

# 6

## UNEXPECTED WAYS TO IMPROVE ON-SITE GUEST CHECK-IN

TWICE AS FAST AT HALF THE COST



# WE DARE SAY THAT YOU WON'T REGRET SPENDING 15 MINUTES OF YOUR TIME READING THIS!

Now, why such a daring statement?

For the sole but important reason that first impressions at your event are critical.

Sadly, many event professionals still find themselves struggling with efficient check-in and flow of guests at every single event:

- Spending a hefty amount of time on preparations...
- Witnessing the chaos of hard-to-find badges and queues...
- Exceeding budgets and generating large amounts of waste...
- Stressing over last-minute changes to bookings...

This white paper exists to show you other, tried-and-tested ways that are simpler and faster than you've ever dreamed of.

Reading this could drastically change the way you currently handle guest check-in and registration.

Enjoy the read!



Bjarke Andersen, (Head of Sales)

*Bjarke Andersen*

Mads Kjer, (CEO)

*Mads Kjer*



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**UNEXPECTED WAY #1**

**ABANDON OLD-  
SCHOOL WAYS:  
DITCH THE NAME  
BADGE TABLES**

## UNEXPECTED WAY #1

# ABANDON OLD-SCHOOL WAYS: DITCH THE NAME BADGE TABLES

Planning an event obviously takes a lot of time—but the amount of time you spend on planning the check-in and registration of your guests takes up an unfairly large proportion of that. It often creates a lot of hassle, further adding to the frustration of event planners.

For this reason, it's often left as one of the last things to be taken care of. It's a shame for three reasons:

### REASON

## 01

It is not the most effective use of your resources—or the resources of your colleagues.

### REASON

## 02

Last-minute planning can cause a lot of stress, which in turn could lead to mistakes if important details are overlooked.

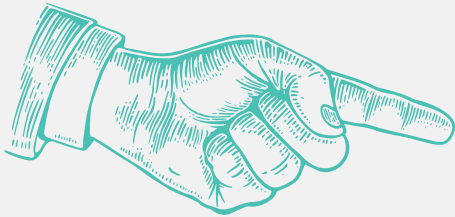
### REASON

## 03

You often resort to planning “like you used to”, which results in your guests wasting their time standing in lines, looking for their name badges.







**Leaving any planning to the last minute means gambling with your ability to deliver great first impressions.**

The solution is fully digitalising your check-in process and delegating the responsibility to other members of your team. It might not sound groundbreaking, but the hidden benefit is in the method.

Digitalising the process won't solve your planning issues on its own.

**You need to simplify the check-in process first**

by getting rid of the whole process of pre-printing and arranging name badges on tables.

**STOP WITH THE ENDLESS ROWS OF TABLES WITH HUNDREDS OF NAME BADGES!**

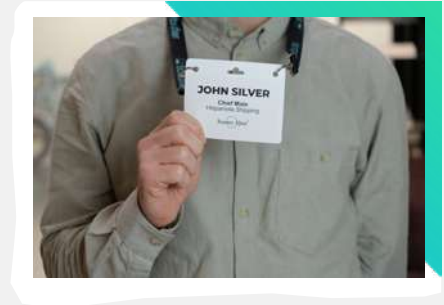
Put an end to countless hours of pre-printing labels and the exhausting task of arranging them on a table.

It's a complete waste of your resources, as you're likely to find a great deal of your anticipated guests won't show up.



## **INSTEAD, PRINT THE NAME BADGES AS VISITORS ARRIVE.**

It will save you time, money and resources on planning.



## **WHEN YOU SIMPLIFY THE PROCESS, YOU MAKE IT INFINITELY EASIER FOR ANYONE TO BE RESPONSIBLE FOR YOUR GUESTS' CHECK-IN.**

This is critical because you never know when you'll need more people to help out at the last minute, so the process must be simple for anyone to follow.

Depending on the size of your event, have a team of check-in persons. They will be responsible for all aspects of guest check-in, including executing the new, simpler check-in process.



