Products and Services Guide

AWARD-WINNING REGISTRATION AND BADGING SOLUTIONS
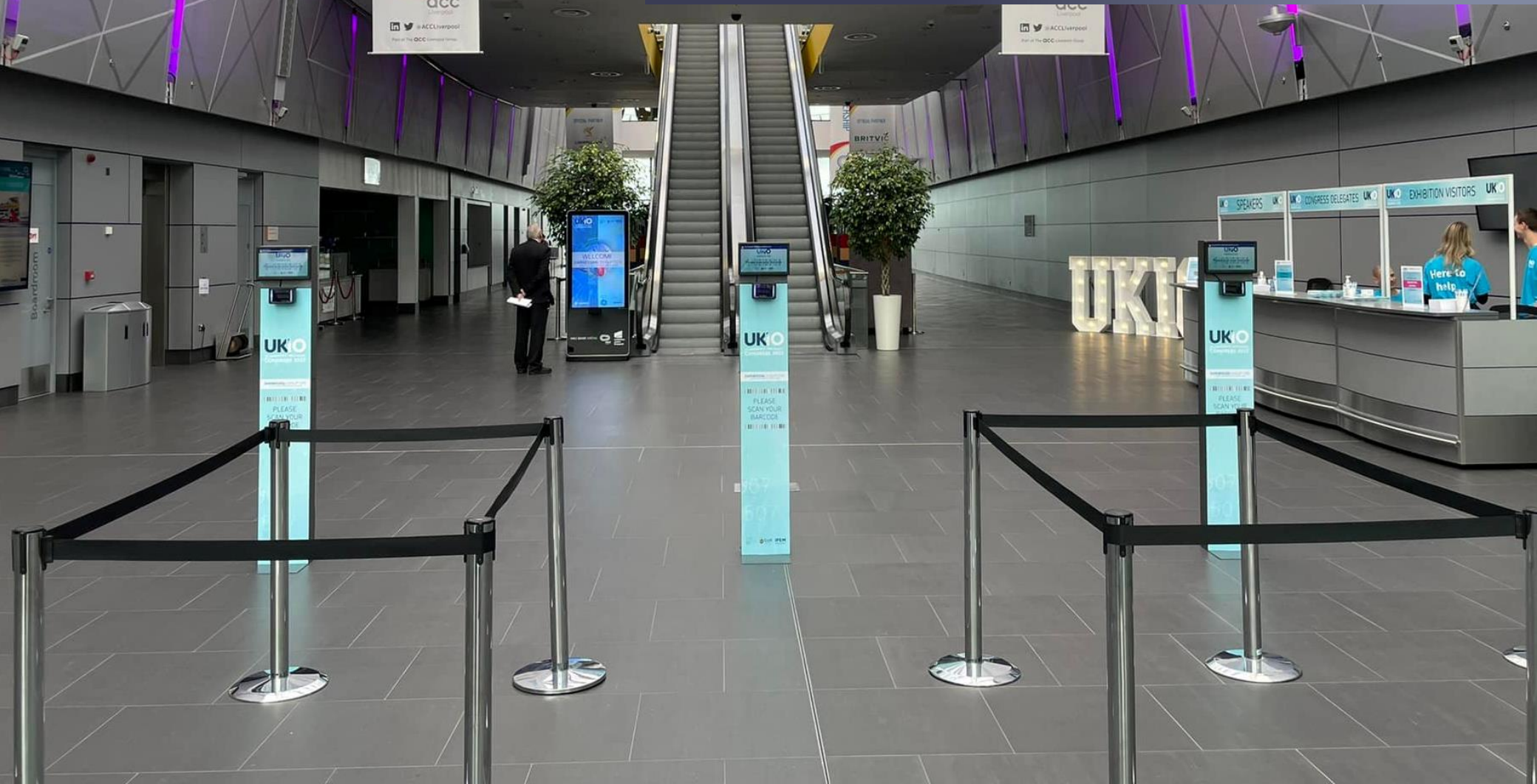
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YOUR EVENT. OUR SERVICE.

Full badging & registration solution

Registration & Badging Solutions `<ref:tech>`

Introduction

Reference Technology Ltd is a registration and badging company based in the UK but working, literally, across the globe. Our goal is to make life easier for organisers of meetings, conferences, exhibitions and events where registration and badging is required.

We want to be the best rather than the cheapest, so we are constantly introducing useful technological innovations. We strive to make the whole process of setting up and operating an online registration system as simple as possible, including the processes to produce whatever reports an organiser needs..

Our software is designed to be easy to use by people with no technical knowledge. So if you want to manage the registration yourself, it's easy. On the other hand, we know that many organisers prefer to have somebody else take over the whole registration business. If that's what you want, you'll have a dedicated project manager looking after your needs. They're used to working with people who speak plain English rather than 'techie'. And they are extremely helpful.

If you need onsite registration and badge printing, we can supply that too. Our onsite staff are there to help. And they'll do everything possible to make the registration part of your event run like clockwork.

Judging by the number of extremely favourable comments that we get from clients, our project and onsite teams are very good at what they do.

We believe that we have the most technologically sophisticated registration systems in the industry. But that's not good enough so we're continuing to invest in developing those systems and, when we identify technology that is genuinely useful, we incorporate that, too.

In the end, though, you and your registrants shouldn't notice the sophistication of the technology. We know we've succeeded when users find it difficult to evaluate our systems because they didn't notice them: that means that they're so good that they're just regarded as being there and delivering what's wanted when it's wanted.

What you will notice, though, will be our people. We're proud of them because they all do a great job of helping our clients. We always ask for feedback after every event and we're used to the way so many clients praise the members of the team who worked on their events. And we look after our people because we know how important they are to our business.

In summary, then, our aim is to:

- Be the best registration and badging company in Britain

- Offer the most technologically sophisticated registration and badging systems available

- Provide as much support as each client wants at each stage of their event

- Look after our people in whatever way we can

- Continue to invest in useful technological developments

- Make our online registration system the most widely used system of its kind in the world

Information Security

"Information is an asset which, like other important business assets, has value to an organisation and consequently needs to be suitably protected." – ISO/IEC 27001:2017

RefTech has been awarded an ISO/IEC 27001:2017 certificate – the first in the badging and registration industry to achieve this important security status.

What is ISO 27001:2017?

ISO 27001:2017 is an information security standard that was published on 25 September 2013 by the International Organisation for Standardisation (ISO) and the International Electrotechnical Commission (IEC).

The accreditation is given to a company when it establishes, implements, maintains and continually improves its information security management system (ISMS). In this instance, 'information' includes:

- Data
- Documents
- Messages
- Communications
- Transmissions
- Conversations

How did RefTech achieve it?

Because we recognise the growing importance of data security in the events industry, we invested time and money in going through the ISO process.

Our ISMS was then independently assessed and we couldn't be prouder to say that it met the demanding standards set by the organisation.

What does this mean for our clients?

The certification means that RefTech is actively protecting all of the registration data we have and acquire against unauthorised access, covering both physical and software security.

We plan to continue to meet the ISO standard and will be audited on a regular basis to ensure we keep our security status.

If you would like to see a copy of our data security polices you can find them on our website.

RefTech is a **Living Wage** employer.

Exhibition News Awards Best Registration Supplier 2022

Our Promise to You

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Our staff have vast experience of badging and registration in the event industry. They make up a dedicated hard-working team who take pride in ensuring you, our clients have the best service ever.

Here is what you can expect from us:

- Dedicated Account Manager
- Innovative processes
- Tried and tested methods
- Transparent costs
- Full handover from each department to the next
- Dedicated Project Manager
- Schedule of requirements
- Access to EventReference
- Dedicated Onsite Manager
- Event support before, during and after the event
- Excellent customer services

If at any point during the process you are not happy with anything, please speak to your account manager, project manager or onsite manager.

If you prefer, you can always call and ask for our managing director, Margaret Reeves.

The complete guide to our Products and Services:

Fully Managed Online Registration

We developed our own online event registration platform to provide event organisers with robust and powerful tools and data integrities to enable fast, accurate and efficient online registration. It's called EventReference.

The software is jammed pack with features and functions and we cover many here. If you can't find what you're looking for, please get in touch to discuss your requirements as there is bound to be a solution that works for you.

Why do you need EventReference?

It's fast and easy to set up your registration forms and is so secure, it meets international data protection certification standards. We host it on resilient servers for maximum reliability.

As well as looking like an integral part of your promotional website, you have complete control over the registration questions and can have different questions for different attendee types.

It includes easy attendee management including your forms in multiple languages if needed, confirmation emails saying exactly what you want them to and easy and simple integration with your social media channels.

