



5 REASONS TO INCLUDE SMART CARDS IN YOUR NEXT SPORTS EVENT.

EVENT MANAGEMENT

THINK “CARDS ON THE OLYMPICS LEVEL”

Emerging technologies are transforming the event management landscape as people realize the convenience that smart lifestyle solutions present. The answer to having a winning event strategy lies in offering increased convenience. For organizers, this means not only planning to the detail but also serving smooth experiences.

ID issuance and management solutions are modular to suit each event type and size. Personalized card printing systems are offering instant opportunities and catering to resolve numerous challenges faced by organizers:

- Visitor ID Branding
- Access Authentication
- Cashless Payments
- Fan Rewards
- Event Security

Smart cards take the shape of a wide range of applications that can transform events into smart innovative programs. This article goes over some key roles that cards play in designing highly celebrated events.

[1] DESIGN THAT SPEAKS FOR ITSELF

An essential part of event planning is achieving an overall look and feel that fans and customers can relate to. With much advertising being invested in the promotion of that special moment, every detail matters and that includes the ability to maintain the business image with the flexibility of badge branding to best represent your message.

■ Vibrant Team ID Cards

The personalization and branding of staff ID cards connect each individual to the event by printing high-quality pictures and clear credentials on the cards. Individuals will be able to immediately identify helpful staff to receive the right assistance.





■ Quality Fan ID Badges

Smart fan identification (FAN ID) facilitates the attendee authentication process for frictionless flows that can be achieved in an instance. Fan IDs assist authorities in the due diligence process to reduce fraud using photos printed on cards along with fan information. Cards are linked to a central software for secure verification and access approval.

Edge-to-edge printing technology gives cards the best quality images with enhanced durability.

Advanced ID cards enhance visitor experiences.

[2] SWIFT VERIFIED ACCESS FOR VISITORS

What is the scale of your events? Small, mid-sized, or global. Are they onsite or online?

Most events undergo the collaboration and participation of large groups of people all at once. Seamless management is the answer and ID cards assist organizers with crowd management.

Whether ID cards are physical or digital, the way they are issued requires some form of security measures. With smart cards, IDs and badges are encrypted with verified attendee information verified pre-event through the event management system.



Smart cards connect easily with event platforms.

[3] CARD PAYMENTS FREE UP CUSTOMERS

Contactless payments have proven to incredibly empower the performance of events. Smart cards support the secure budgeting and monetization of cashless transactions to free attendees of paper money. The instant issuance of chip-enabled cards allows visitors to complete purchases and payment transactions, without risk.

Smart cards offer a highly advanced payment option and operate using contactless NFC (Near Field Communication) technology to allow the secure fulfillment of box-office ticket purchases and other e-payments. A cost-effective and anti-fraud means for secure event card payments.

Drive revenue with smart event cards.

[4] DESIGN A REWARDING EXPERIENCE

The dynamic between organizers and participants is at the center of any event's success. By issuing personalized smart cards that acknowledge fan affinity and register returned customer loyalty, attendance is both encouraged and rewarded.



This card feature benefits event organizers in the long run and can secure most future seat sales. It impacts the customer's decision during the consideration stage using on-card discounts, rewards, and other benefits.

Fast track registration and ticket purchases with loyalty cards, private invitations, and special offers. Repeat visitors become more loyal and become the voice of the event to invite credibility and drive more traffic.

Value rewards attract repeat customers.

[5] A SAFE ENTERTAINMENT ECOSYSTEM

Issuing a multi-functional card to identify, control, and manage organizer teams, venue staff, as well as security members is the key to cut costs and maintain a daily smooth flow onsite. By issuing smart identification cards to verified personnel and registered users, the chances of unauthorized check-ins are eliminated.

With UV and holographic printing technologies, access control and attendance management are easily monitored. ID cards can also be assigned with specific access to critical areas and information to ensure higher levels of security.

Cards that sustain security standards.



YOUR NEXT SMART EVENT IS IN THE CARDS.

Interested in learning how Heidi can offer more control over your next event, increase visitor loyalty, monitor teams, and reward visitors?

Book a demo with us. We will showcase how cards can add value to your event design.

Reach out to the team: heidi@getgroup.com