Eagle View Digital Solutions

Event Services Offering

Who we are

Eagle View Digital Solutions aims to transform our clients' businesses through innovative deployment of cutting edge digital technology and applications.

We are an agile technology company that works in partnership with our clients to identify and solve critical business issues.

We work extensively in the events space, supporting industry leading producers to deliver high impact experiences for exhibitors, sponsors and attendees.

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Extensive credentials

Based in the UK, and working internationally at industry leading events.

Trusted supplier to over 20 events in 2017, supporting over 4,000 exhibitors and 100,0000 attendees.

Delivering a unique VIP and Speaker experience for some of the world's biggest events.

Providing actionable, real time intelligence on delegate behavior and exhibitor return on investment.

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Working in partnership

A consultative approach, based on understanding the objectives, designing the solution, and delivering the integration.

Agile, responsive development, from a UK base, with additional capability offshore.

Outstanding Customer Service, focused on getting everything right.

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Three primary event services

IOS based ipad & mobile applications, linked in real time to a multi source data backend.

Enabling:

- VIP & Speaker management
- Event Analytics
- Return on investment analysis

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VIP management

Real time VIP identification, communication and management.

Smart badge enabled.

Single view of the VIP for all event staff, in real time.

Can support any number of value add functions such as NFC contact exchange, payments, access, 'near me' and venue mapping.

Flight information integration.

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Speaker management
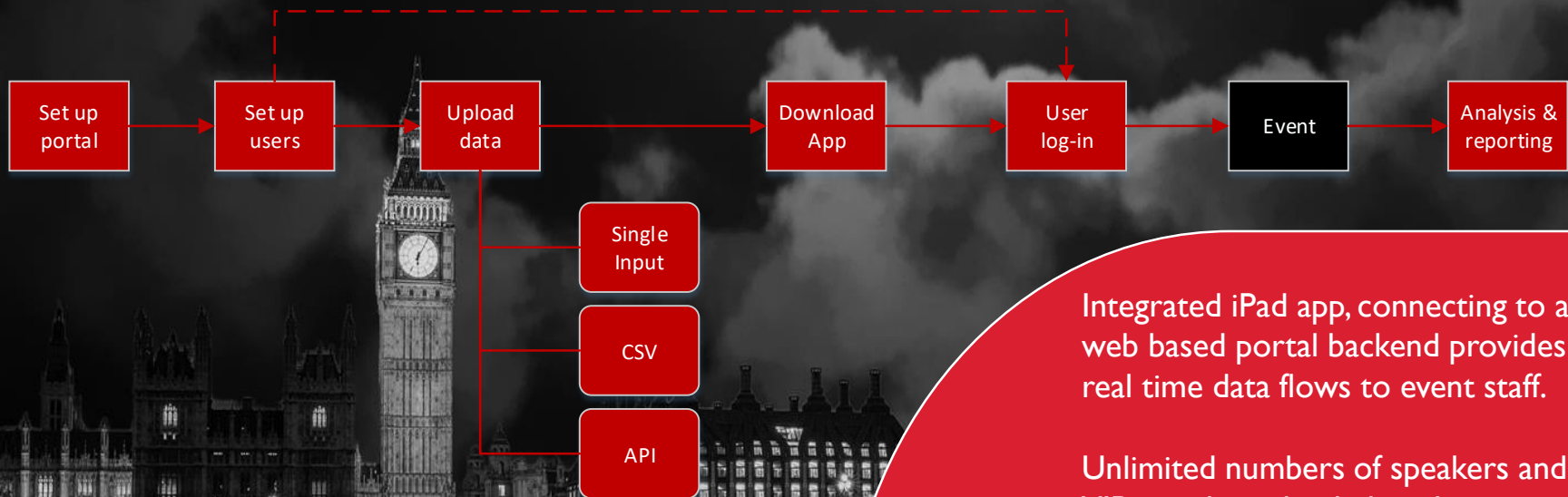
Real time Speaker management, and communication.

Rehearsals, equipment booking, location finding and content sharing.

Single view of the Speaker for all event staff, in real time.

Secure web based data portal.

Multiple events can be delivered through the same application.

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The VIP/Speaker management app – overview

Set up portal → **Set up users** → **Upload data** → **Download App** → **User log-in** → **Event** → **Analysis & reporting**

- Single Input
- CSV
- API

Integrated iPad app, connecting to a web based portal backend provides real time data flows to event staff.

Unlimited numbers of speakers and VIPs can be uploaded to the secure portal, complete with images, biographies, contact details, flight and event information (individually, via CSV or by designated API feed).

This data, and any changes, is pushed to every app instance, providing a 'single data truth' for each VIP and Speaker, and allowing push messages, check in and proximity visibility and real time updates.

7 stage delivery process.