And there is more, so much more, so please ask us if you can't find the answer to your question in the following pages.

Contents

Custom Look & Feel

Make your registration pages mirror your event website. You supply all the assets, and we will do the rest. Make your attendee journey seamless from one site to another.

Smart Invitation E-blast

EventReference makes it very easy to import these people into the system and send them an invitation email complete with a personalised "Smart Link".

Please remember that it's important that any email marketing you carry out using this feature must comply with the relevant data protection legislation.

EventReference Smart Links allow the recipient of the email to arrive at a partially completed registration form which will show details the system already holds about them.

Once they fill in the rest of the registration form and click to register, the Smart Link will stop working so they cannot alter their details after they have registered.

Personalisation

All confirmation messages and emails are personalised as standard, ensuring your attendees feel welcomed.

Landing Page

Landing pages can be used to supply event information along with registration links for different attendee types (for example, single day delegate, multiple day delegate, visitor, VIP and Speaker). When selected, the attendee will be taken to the corresponding registration page. This saves your attendees having to search for the right links, making their registration experience quicker and easier.

Events with Paid Entry

If you are organising events with paid entry, the you'll want to decide how much to charge for what. You can for example,

- Have early bird registrations.

- Charge for registration

- Charge for additional items such as a Gala Dinner

- Have free registration for the main event and charge for additional elements

You are able to use your own merchant account, so the money goes straight into your bank on your normal payment terms.

Whatever the combination of events with paid entry or free options you want, you can have.

Often events will have extra options that can be purchased at the time of registration such as for the Gala Dinner or After Show Party. You will have the ability to create a product catalogue for your attendees to see when they are registering.

It doesn't matter if your main event registration is free - you can still offer extra products to the registrants and allow them to get more from your event by selling them extras.

EventReference already integrates with the most common payment gateway providers including Stripe, PayPal, SagePay, Barclays EPDQ, DataCash, NetBanx and WorldPay.

This means that if you are with any of these providers then we can integrate your registration with your merchant account and have you taking payments very quickly.

You also have the ability to send an invoice for those attendees that need such a feature.

Obviously, the power to take all these payments is no use if you can't report on what has happened in a quick and easy way.

You can see all the transactions that have happened through the system, what products have been purchased and by who.

What's more, you can go into an attendee's record and see everything that they have purchased in any transactions that they have completed.

Approval Process

For a large number of registrations, an approval process is required. With EventReference, registrations can be automatically approved, automatically declined or given the status awaiting approval when they register.

Automatic approvals and declines

Automatic approvals and declines can instantly verify registrations based on criteria such as email address domains for those high security events, which takes away the manual approval process for these registrants.

You can also enable automatic approvals and declines based on certain answers provided during registration.


Manual approval and declines

Sometimes a manual approval and decline method is required where decisions need to be made on the whole registration. In this case, workflows can be easily run on registrants awaiting approval, either individually through buttons or on mass through batch processing. This process allows multiple tasks to be actioned against records in a single click; set a new status, upgrade or downgrade to a new badge type and generate a particular email content, for instance.
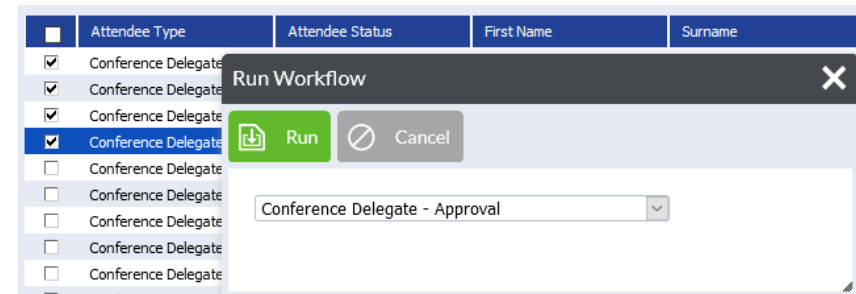
Register a Colleague

Give your attendees the ability to register their colleagues at the same time as themselves. By adding a 'register a colleague' link or button to the bottom of the confirmation page, your attendee can benefit from partial pre-populated fields based on the information they have provided themselves, providing a quick and efficient way for multiple registrations.

Guest Invitation Invite a Colleague / Friend

By adding the 'guest invitation process to your online registration' your attendees can quickly and easily invite others to your event. By providing a name and email address of their guest the system will send an invitation email which will contain a link for the guest to register for the event.

Exhibitor Portal

If your event has Exhibitors, you can streamline your exhibitor process with the easy-to-use Exhibitor Manual and Online Shop from FFAIR, the award-winning exhibitor management tool now provided by RefTech.

FFAIR creates a streamlined journey from start to finish, for all stakeholders with a professional and effective multi-show platform that keeps everyone informed and organised, whilst being simple and easy to use.
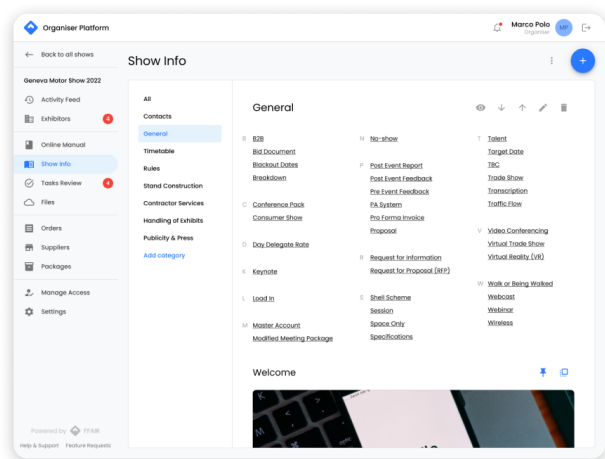
Group Co-ordinator Portal

Some events involve companies inviting groups of attendees, for example, a distributor inviting their customers. If your event involves groups such as this, you can add each group co-ordinator to the system.

Each will receive an email with their own login details and their own registration URL. They can send the link to their invitees and track which accept the invitation. The enables group co-ordinators easier management of their groups.

Discount / Voucher codes

By using discount/voucher codes a percentage discount is deducted to the final cost price. They're especially useful for incentivising registrations during marketing campaigns and promotional periods.

The amount of discount is pre-determined by you. The codes can be easily activated or deactivated as required.

Conditional Questions

Tailor your registration forms to collect relevant information. You might want the text of a question to vary depending on the answer to an earlier question. EventReference can do this.

For example, you might ask where an attendee heard about your event. You might decide to ask them to choose either Advertisement, Mail shot or Word of mouth. If they check Advertisement, you might want to offer them a list of publications where they may have seen your advertisement. Obviously, that list would not need to be shown to people who checked Mail shot or Word of mouth.

Structures like this can be set up in EventReference very easily making your data more informative and easier to report on.

Workflows

Our powerful workflow engine allows you to create complex rules and sets of actions that can make decisions and perform actions on certain records within the system.

The workflow engine means you can automate the process of looking inside an attendee's record and change things about their record according to whatever rules you want.

For example, if you ask an attendee whether they are a Buyer or Supplier in your industry then you could change their attendee type according to the answer they give.

We even have a batch processing mode so you can perform set actions against a whole set of records at once.

Capacity Control

The capacity control function allows you to limit the capacity within the event. This may be the overall capacity each day or into seminars, sessions or workshops. Once the capacity is reached that particular option is removed from the selection. You can change the capacity numbers in the backend office.