## WHAT YOU NEED TO DO BEFORE THE EVENT:



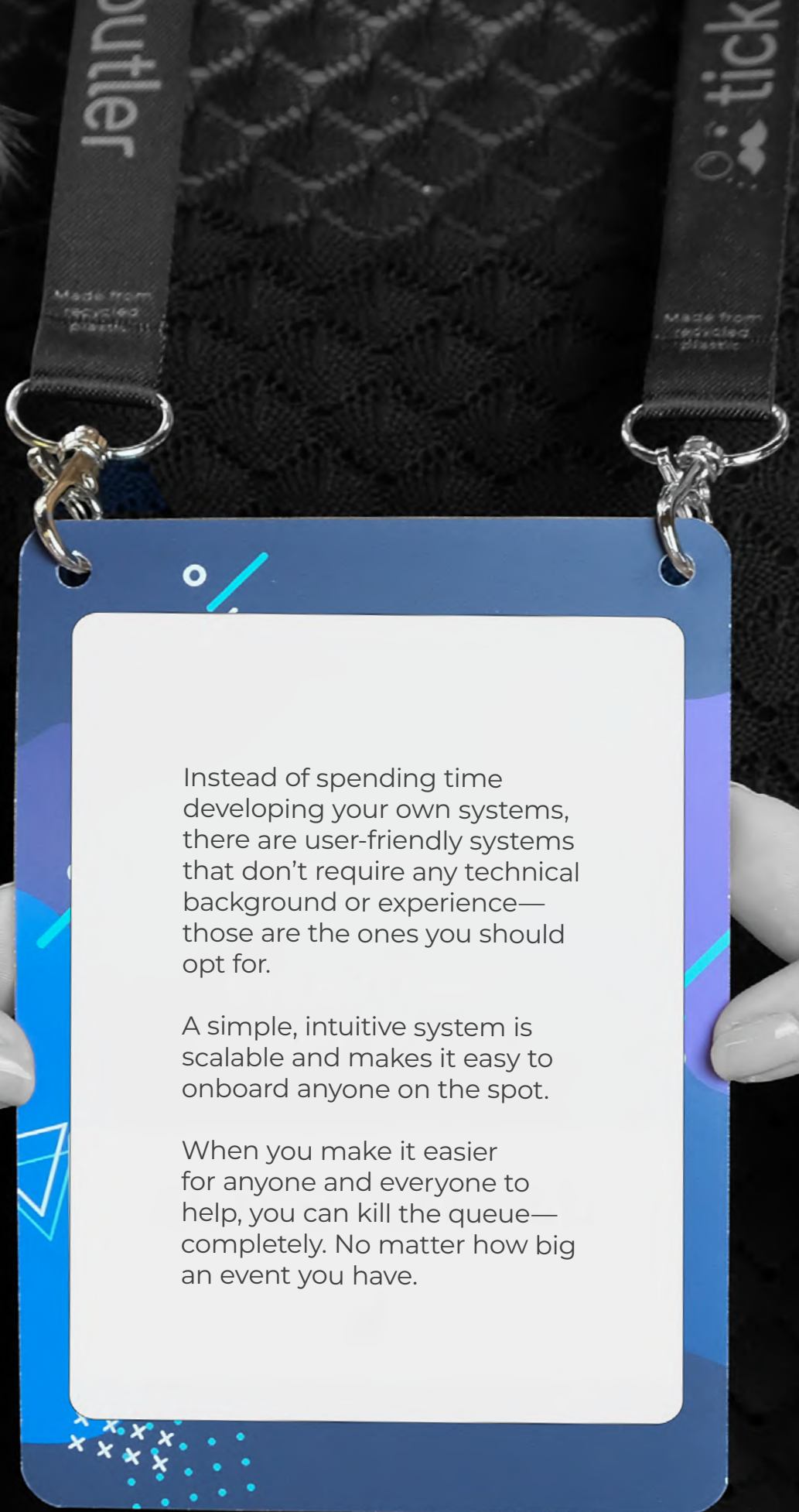
- Determine how many guests you expect during a certain time frame
- Rule of thumb: For every 100 guests arriving per half hour, you need 2 check-in persons
- Order lanyards and placeholders, if you need those
- Make it all as digital as possible: Get tablets or phones for registration of guests
- Draw out the space - place tables with 2 check-in persons pr. table strategically

