RFID DO'S & DONT'S

Attendee tracking with RFID is a great way to learn customer preferences and help to qualify potential leads. Because every attendee tracker is not experienced with RFID, here are some quick RFID do's and dont's that can help.

DO'S

▌ Plan ahead and thoroughly test your equipment, even if it is brand new.

▌ Always use high quality cables.

▌ Test multiple tags and read angles to ensure you use the best tag for your application.

▌ Inspect your cables prior to the event. Cables could potentially have been damaged in transportation.

▌ If you are arriving to the event via plane, ship some of the bulkier equipment ahead of time to save time and money.

▌ Charge and power up all equipment before an event.

▌ Always have backup hardware in case of an emergency.

▌ Test the field limits for each antenna to ensure it covers the area needed.

▌ Train others to use the system in case you need an extra hand.

DONT'S

▎ Never fold your cables. This will damage the cables and lessen or eliminate their ability to transmit a signal to your reader.

▎ Do not run other types of cables in close proximity to your antenna cables. Electromagnetic interference can greatly increase signal loss.

▎ Never place your equipment in an area that could be exposed to water (e.g. near drinks that can be knocked over).

▎ Do not wait until the day before an event toget your equipment ready. Clean, test, and prep your system for the next event immediately after the last one.

▎ Do not leave cables in the open. Cover them appropriately to avoid tripping hazards.

▎ Anyone who isn't trained should not set up your hardware. Damaging cables and equipment is possible if you do not know what you are doing.

EXPERT ADVICE FROM AN ATTENDEE TRACKER

This advice is provided by Global Registration Solutions - an event technology solutions provider emphasizing products and services that provide solutions for conferences, tradeshows, and events.
Thanks to Dale Bookout and Tony Robinson!
www.globalregsolutions.com

UNDERSTAND YOUR GOALS

"When considering using RFID, have a goal on what you want to accomplish. For example, track people in and out of a session for CEU (Continuing Education Unit) credits and determine the length of stay. Or perhaps you are simply looking for a count of unique people at a keynote speaker or meal function. The point is - know what you want to capture and work with your RFID vendor to provide you the reports that maximize the data that RFID has collected."

BADGE CHOICES

"Pick the correct badge. A paper badge (any size) and a badge holder/ lanyard with RFID works best over mag stripe, smart cards, etc. The RFID technology is extremely accurate when a badge is presented either with a lanyard or a clip badge holder."

DECREASING COSTS

"When using RFID for sessions, always maximize the number of sessions held in a room with RFID equipment that is already installed. This will decrease your cost because once RFID equipment is installed there is generally no additional cost per session."

WHAT TO AVOID

"Steer clear of vendors trying to sell you tracking technology that utilize apps or beacons. While apps and beacons do have a niche, they are nowhere close to providing you with accurate data like you can achieve with RFID."

RFID PROVIDES ACCURACY

"Once RFID has been utilized by show management, it's been our experience that they will continue to use it because of accuracy and ease of use. Not using handheld scanners and hiring temps to scan attendees can often help offset the cost of RFID."

REGISTRATION SPEED

"Everyone is always concerned with on-site registration flow and the speed of the badging process with good reason. Encoding RFID tags is fast and easy and if done correctly, will not hinder your registration process."

RFID FOR CEU

"More and more customers are embracing RFID for CEU and session tracking. With the decreased cost, and increased accuracy and data collected, they really see the benefit."

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UHF RFID READERS FEATURES & OPTIONS

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FOR CHOOSING AN RFID ANTENNA

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CABLES, CONNECTORS, & ANTENNAS

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RFID Resources

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RFID Resources Page
Jump into our full overview page with all of our available resources including - New Resources, RFID Roadmap, Guides & eBooks, RFID Technology Hub, Customer Profiles, Tools & Templates, RFID Support, Printing & Encoding, RFID Terminology, Our Top 10 Videos, and Our Top 10 Articles.

RFID Roadmap
Our RFID Roadmap is a curated collection of articles & videos designed to take you from 'What is RFID?' all the way to an educated RFID enthusiast.

Guides & eBooks
Checkout our most popular Guides & eBooks dedicated to the in's and out's of RFID Hardware and RFID Applications.

RFID Insider Blog
Weekly articles about products, concepts, terminology, and applications - all about RFID, NFC, and IoT.

RFID Technology Hub
Our RFID Technology Hub let's you sort through the 5 most common goals of RFID systems in order to match your goal with an existing application to learn more.

YouTube Channel
If you are more of a visual learner, or are looking for our Product Unboxing Videos or RFID Basics Videos - checkout our ever-growing YouTube Channel!

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Shop all the RFID products mentioned in this Guide.

About Us

Founded in 2008, atlasRFIDstore is a trusted source in the RFID hardware industry. We are a global retailer providing customers a secure, one-stop location where you can buy RFID components for your own systems and applications. atlasRFIDstore sells name-brand products in virtually every RFID hardware category, so you can build cost-effective RFID solutions across a variety of verticals.

The atlasRFIDstore team focuses on creating the absolute best customer service experience and works with you to select the right RFID equipment for your systems.

Our sales engineers are highly trained in the field of RFID and are ready to answer your questions, big and small. While we may not immediately have an answer, we'll diligently work for you to find a solution.

Our offices are located in downtown Birmingham, Alabama. We have customers all around the globe and ship products worldwide.