Address Lookup

The address lookup feature simplifies the visitor registration journey. An automated search lists the full address, so visitors only need to enter the postcode or first line of their address for quick, easy and accurate address entry.
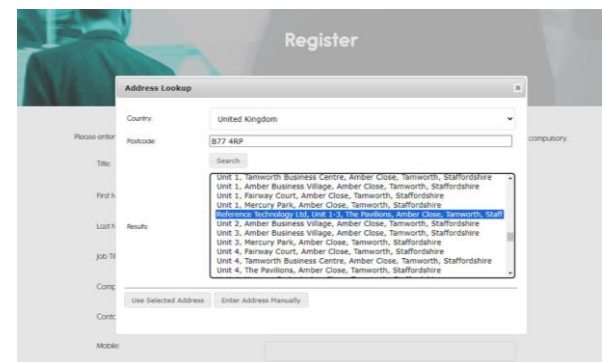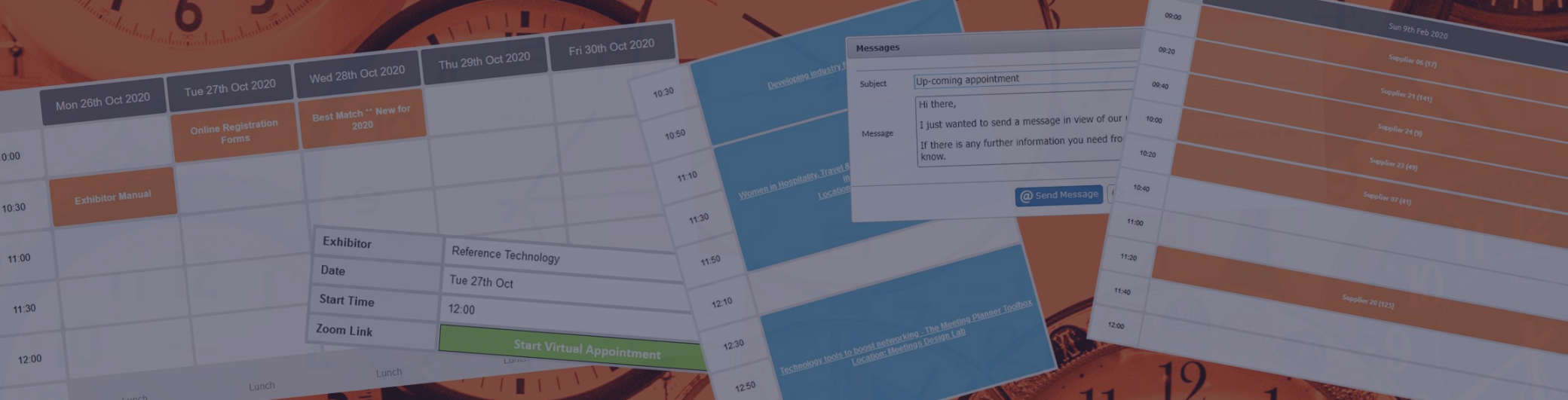
Diary System

Enable visitors and exhibitors to book or schedule appointments.

Our Diary system is a great event feature that allows registrants to book one to one appointments with your Exhibitors.

Exhibitor list

Visitors can navigate through an engaging exhibitor list – viewing full company descriptions and logos using comprehensive search tools such as country, regions and categories filters.

Example Exhibitor List

Custom profiles

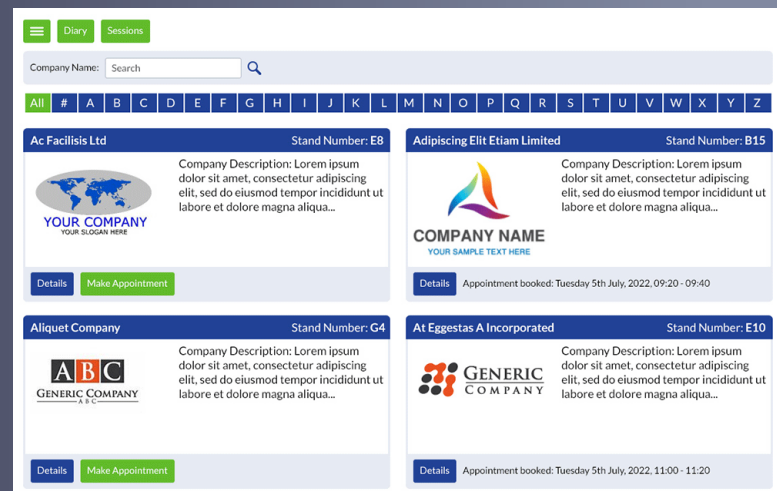Exhibitors can view custom profiles and even photographs of the participants they have appointments with.

This gives valuable insight to allow them to prepare for their upcoming appointments.

Additional diaries

Additional diaries can be set-up to allow staff to have their own dedicated diary. Slots can be blocked to ensure appointments are not scheduled in for an inconvenient time. Exhibitor appointments can be moved from one diary to another.

Appointment Setting

There are many circumstances under which appointments make life easier: networking at exhibitions; ride and drive programmes for car launches; hosted buyers meeting exhibitors; capacity control in venues and rooms.
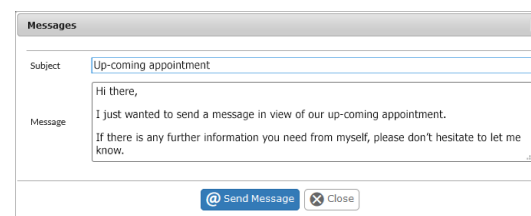
The process is designed to be easy with EventReference:

- Create the desired amount of appointment slots

- Determine the length of the appointment slots

- Enable participants to request/book a meeting

- Cancel, move and decline appointments

- Create and manage multiple diary's, especially useful when you have multiple stand staff

Diary messaging

If required, Exhibitors can be allowed to send appointment requests with a personalised note to specific registrants. Only the registrant's company name and job title details are visible at this stage. Additional details are only displayed if the visitor accepts the request.

The two-way messaging system allows both parties to plan and communicate in the build up to the appointment. This ensures a tailored, needs focussed conversation.

Bookable sessions

The system displays flag and count notifications to indicate new appointments, new messages or new appointment requests.

Bookable sessions can be added to diaries from the comprehensive events session directory.

Fully Managed Online Registration

Diary features

Selected sessions automatically book into the diary if the diary slot space is available i.e. it doesn't already contain an appointment or hasn't been reserved or blocked out.

All diaries can be printed and exported into iCal or Excel.

Viewing and navigation around the diary system is mobile device optimised and can be accessed directly from the Event App.

The system allows you to have a custom dashboard that links to other useful contents.

These can be updated from the back office and could include items such as travel and accommodation advice, event news, entry barcode etc.

Matchmaking/Best Match

Our Best Match solution is great for match making buyers with exhibitors and/or suppliers depending on their preferences. Similar to how the appointment setting system works, Best Match allows your visitors and exhibitors/suppliers to select their one-on-one meeting preferences in advance, by first ranking and then ordering those they are interested in meeting.

Once this process is complete, EventReference uses a sophisticated algorithm to match the buyers with exhibitors/suppliers in order of their ranked preference and create appointments, giving them a schedule to follow throughout the event. This can be buyer or supplier led and participants can print off their own diaries, using diary printing stations at the event.

Example Best Match

Fully Managed Online Registration

Exhibitor Management Portal

Streamline your exhibitor process for event organisation with the easy-to-use Exhibitor Manual and Online Shop from FFAIR, the award-winning exhibitor management tool now provided by RefTech.

FFAIR creates a streamlined journey from start to finish, for all stakeholders with a professional and effective multi-show platform that keeps everyone informed and organised, whilst being simple and easy to use.

Key Features:

- Online Exhibitor Manual

- Online Shop

- Custom Tasks

Event organisers can customise the event terminology used throughout the portal. This means you can implement FFAIR across your event portfolio, no matter what the event format and use local language that resonates with your audience. The perfect choice for running global events.

Key Benefits:

- Everything you need in one place

- Save up to 65% of the time you would spend chasing exhibitors for information

- Increase efficiency by over 95% with the task completion tool

- Improve team communication by creating, saving and sharing custom reports

Online Exhibitor Manual

- Centralises all exhibitor data in one easily accessible location

- Quickly access information on stand assignments, contact details, and payment status

- Automated reminders, task lists and notifications keep exhibitors informed of deadlines and requirements
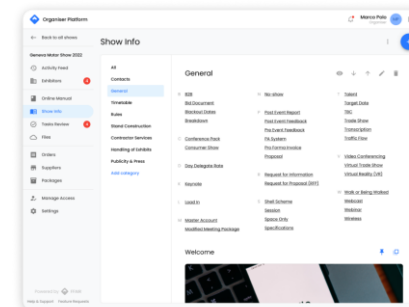
Online Shop

- Streamlined process providing exhibitors with a simple and convenient way to purchase all items, from multiple suppliers, in one transaction

- The Supplier Management Tool helps event managers choose categories of products and services that suppliers can offer to exhibitors
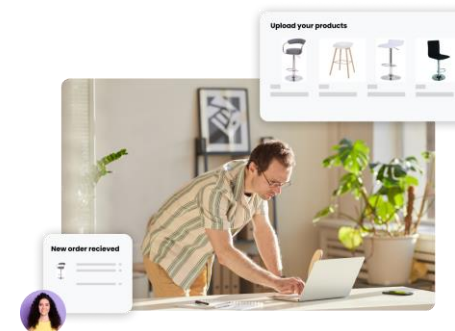
Custom Tasks

- Tailor the planning process to fit your specific needs

- Sends reminder notifications for deadlines

- Sends email reminders and in-app notifications
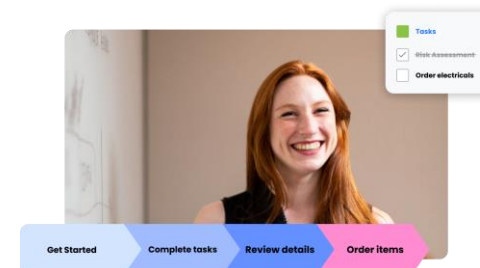
APIs

Want to have seamless data transmission? Then ask us about our APIs.