## WHAT YOUR COORDINATORS NEED TO DO BEFORE THE EVENT:

- Prepare the setup
- Set up tables with tablets, printers, trash cans and make sure everything is powered
- Decide who goes where
- Test printing to make sure it works
- Check their vibes! Have their best smiles on, bringing good energy to the visitors







Instead of spending time developing your own systems, there are user-friendly systems that don't require any technical background or experience—those are the ones you should opt for.

A simple, intuitive system is scalable and makes it easy to onboard anyone on the spot.

When you make it easier for anyone and everyone to help, you can kill the queue—completely. No matter how big an event you have.



# CASE: TECHBBQ

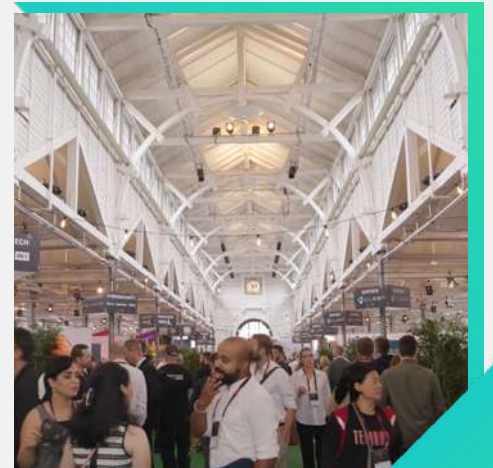
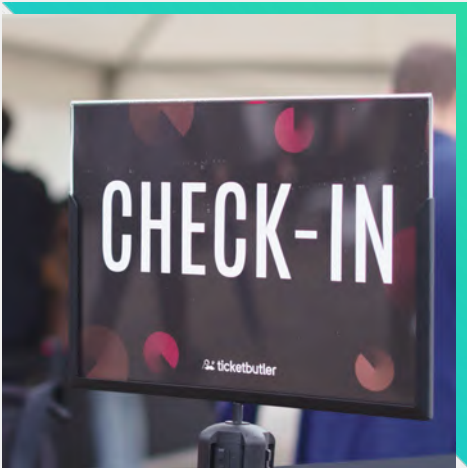
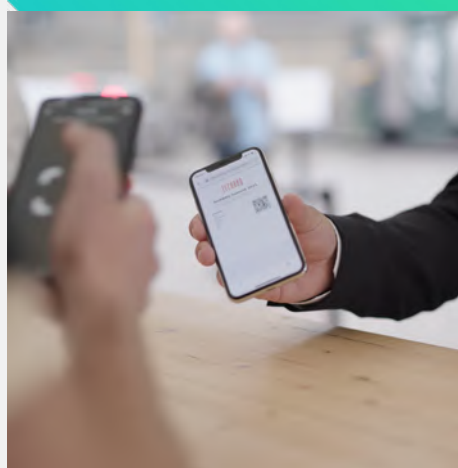
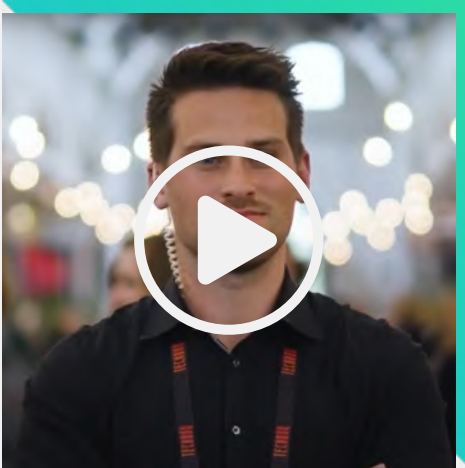
“

It's such a simple system that all of our volunteers knew instantly what to do, and there have been no technical problems. You only need 1 person to understand it, and that person can then afterwards tell another how, because it is easy.