"Moving from multiple, out of date spreadsheets to an app which lets staff proactively manage our VIPs and Speakers has been a revelation!"
Ascential Events

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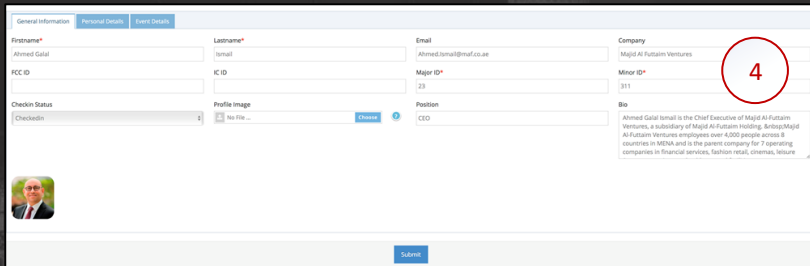
The VIP/Speaker management app – back end
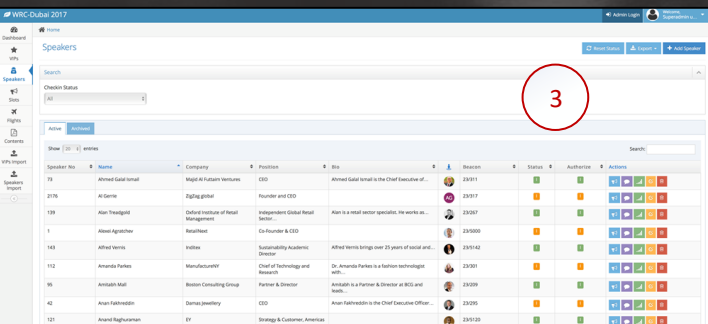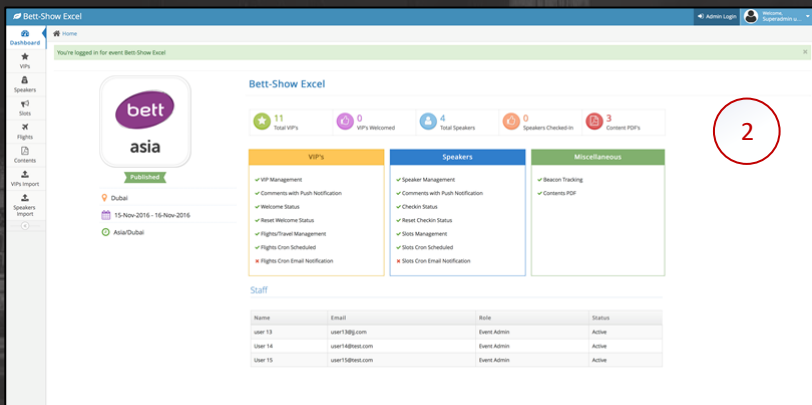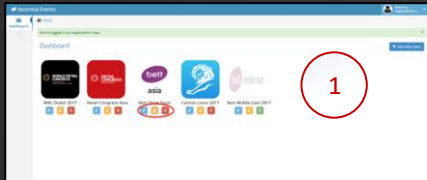
Simple event creation process: log-in, import logo and create event (or access a previously set-up event).

Set-up users and access rights, then upload data via the show 'status dashboard'.

Portal shows details on each VIP/Speaker, including biography, beacon, comments, speaker slots (if assigned).

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The VIP/Speaker management app — back end

Portal also has a click through to detailed biography information, information, contact details and notes on each speaker.

Further detailed views of speakers, speaking slots, material, rehearsals, technology requirements and venues are also available.

The VIP/Speaker management app – front end

(6)

(7)

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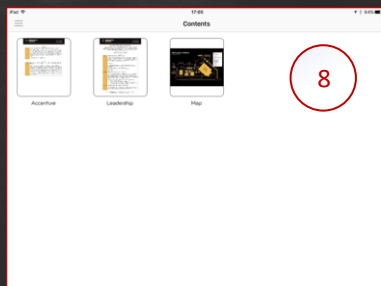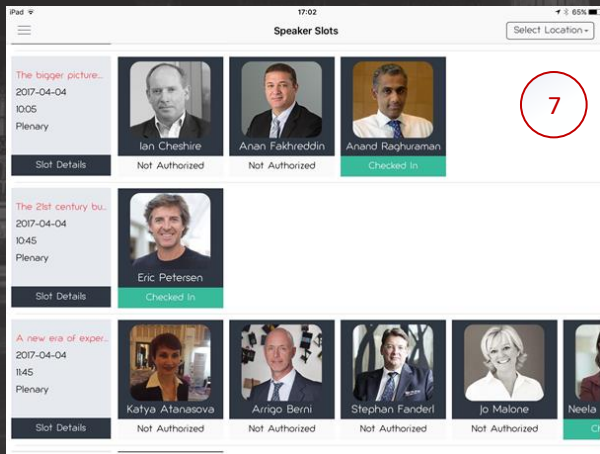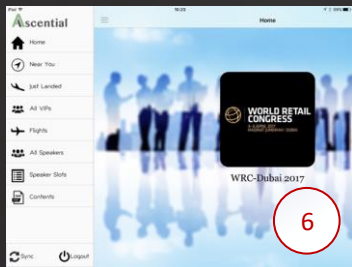
iPad application, mirroring the content in the back end and designed to work online and offline (with synchronization on next connection).