We offer the ability for you to set-up an API (Application Programming Interface) which involves giving you a set of credentials to plug into your CRM/registration system. This will allow data to flow seamlessly from your system into our registration system.

This means you don't need to export your data and send it to us, and post event we can provide a final update for you to add back into your system, removing the need for manual updating.

Event App

Your attendees will be able to download and start using the EventReference Event Mobile App in seconds. The App is the perfect tool to engage your attendees at your next conference, exhibition, trade show or meeting. It's fast, powerful and easy to use.

It even works when an attendee has no mobile phone signal.

You can easily promote event messages and share real-time event information for all. List sessions and speakers as well as an exhibitor list with an interactive floor plan. And, when you choose our diary system, all appointments and schedules are visible too.

Realtime content updates - Manage content updates in real time from the web-based App dashboard.

Lightweight and powerful - The App takes up little device space and content is available offline.

Simple pricing structure - No hidden extras or contracts; just one simple price.

Using the Mobile App to transform the event experience

Boost attendee engagement and event experience through the power of digital content. The EventReference event mobile app means you lose the expensive printing costs and gain a lightweight but immensely powerful digital tool kit. Control content updates from an intuitive dashboard and be confident your information remains available even offline.

Session and programme agenda - Say goodbye to costly printed materials and control content updates as needed.

Speaker bios - Introduce speakers to your audience before the event so they can plan their participation.

Activity feed - Keep attendees fully up to speed with event activity and content updates.

Push notifications - Make sure no-one misses anything by sending notifications to attendees such as special offers, and last-minute changes.

Content pages - Unlimited content pages mean you can also share useful information such as travel, the venue and the local area.
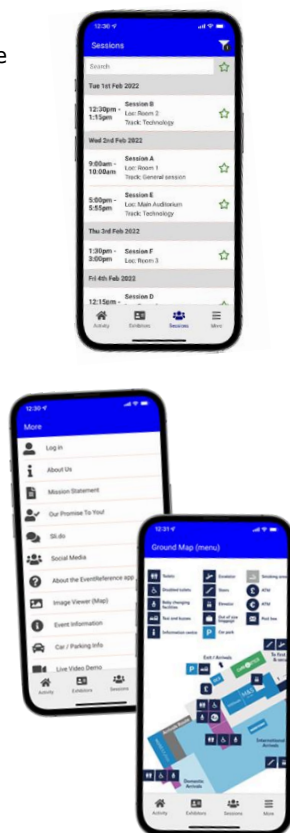
Diaries and Schedules - Attendees with access to our diary system can view their appointments within the App.

Exhibitor Directory - Fully searchable exhibitor directory makes it super easy for attendees to discover and locate exhibitors.

Interactive floor plan - Attendees always know where they are and where to go, with the pinch-to-zoom interactive floorplan.

Built for the event of the future - Our tech experts have built the EventReference Event Mobile App to work with the way people want to receive information – easy, instant, useful.

Works offline - Update the content and be certain it's seen as the app works offline too.

Lightweight app – it'd built to be lightweight, taking up very little room on a device.

Easy to use - The app is designed to be easy for the event organiser to control the information AND for the user to engage with it.

Self-Service Online Registration

Want to set up and manage online registration yourself? Using one of the EventReference self-service packages you can do just that.

EventReference is cost-effective, easy, powerful, secure and FAST. You can tailor it to meet your specific needs: choose the types of questions to ask; have different questions for different registrant types; take payments through your own merchant account; and yet it's very competitively priced.

When you start to use EventReference, you'll be amazed by how easy it is to set up an online registration system for your event. Yet it's extremely powerful. You can choose the types of questions (text input, drop-down list, checkboxes – it has question types to suit all events).

You can choose a graphic theme and upload your own header image so that your registration pages look professional. You can even customise and personalise the automated messages sent out by the system when somebody registers.

EventReference has a magnificently powerful reporting module. You can analyse registrants by any field in the form, choose which fields to include in a report, filter the data and export it to a spreadsheet. It's all amazingly easy. Equally impressive is the way you can present the results as a chart.

There is a dedicated support team in place to help you, and online user guide and videos too.

Our onsite services are available with both fully supported online and self-service registration systems.

Take a look at the packages available here, or visit the website for more information.

YOUR EVENT. YOUR WAY.

Self-service registration & badging

Badging Solutions

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Badging Solutions

Gone are the days when we need to find the person with the nicest and neatest handwriting to produce the event badges! We now have choices for great-looking professional badges to suit every budget.

As part of the pre-event organisation, we will design a badge for your event that includes the graphics you require. If you would rather design the badge yourself, we'll give you useful design guidelines. Once you have approved the badge design, it will be loaded onto the badge software ready for badge production.

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On the following pages we take you through the various options available for your event badges. We guide you through the five different ways to badge your event, including E-badges, Wallet Pass, Print at Home, Preprint Badges and Mailing Badges.

Then we look at what you can have designed onto your badges such as printing in full colour on one side or both, including event specific information like an agenda, a barcode or even a photograph.

And finally, we introduce you to the materials you can use for your badge printing stock including Peel and Stick, Folded Paper Badges and Plastic Badges.

Did you know you can even use your plastic badges as luggage tags? And, we can provide the luggage straps too.

Don't forget to check out the explainer videos we've included and see the example designs.

Contents

Badging Solutions

There are five ways you can badge your event:

E-badge

A speedy solution to issuing badges enabling you to get attendees through the doors quickly using barcodes on mobile devices or paper printouts. Registrants scan the barcode at the event and the badge prints out in seconds.
A fast and efficient choice.

Wallet Pass

Ditch the paper and reliance on emails. Users store their barcodes and links in their wallet or passbook App to gain unhindered entry through registration.
As this uses geolocation and works without WiFi, it is the quickest, most reliable choice.

Print At Home

Send an email through the event registration system. The registrants print their badge at home on their own printer and bring it with them to your event and collect a badge holder. We can design the badge layout for you or provide a template.
A really simple and cost-effective choice.

Preprint Badges

No fuss, yet plenty of options when you simply need professionally printed badges and nothing more. Send us your data and we'll send you the printed badges ready for your event.
A straightforward, no-frills choice.

Mailing Badges

Go further with our fulfilment service. We mail out your preprinted badges with a personalised letter. We can also include other items including parking passes, lanyards, t-shirts, flyers, or anything else you want to send to your attendees.
A great choice for a personalised experience.
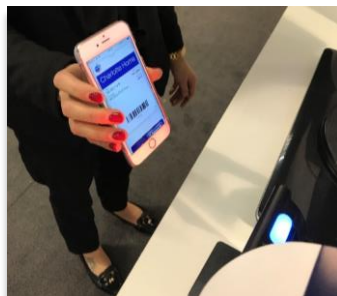
Real-life example of Wallet/Passbook in action

This feature was recently used at an event in the Brighton Centre. Inside the venue most mobile data connections were unavailable. Attendees using the Fast Track barcode in their Wallet/Passbook simply continued through registration without delays, while those using emails on their phones had to connect to the venue Wi-Fi to download the barcode image before they could pass through registration.

Badge Types

You can have as many badge types as you wish such as delegate, visitor, exhibitor, speaker, VIP and staff – in fact any badge type you want. You can use colour flashes or text to differentiate between badge types.

Badge content:

Badges can carry a variety of information along with the attendee's name e.g.

- Job title, Company / Organisation name

- Unique barcode

- Generic agenda, Personalised agenda

- Photograph

Software

The software that you will use online and onsite has been written by us in house, by our own developers using vast years of experience within the badging and registration industry.

The onsite software can be used for badge production, new registrations, amendments to pre-registered information and issuing of replacement badges, verifying attendance and certificate printing.

It copes with long names as well as foreign and accented characters and also offers the ability to print colour in one pass onsite, taking away the need to pre-order a set quantity of badge stock.

Our software is built and designed with the user in mind making it quick and easy to use as well as learn. Many of our customers are impressed with the short amount of time it takes to understand and use the software.

Badge Materials

Peel and Stick (Butterfly)

Peel and stick badges (or butterfly badges as we refer to them) do not require a plastic wallet and are therefore less hassle at the registration area.

- They are printed in one pass in full colour, on an A5 carrier.