”

Mikkel Bendixsen, Head of Events, TECHBBQ

  
**6.610**  
GUESTS



**UNEXPECTED WAY #2**

**KILL THE QUEUE  
— COMPLETELY**



## UNEXPECTED WAY #2

# KILL THE QUEUE —COMPLETELY

So, now we've highlighted how pre-printing name badges takes up too much of your time. Instead, we recommend that you print at the door, allowing each guest to immediately get their name badge as they arrive and quickly join the event.

**WHILE IT MAY SEEM COUNTER-INTUITIVE,  
THIS ONE'S A GAME-CHANGER.**

Killing the queue at check-in comes down to digitalising the check-in process as well as what technology you choose to assist you.

There's a lot of technology out there, and while most of it promises to make your life easier, a lot of it is just giving you a headache—and your guests a terrible first impression.

**So, what allows for the  
complete elimination of  
queueing?**



**TECHNOLOGY**  
that is simple, fast, & reliable.

Portable name badge printers that are small and wireless are a great example of this.

This way, your check-in team can register guests on the spot, print their name badge, and hand it to them in seconds.





**MAKE SURE  
YOU'VE GOT  
THE RIGHT  
TECH**

A good name badge printer allows for intuitive use and doesn't require extensive configuration.

A point to consider:

**IS THERE A CHANCE THIS  
TECHNOLOGY COULD, FOR  
WHATEVER REASON, MAKE MY  
CHECK-IN TEAM SLOWER THAN IT  
WOULD'VE BEEN WITHOUT IT?**

While this may seem banal, a lot of tech involves a level of complexity where there's too high a risk of slowing down your team. **Be careful in your choice!**

For this to happen, it's key that the setup is simple. With the risk of repeating ourselves, simplifying the process of planning and executing guest check-in and registration is vital.

Simplifying will help you make sure that your check-in team saves time on guest check-in, so no guest has to wait.

Therefore, be very attentive to the type of technology you choose.

**Make sure its key features will allow your check-in team to cater to several guests in a fraction of the time.**

A good idea is to have your check-in people agree among themselves who will be responsible for the guests who show up with no booking or have any challenges with check-in.





## PLACE YOUR CHECK-IN PEOPLE STRATEGICALLY,

based on the features of the room, so that you can ensure safety of guests and a good flow.

Have a designated help desk where guests with changed or no bookings can get help.

A portable, nimble name badge printer allows your check-in team to make rearrangements on the spot if the flow suddenly slows down.

This way, you'll avoid congestion at the entrance or by the check-in tables

## YOU'VE KILLED THE QUEUE WHEN YOU:

- Have found nimble name badge printers that are simple, fast, and reliable.
- Have ensured that your chosen printing solution is so affordable that you can have many, allowing for a faster check-in flow.
- Can print name badges when your guest is present, already checked in.
- Can direct guests with changed or no bookings to certain areas, properly directing flow at the entrance.

This approach allows for the type of flexibility that makes you extremely adaptable, quickly checking in guests and completely eliminating queueing.



# CASE: offdig

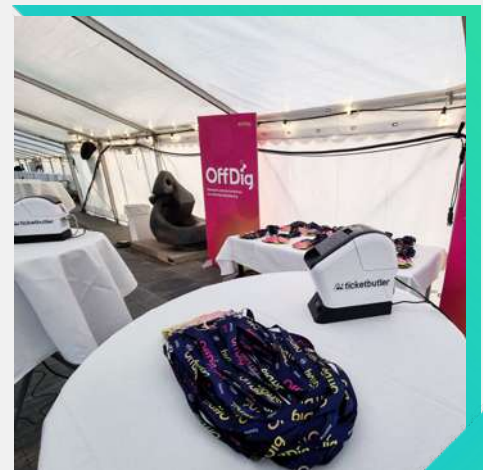
OffDig is the biggest conference on digitalisation in the public sector in Denmark.