Clear, simple home page and user navigation and allowing visibility of all VIPs, recently landed, flight information, speaker slots and speaker content.

(6)

Speaker slot detail allows search, status checking (checked in, location if smart badges are used) and detailed drill down to biography, contact details and presentations.

(7)

(8)

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Event Analytics

We utilise two technologies for delivery of onsite Analytics: iBeacons and WI-FI.

WI-FI analysis can be delivered either through bespoke tracking units or on site WI-FI provision with no additional hardware.

VIPs and Speakers can have their experience enhanced through iBeacon smartbadges with integrated RFID.

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Analytics – via venue WiFi
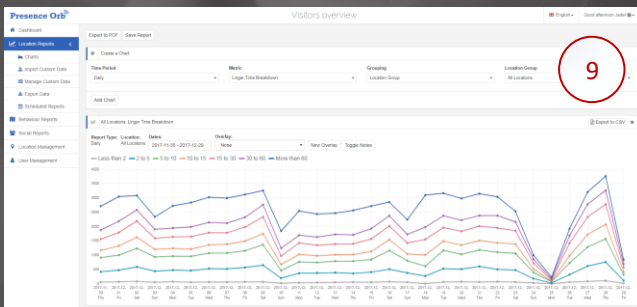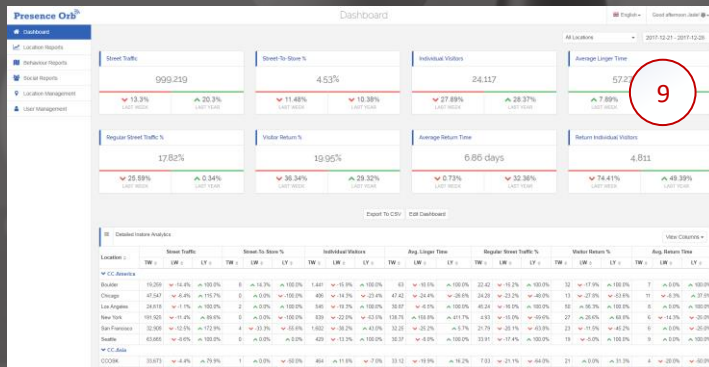
We gain anonymised insight into attendee behavior, dwell times, returns and route selection by using MAC address analysis, almost always done through existing WiFi router software.

There is no additional CapEx, nor is there usually any additional software to be loaded.

Configuration can be done remotely, and completed in around 15 minutes.

Logging onto the WiFi provides personalized behavioral insight

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Analytics – via bespoke units

WI-FI analysis through bespoke tracking units is done where access to on site WiFi cannot be gained.

The units provide passive MAC address collection (annomously), that allows the same analysis as WiFi connections to be undertaken.

Accuracy is reduced in some instances, however, depending on the venue layout and interference zones.

Height 34 mm (1.33 in)

Width 83 mm (3.26 in)

Length 83 mm (3.26 in)

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Return on Investment (RoI)

Real time, multi source, browser based event dashboards.

Configurable to client requirements and data sources, via bespoke APIs.

Common APIs already developed for:

- Sector Global
- Visit by GES
- Poken by GES
- Salesforce
- Wi-Fi and iBeacon data

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RoI Dashboard
- overview

(11)

(12)

Real time, multi source, browser based event dashboard that supports return on investment decision making. (11)
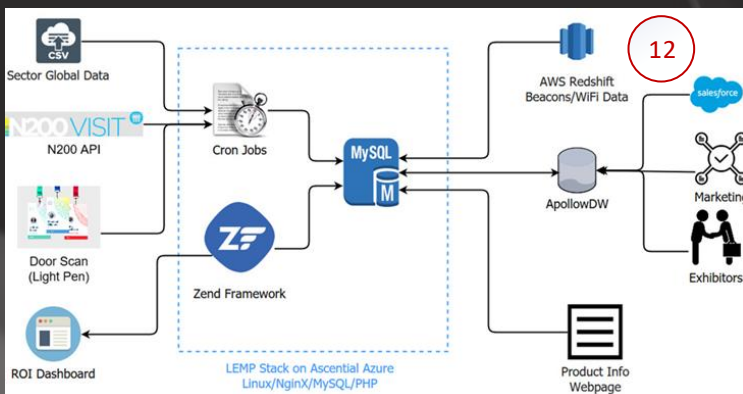
Enables inflight decision making, reconfiguration or intervention.

Any data feed can be integrated, with APIs for major packages already in place. (12)

Integrates beacon and wi-fi tracking data out of the box, to provide behavioral insight (dwell times, heatmapping) as well as volume data.

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Our Clients

Working in partnership to transform the experience of VIPs, speakers, exhibitors and attendees.

In 2017, delivery at over 20 events, in four continents, and supporting over 4,000 exhibitors and 100,000 attendees.

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Our difference

Real time, multi source data integration.

Event Delivery Experts

UK based agile development team.

Proven data collection and analysis capability.

Consultative, client focused delivery.

One stop shop for data collection, integration, analysis and action.

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