- The badges are available in two sizes, 96 x 80mm and 96 x 120mm.

- Three different finishes are available for the 96 x 80mm size, non-laminated, silk and laminated.

- The 96 x 120mm size is usually supplied as non-laminated, but a special order can be made for laminated stock.

- They are not designed to be stuck directly to clothing.

- When printed the badge itself peels off the carrier, folds in half and can be attached to a lanyard or clip.

- They are supplied with a combined slot and hole at the top of the badge.

Folded Paper Badges

If you need paper badges we offer two sizes, both printed double sided as standard. All badges can be printed quickly and easily, with event logos and colour coded if required. Agenda and event information as well as a barcode can also be added.

A7 paper

A7 paper badges are sheets of pre folded A6 paper which when folded creates an A7 badge. Once printed, they just need to be slipped into a plastic badge holder for use.

Badge dimensions when folded are 102 x 70 mm.

A6 paper

A6 paper badges are sheets of pre folded A5 paper which when folded creates an A6 badge. Once printed, they just need to be slipped into a plastic badge holder for use.

Badge dimensions when folded are 105 x 148 mm.

Badge Materials

Plastic Badges

Our plastic credit card style badges can be printed in full colour, single or double sided and personalised. You can choose landscape or portrait depending on your branding.

We can arrange for these badges to be recycled after use. Include returned badges with the on-site kit and we'll pass them to a certified recycling centre where they're used to make trays and paint pots.

Holes or slots can be added to the badge for easy attachment. These badges are also ideal for luggage tags, we can supply luggage straps if required.

Large Fanfold Card Stock Badges

Our large fanfold card stock badges are printed directly onto the card, in full colour, in one pass, then folded in half to create a badge 97mm wide x 134mm high. There are 3 pre-cut slots at the top of the badge for attaching a lanyard.

These badges are an economical choice for all types of events. As there is no peel and stick backing or glue on the reverse, these badges offer a more environmentally-friendly option with less waste.

Sample Badge Pack

To make it easier for you to select the right badge type, we can send you a free sample pack of badges.

To order your free sample pack of badges send an email to

sales@reftech.com

Or call +44 (0)1827 61666

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Onsite Services and Solutions

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Onsite Services and Solutions

We understand the challenges that event organisers have when it comes to planning and organising the event registration space. Whether it's constraints and issues on time, access, space, or connectivity, you need a partner you can trust to deliver the experience you want for your attendees.

Reftech is an expert in fast, accurate, and easy to use onsite registration systems.

Onsite Services and Solutions

We have products and services for everything you will need in your registration area. Over the following pages we will introduce you to the most popular options and/or most frequently requested solutions. However, if what we are presenting doesn't quite deliver what you are thinking about, please let us know so we can work with you to create your onsite registration area just as you need it.

This Guide presumes you would like RefTech to provide your onsite services, however, if you prefer to manage onsite registration yourself, we offer an equipment only / dry hire service too.

Contents

Badge Stations

Our badge stations consist of a laptop, software, scanner, printer and preview screen. Each station can be used in any way you wish.

All of our badge stations are capable of any type of registration, Fast Track, Lookup & Print, Enquiry, Onsite Registration and Verification. We offer the flexibility of wired or wireless scanners enabling you to interact with your attendees if you wish – it's your event, you decide what you would like them to do. However, if you want advice, we'll provide it.

As we print full colour single pass onsite all badge stations are capable of printing any badge type making queue management easier.
*based on using paper-based badges only

On-site Badge Production

We aim to have the fastest badging system available. The systems can print a badge in a matter of seconds and our software can find an individual attendee's record in less than a second, even on a database carrying tens of thousands of records.

Using the equipment provided for badge production, the badge appears from the printer in less than 10 seconds. Registration of a new delegate takes around 30 seconds.

Added to that, the system is extremely easy to use so it takes less than 20 minutes to train an operator. Where delegates' details are incorrect and require changing or a new delegate is attending then the operator will type the changes or the information into the system and then will click an onscreen button and the badge will be printed.
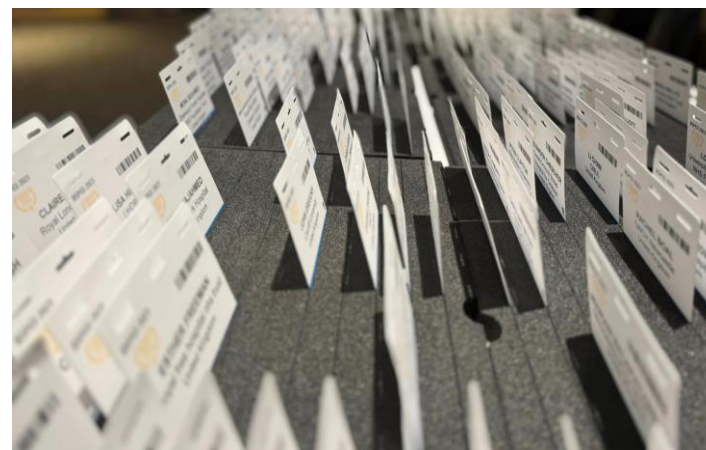
PrintPods

PrintPods deliver an enhanced badge collection and event entry solution for all event organisers. The PrintPod is a fast-track solution that provides a contact-free and convenient way for attendees to print their badge and enter your event.

- PrintPods are unmanned badge printing stations that provide a fast and efficient way for visitors to scan a barcode and print their badge

- The Pod is a freestanding, self-service fast track entry station and can be positioned where you have access to power and wifi

- The screen and units can be branded to suit the event

- The software enables you to link and unlink PrintPods depending on your needs

Badge Collection

- The PrintPod allows the visitor to present a barcode and produce an event badge

- When their event badge is printed it also marks them as attended on that day
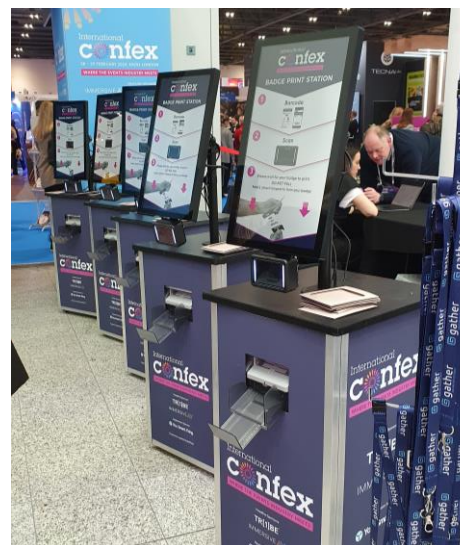
Fast Track

Fast track event registration provides a speedy solution to issuing badges to attendees. Most organisers want to get attendees through registration as quickly as possible and that's why they choose RefTech. Although some organisers like to have a bit of a queue to show how well the event is attended, so they ask us to slow things down.

With Fast track event registration, your attendees are sent a barcode. They bring that to your event on a mobile device or as a print out. Once at the venue, the barcode is scanned and the badge printed automatically. It takes seconds. Our Wallet / Passbook feature complement fast track entry.

Fast track can be provided as an unattended option, so attendees scan their own barcodes, with guidance provided on preview screens. Alternatively, staff can be supplied to help attendees with the scanning and badge collection process. The choice is yours.

Manned registration desks/Look up & print

At any event you are always going to need a manned registration desk. This may be for attendees that have forgotten their e-badge, need to register on-site or need their badge amending. Or you may just want to personally greet all of your attendees. The operator looks up the attendee's details, or adds a new registrant, and prints a badge. Easy and straight forward. The details can be edited too and more information collected. Great for post-event reports!

With our onsite software you are able to do the following at any of the registration stations should you wish:

- Look up by either first name, last name or company name

- Register new attendees quickly and easily

- Edit records

- Change badge type

- Fill in demographic questions

- Add a photo (if a webcam is used)

- Print a badge

- See if a badge has been printed

Preview and Promotion Screens

Preview and promotion screens reduce the need to reprint incorrect badges. By showing a registrant an image of their badge on a screen, they can check it is correct before the badge is printed.

This is particularly the case where foreign names are common. Our customer facing displays can be used to ensure that the operator has used the correct spelling.

The screens can also run a presentation that will inform the waiting visitors about the show, seminars etc., and exhibitors can sponsor the screens and have their products and stand details as part of the presentation.

Preview screens are included will all of our onsite registration solutions unless you tell us otherwise.

Certificate Printing

If you need to provide CPD certificate printing for your delegates, you'll find our software invaluable. The system can be set up in advance to use your own blank certificate stock or plain paper.