1,600 guests were expected to arrive within 1.5 hours. A total of 1,584 guests arrived, 610 of them within 30 minutes.

OffDig eliminated queueing with the simple setup described in this white paper by having a check-in team cater to every guest as they arrived.

## The result?

Happy guests, positively surprised by the check-in flow, which they described as modern and effective.



**UNEXPECTED WAY #3**

**LET ANYONE AT  
THE DOOR JOIN  
YOUR EVENT**

## UNEXPECTED WAY #3

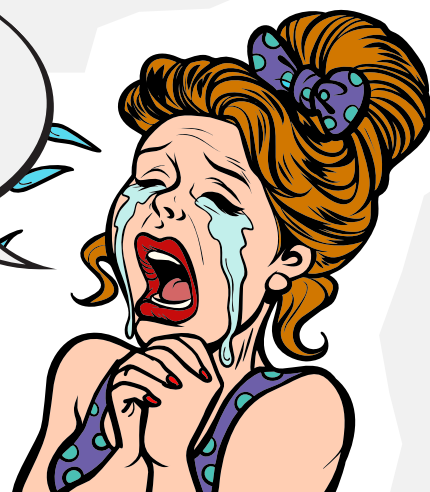
# LET ANYONE AT THE DOOR JOIN YOUR EVENT

It should be a happy moment, an honour even, to have new guests at your door wishing to attend your event but with no pre-registered booking. Last-minute changes to a booking or adding new guests on the spot shouldn't ever be a hassle to you.

This isn't the reality most event professionals face, though. A lack of flexibility in most systems in use today makes it extremely complicated to create or make changes to bookings as guests wait at the entrance.

Some guests are very used to this being a problem—having to either wait an unreasonable amount of time ...

or write their names with a pen on a sad piece of paper.



So, imagine the positive surprise when, without further ado, someone swiftly checks them personalised name badge—just like anyone else at the event.

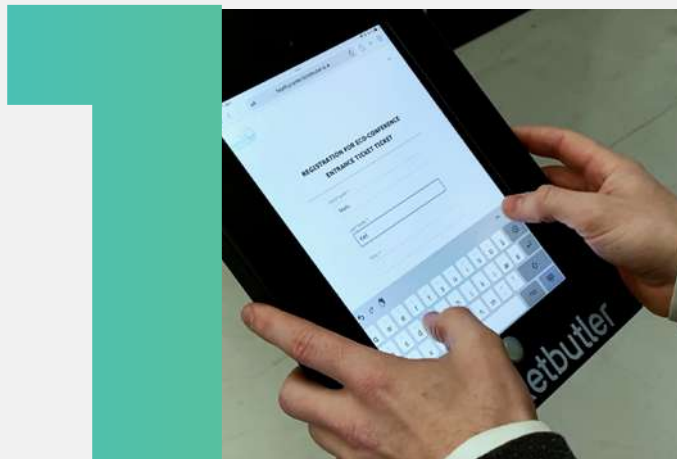
This is only possible if you've got a system that allows you to make modifications or additions to your guest list as you go.



It also means that the system has to be intuitive and user-friendly, even in the heat of the moment.

If this system is then wirelessly connected to your hardware, allowing you to print on the spot, handling new bookings or making modifications to existing bookings will be a breeze.

## **IDEA: CREATE A SELF-SERVICE STATION!**



Set up a tablet on a stand and direct guests to register themselves.



Your guest is now registered.

Have your team check them in and instantly give them a personalised name badge.







## Voilà!

Simple steps that allow you to check-in any guests you like and give a superb first impression!

We've had great experiences with a self-serve station where guests can register themselves.

Alternatively, the “help desk” mentioned in **Unexpected Way 2: Kill the Queue** makes very good sense:

It means being able to handle all changed or new bookings while ensuring a good flow at the other check-in stands.