We normally use registration desks for certificate printing because, by the time delegates have qualified for CPD credits, fewer registration desks are needed. This keeps costs down for you.

In order to print a CPD certificate, each delegate goes to the CPD certificate printing point and scans the barcode on their badge. The system prints the certificate automatically. If you want staff to help them at the printing point, that can be arranged.

Whatever your choice, CPD certificate printing helps to make life easier for you and your staff.

Equipment Only/Dry hire

When you're handling onsite registration yourself, we provide the equipment and software with your attendee list ready to use.
This is a flexible option because we can preprint the badges for you so you only need to print replacement badges or add new registrants and print theirs. For smaller events or where budgets are tight, this is a great option to ensure you have professional badges for all attendees, whether pre-printed or printed onsite.

We ship the equipment worldwide too and provide training and support.

Multi-Site Registration

If you're using multiple sites for your event, for example, you have a conference in a convention centre with attendees spread between several hotels, we can provide multi-site registration to speed up the registration process.

Each venue must have at least one EventReference badge station and a good Internet connection. All the badge stations will synchronise with the central event database so that when an attendee arrives at a badge station, it will have all the relevant information about that attendee. If the attendee's details need to be updated, the new information will be synchronised with the main database so the whole system will be updated. Equally, once an attendee's badge has been printed, an operator at any of the venues will be able to see that it has been printed.

In effect, what you will have will be one onsite registration system, even though it may be spread over an area of several square miles.

Mobile Badge Printing

Did you know you can print badges on the go?

As long as you have an internet / 3g mobile connection you can connect WebBadging via EventReference and print on the move.

Here's an example of where this would be useful:

So, you have a number of attendees in different hotels all over the city, you are now escorting your attendees on the coach to the venue for the main event. As each attendee boards the coach you take their name and using the report list on your device you can click on their name, click print badge and the delegates badge will be printed at the venue ready for their arrival.

This process can be completed on any IOS device.

WebBadging

Print your own professional looking badges without having to pay for printing and on-site costs. This is an alternative to using our fully supported service. If you have used EventReference for your online registration, WebBadging seamlessly works with the registration data you have collected.

WebBadging is the fastest, easiest system on the market, you can:

- Print in the office pre-event using batch printing

- Print on-site whilst at the event

- Design your own badges

- Add a barcode to scan and report

And it is:

- Low monthly subscription cost

- No set up fees

If you haven't used EventReference for your online / pre-registration that doesn't matter. All you need to do is create a free account, purchase the standard subscription, import your data and away you go.

All you need is:

- An EventReference standard subscription account

- A windows computer*

- Internet connection

- Badge stock which you can purchase from the EventReference shop

Download the user guide here

Take a look at our WebBadging overview video here

WebBadging has been specifically designed so that any event organiser can print their own badges at any time. Using web-based software there is no need to hire any equipment or pay for a software license. This gives you the freedom to print your own badges anywhere.

All badges can be totally customised by you to suit your event. Using our easy and effective Badge Designer you can add logos, colour flashes and event agendas if you are feeling adventurous.

Download our handy badge designer user guide here.

*   Please note WebBadging is not Mac compatible
** Print credits are unlimited for all standard subscription users.

Scan & Print

Get fast on-site printing with Scan and Print.

If you have sent your delegates/attendees an e-badge containing their barcode you may want to scan them on arrival and produce their badge.

Using the scan and print feature on the WebScanning app, simply scan the e-badge barcode and the attendee's badge will print out at the designated printer. Fast, easy, efficient.

This allows you to move around the registration area and interact with your attendees. Greet then at the entrance, scan their barcode, and direct them to the printers.
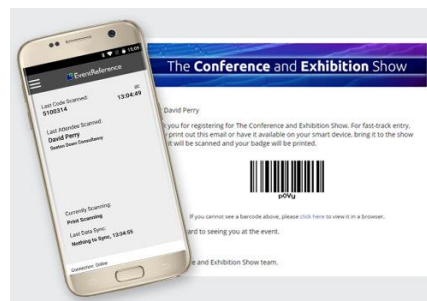
SMS Texting

You can send all registrants SMS messages from within EventReference. This could be an important message, or other relevant information.

Read the Blog

To help you with planning and organising the design and placements of your Onsite Registration Area, we have compiled the following Blogs which you may find useful, relevant and interesting.

Top Tips for your Onsite Registration Area

Onsite Survival Pack

Scanning Options

<ref:tech>

Scanning Options

If you want to know how many people attended your event, you'll need barcode scanning. EventReference enables you to have a barcode printed on every badge. The best way to scan those will depend on your needs, particularly if your event offers CPD/CME credits to your attendees.

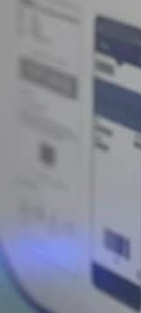Using this technology, you can keep track of how many people have come in with straightforward entry scanning.

Scanning Options

But you might need to ensure that an attendee is entitled to do something. For example, you might want to restrict access to a breakout session by checking that people have pre-booked. Perhaps you just want to make sure that each attendee is given only one delegate pack. All of this can be done with verification scanning. If attendance at some or all of your breakout sessions carry CPD/CME credits, you can make use of session scanning.

Exhibition organisers usually want to offer exhibitors an easy way to gather contact information about attendees. The EventReference lead management process is invaluable for that application.

For maximum flexibility, attendance scanning and session scanning can be provided through our WebScanning option. There are many ways in which barcode scanning can be used to improve the ROI on your event. And with EventReference, they're easy for you to use.

Contents

Video

If you want to know who attended your event or a particular session within the overall event, you will need the EventReference entry scanning features. The scanning operation is shown here: https://www.youtube.com/watch?v=NPfELz3xa78

Fast track entry using E-badges / Wallet / Passbook

The aim of our solutions is to get your attendees through registration as seamlessly and effectively as possible. For more detailed information on using Fast Track entry using E-badges / Wallet / Passbook please see our Guide to Onsite Services and Solutions page 31.

Attendance / Entry Scanning

What's the first thing anyone asks about an event? How many people were there? Was it busy? What was the busiest day? And so on...

There are a number of ways you can capture attendance figures, using fast-track entry (see above), hand-held scanning devices , ScanPods (see page 44) or using our WebScanning mobile App. (see page 43)

Each method has its own advantages. For instance, if your venue doesn't have excellent Wi-Fi then use the handheld scanners. If your badges have been pre-printed, use either the App or the handheld. If you are hosting a one-day event, with badging on demand utilise the fast track stations. If you want attendees to scan as they arrive themselves then the ScanPods are perfect.

Using an attendance scanning solution means you can easily re-market to attendees post-event as well as understand how your show is performing, popular areas, busy days and times and so much more.

That's because all our attendance scanning solutions provide you with detailed reporting including attendance and non-attendance, by attendee type, and by day and time.

Verification Scanning

Verification scanning is useful when you need to verify if an attendee is entitled to something. They may have booked to attend a session that is capacity controlled, booked a lunch or they are entitled to a delegate pack.

Our software offers the ability to check this quickly and easily.

If you have capacity-controlled sessions, we are able, at a glance, to see if the person is entitled to enter the room. If the attendee hasn't booked and there is capacity remaining, you can allow entry. If the attendee hasn't booked and there isn't capacity, you can refuse entry.

If you want to ensure your attendees only have one active badge the system can be set up so that printing a replacement badge disables all earlier printings. This can be particularly useful at paid-for events to stop attendees registering, collecting a badge which they pass to a colleague and then getting a second badge printed. If an attendee does this, the first badge will show as inactive when it is scanned.

The process can also be used to check other things such as whether or not a meal has been ordered or whether an attendee is entitled to a delegate pack. The system can check the attendee's record and show whether or not they are entitled to whatever they're asking for and whether or not they have already had it.

So, if an attendee has lunch and then lends their badge to somebody who hasn't paid for lunch, the system can show that one meal has already been provided for the person named on the badge. Best of all, the information is presented in fractions of a second.

The software offers a red/green visual aid onscreen to help.

Verification scanning can also be used in conjunction with pre-registered information and photos.

Session Scanning

Quickly and easily scan all attendees into sessions. This could be a single main one at the beginning of the day or multiple sessions throughout the entire event. Being able to tell what sessions are popular and how many people attended could be extremely useful for future events. Re-marketing to specific groups of people post event is easier, plus you could provide audience analysis for your speakers.

By scanning into your session you are also able to report on this information, whether that be the number of attendees in each session, a list of who attended each session or even what sessions attendees visited.

This is a particularly good idea if one of your sessions has been sponsored. You will be able to provide your sponsor with a list of who attended.

Tracking CPD Credits

Any events you're organising that can be used by attendees as credits towards their Continual Professional Development (CPD) are easy within our EventReference platform. Within the software you can access useful reports including:

- Who attended the event overall

- The time attendees arrived and left

- Who attended which seminars

What's more, you can give access to attendees to print their own CPD certificates or manage that process yourself. These can be printed onsite at the end of the event by switching your registration desks to certificate printing stations or emailed to them post event.

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WebScanning

WebScanning is an App that has been specifically designed for use with EventReference and WebBadging to enable you to get the most out of your event. WebBadging can also be used alongside our fully support services too.

All you need is an Android device and a Bluetooth scanner.

Features include:

- Scan and Print**
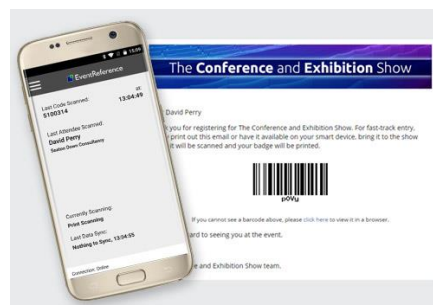- Attendance scanning and reporting*
- Session scanning and reporting*

*Internet connection required

Scan & Print

If you have sent your attendees an e-badge containing their barcode, or you are using the Apple wallet / Android passbook feature you can scan on arrival and produce the attendee's badge. This is particularly useful as a queue busting option and works very well alongside our Fast Track badging stations. Equally it can be used as a standalone solution.

Using the scan and print feature on the WebScanning app, simply scan the barcode from either the e-badge or mobile device and the attendee's badge will print out at a designated printer. Fast, easy, efficient.

Attendance scanning

If you'd rather not use handheld downloadable scanners because you need a more real time report, then WebScanning is perfect for this. Using a Wi-Fi connection, the scans are relayed back to the event server real time. You are able to access your reports at any time using your EventReference login and clicking on the reports list.

You can also use summary reports to have a quick glance

Session scanning

Again, using WebScanning means you are able to scan into any session, log in to EventReference and click on the report list.
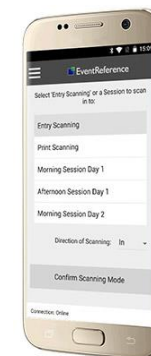
*For data to sync between the scanning app and the EventReference server an internet / 3g mobile connection is required. Whilst offline, scans will be recorded and saved so when connection is restored all data is synced automatically. If no internet connection is available, then your reports will not update real time.

**For scan and print functionality a reliable internet / Wi-Fi / 3g connection is required at all times.

ScanPods - Contact-free event entry

ScanPods use clever tech to deliver an improved user experience at the same time as increasing the efficiency and performance of your event entry process.

Not only that, these free-standing Wifi-enabled units can be used for entry, verification and scanning. Use them around your event, wherever you need to manage the flow of your attendees.

- ScanPods work with BARCODES from mobile devices, badges or paper printouts.

- They provide a contact-free experience.

- The ScanPod allows attendees to self-scan their badge on entry to an event and at key check points such as entry to seminars.

- The data collected provides event organisers with detailed measurement and reporting outputs.

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Scanning Options

Managing event attendance with ScanPods

Managing attendance at an event has evolved and with it the tech to deliver a smooth, uninterrupted experience. The desire to reduce touchpoints without compromising the level of data that can be acquired has resulted in the development of these sleek, portable units.

The ScanPod gives event organisers the data they need to measure the performance of their event, meeting or conference programme and at the same time, a reduction in physical touchpoints. What's more, the ScanPod unit is Wifi enabled which means you can position them around the venue, wherever you need to gather data.
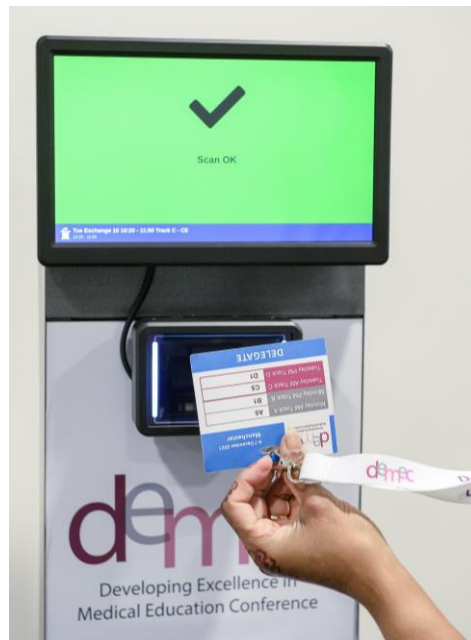
The tech behind them has the power and the tools to manage entry scanning, session/seminar scanning, attendance and capacity control, verification scanning, access control and more!

ScanPods

Entry scanning

Allows your visitor to present a barcode to scan on entry to the event. Enables the event organiser to obtain attendance reports.

Session/Seminar scanning

Attendance – record attendance at sessions, visitors scan their badge before entering the session room.

Capacity control – for capacity-controlled sessions, see at a glance if the person is booked for that session and can enter the room. If the attendee hasn't booked and there is capacity remaining you can allow entry. If the attendee hasn't booked and there isn't capacity you can refuse entry.

Verification scanning - Verify the status of the visitor for specific activities or privileges such as a lunch entry, VIP bag, session entry and more.

Access control – confirm the visitor status for entry on a specific date or for access to specific areas.

Print scanning – allow badge collection from a designated badge collection point.

Exhibitor Scanning

For years exhibitors have been offered a lead retrieval system for events. Now there is a real alternative that goes so much further than just collecting the business card information offered in general lead retrieval systems. We named it LeadReference. It is a lead management system that is revolutionising the way exhibitors collect and manage leads at events.

LeadReference is a powerful secure system that enables you to collect, manage and follow up on your exhibition leads. That means it helps you maximise the ROI of any exhibition where LeadReference is available. For more information, please visit www.leadreference.com

LeadReference Mobile App

LeadReference can be carried by the exhibitor throughout the event by installing the LeadReference App on their smartphone or device

Available for Android and IOS the app is quick and easy to download. It also only requires minimal space on the device.

If there is more than one person on a stand, the exhibitor can purchase as many licenses as they require so all of the stand staff can use the same account on their own devices.

All of the leads collected on the devices will sync back to the main account.

When first logging into the App, the exhibitor will be asked to name the device. This device name will show on the report post event which will enable the exhibitor to see who/what device has collected each lead.

Using the camera on the device the barcode can be scanned on the visitor's badge to capture the information.

The App will work using mobile data signal or wi-fi. Don't worry if this isn't very stable, the app will store all of the scans and when connection is re-established the leads will sync back to the main account.

Lead qualification questions can also be used on the app, these need to be set up in advance. There is also a handy notes field too.

The exhibitor can log onto their main account at any time and view all of your leads from all devices*.

Scanning Options

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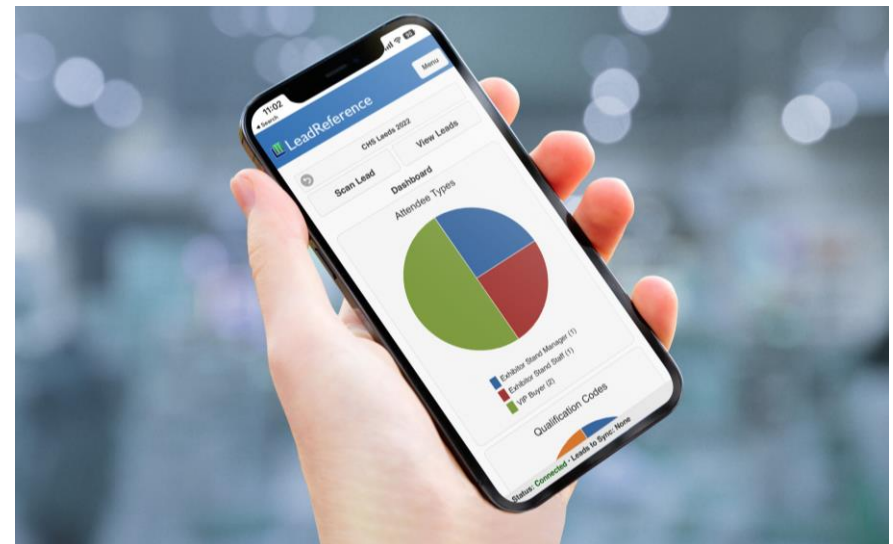
Handheld scanner

A small handheld device that quickly scans barcodes and stores the information. These easy to use devices will store up to 5000 scans.

Minimal training required, simply press the button, let the laser hover over the barcode and the device will beep to let you know the information has been captured.

Lead qualification questions can be created before the event too

The scanner will store all of these scans safely until it is returned to be downloaded at the end of the event.

Data is available to the exhibitor as soon as the scanner has been downloaded.

Lead Qualification

Exhibitors can add value to the leads collected at the event, by answering questions which are pre-determined

Lead qualification questions allow the exhibitor to find out more about what the visitor wants, for example: what products they are interested in, who took the lead, whether they require a quote post event, and so on.

By pre-defining questions and answers they can get the most out of everyone's time at the show. Whether they chose to use the mobile app or the handheld scanner lead qualification works in the same way.

Mobile users will see the qualification question in the app; those that have ordered the handheld scanner will need to print their qualification codes and take them along to the event.

All qualification questions and answers collected by both the app and the handheld scanners will be visible in the main account alongside the visitor information.

Support Services & Reporting

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Technical Support

Our technical support services are designed to suit your requirements. Our technicians are highly trained in all areas of our equipment and software and have many years of experience in the industry. They will be onsite with you for the duration of your booking to oversee all of the technical aspects of the equipment. They will also train all staff and manage scanners.

There is always out of hours support available for when the office is closed (chargeable).

Organiser Support Services

1. Call Centre / Hotline

We can provide a dedicated telephone number for your attendees /exhibitor queries and questions. We have a dedicated team of people who can take calls during office hours and help attendees/exhibitors with their queries.

2. Email Management

We can provide a dedicated email inbox for your event with a team of people who can monitor this email inbox for you and respond to and/or forward any queries that may come in.

Event Staff

We are able to provide staff for your event. We have a long-standing partnership with a UK based event staffing agency that provide reliable, event aware personnel to cover everything from front of house to scanning. We can advise on what staffing levels you need to ensure smooth running of your registration area. Of course, we are also happy to train any staff of your choosing. Our systems are extremely user-friendly, and training takes less than 30 minutes.

Post Event Analysis

It is possible to analyse attendance in virtually any way you want, providing the data gathering has been planned with this in mind. You will have been given access to EventReference and your project manager will have talked through how to obtain your reports. For any bespoke or complex reports please speak with your project manager before the event so these can be planned in advance.

To comply with GDPR and ISO27001:2017 we are unable to email client data and/or reports.

Should you wish to obtain your reports in a different way please talk to your project manager.

Comprehensive reporting system

We believe that reporting is one of the most important aspects of the system.

Because of that belief we have designed the reporting tools within EventReference so that they are at the heart of managing your event effectively.

EventReference has powerful filtering, sorting and field selection capabilities meaning you can create reports any way you want that will only contain exactly the information you want.

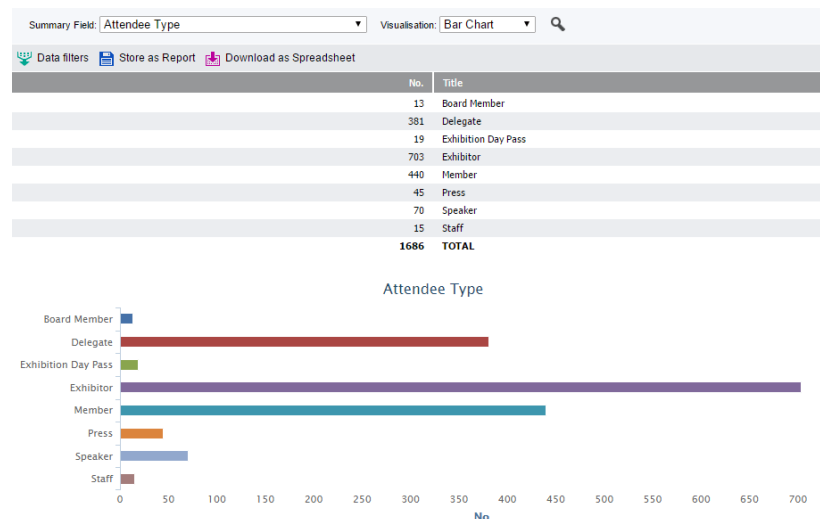| Report Title |
| --- |
| Media Attendance |
| 20150121 where were you day 2 |
| 20150120 Where were you day 1 |
| Auto Reg Email - imcomplete imported reg |
| Exhib ebadges |
| Exhibitor Eblast |
| 20150107 for awards email |
| 20141118 for Reminder Eblast |
| Stand Staff |
| Overseas Stand Managers |
| UK Stand Managers |

Couple that with the ability to store the reports you create and run them again later and we believe you have one of the most capable reporting systems around.

Summary reports with charts

It is said that a picture paints a thousand words and we'd agree. Our "Summary Reports" allow you to choose a multiple-choice field from your data fields and instantly create charts and graphs from the data for that field. You can also choose to filter the results by including or excluding specific criteria of people to ensure that you get exactly the graph or chart that you need.

Once you have the summary report exactly how you want it you can save it as a favourite report. This means you can re-run the report at any time, and it will use the same criteria and run fresh against the current data. You can then download the data for the chart so that you can use the summary data in Excel or any other program you want to whenever you need.

Summary Field: Attendee Type ▼   Visualisation: Bar Chart ▼ 🔍

Data filters   Store as Report   Download as Spreadsheet

No.	Title
13	Board Member
381	Delegate
19	Exhibition Day Pass
703	Exhibitor
440	Member
45	Press
70	Speaker
15	Staff
1686	TOTAL

Attendee Type

Detailed attendee reports with filters

Your attendees are one of the most important aspects of your event and being able to report on anything about them is vital to managing the event. EventReference lets you filter your attendee lists by any field in the system meaning you can get at exactly the information you want on your reports.

EventReference lets you easily filter the data in real time so that you can find any answers you need very quickly and easily.
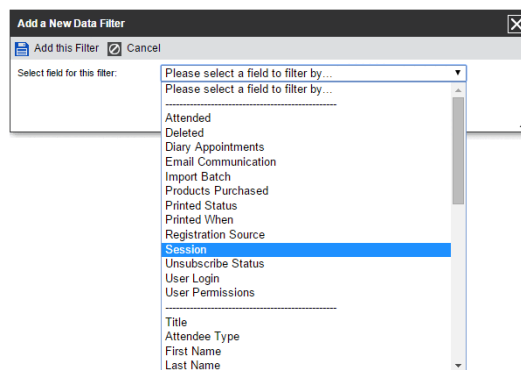
Control which fields are in each report

It's very likely that you don't need to see all the data fields in the system on each report you create.

For that reason, EventReference allows you to select only the fields you require for your report. You can even change the order of the fields in the report to make life as easy as possible when you get your data into Excel.
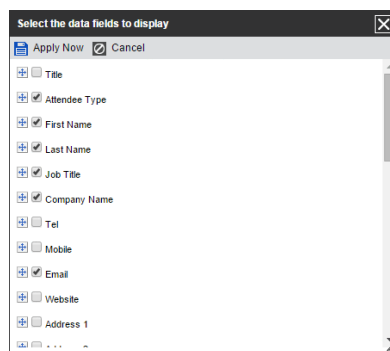
Store reports to run again later

Once you have spent some time crafting your perfect report with appropriate filters, the fields that you want in the right order and the sort order for the report, you might want to save those choices so that you can re-run the same report at any time in the future.

EventReference allows you to quickly and easily store all your preferences into a named report. You can even organise your reports into different folders and then re-run the report against the latest contents of the database at any time.
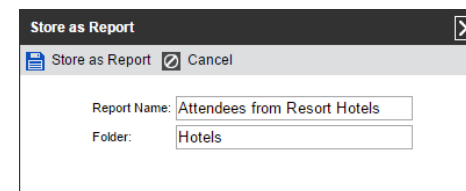
Download reports to Excel

We know that Microsoft Excel is a fantastic tool that does all sorts of increasingly cool things with data, and we don't want to have to reinvent the wheel, so we designed EventReference to work alongside Excel (or any other spreadsheet software like Apple Numbers).

Excel has a fantastic feature that allows you to import data straight from a website so we designed EventReference to allow you to expose a stored report to Excel. This means you can seamlessly get that data updated in Excel any time you want.
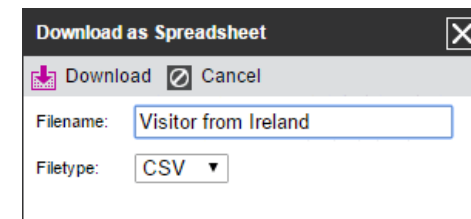
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YOUR EVENT. **OUR SERVICE.**

Full badging & registration solution