## QUESTIONS TO ASK WHEN SEARCHING FOR A FLEXIBLE, USER-FRIENDLY CHECK-IN SYSTEM:

- Can it be ready for use immediately—is it fast to set up?
- Is it battery-powered and mobile?
- Is it ink cartridge-free?
- Does the system run on SIM cards, relieving you of unstable WiFi, routers, etc. that can cause many connectivity issues?



Not only must the software of the system be flexible and easy to use, but the same goes for the hardware.

If the hardware is lightweight and easy to reposition where required, quickly adapting to unexpected situations will be very effortless.

It means allowing them to instantly cater to whichever type of guest is at your entrance—pre-registered or not.

## YOU'RE READY TO LET ANYONE IN WHO WISHES TO JOIN YOUR EVENT WHEN:

- You've got user-friendly software that connects to your databases of guests.
- The hardware is easy to operate, allowing for fast adaptations.
- The combined effects of the above allow you to create special check-in "areas" where guests with changed or no bookings can get assistance.



Speaking of heightening the experience and giving superb first impressions, why not make sure you cater to the environment by making your event as green as you can?



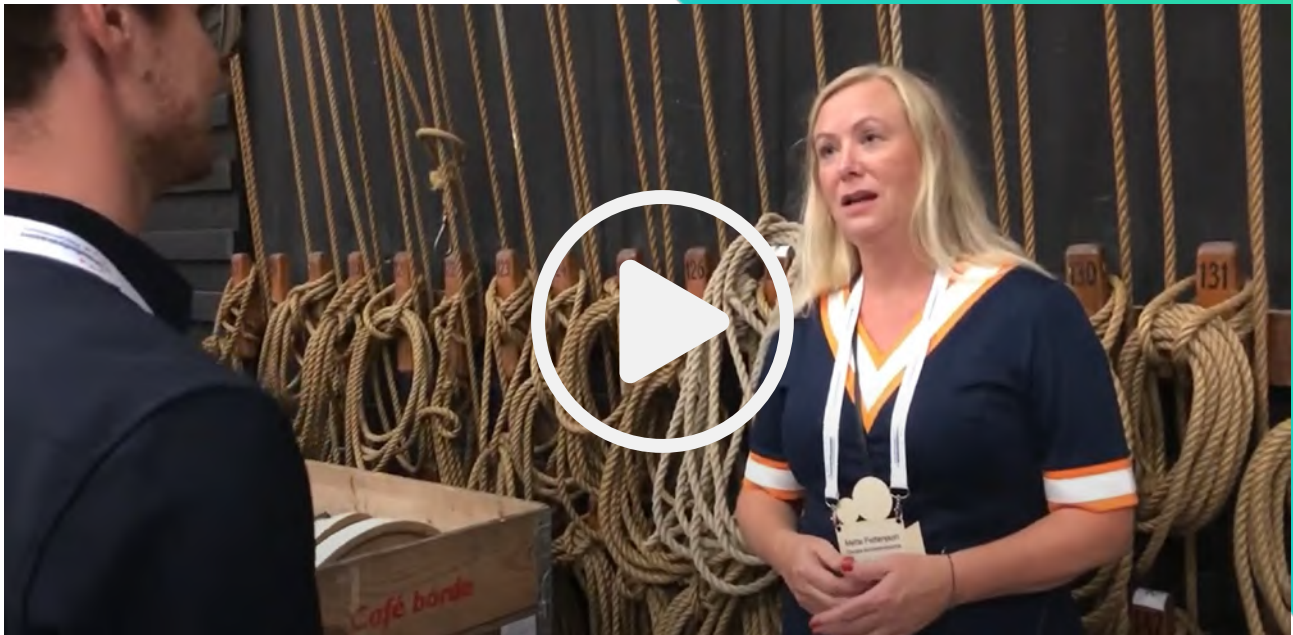
# CASE: DanskeKonferencecentre.dk

“

I think it's super practical when you've got cancellations the day before or new bookings on the same day. Customers can have their name badges printed and adjusted when they arrive. It's enormously effective!

”

Mette Petterson, Business Development Manager,  
Danske Konferencecentre



**UNEXPECTED WAY #4**

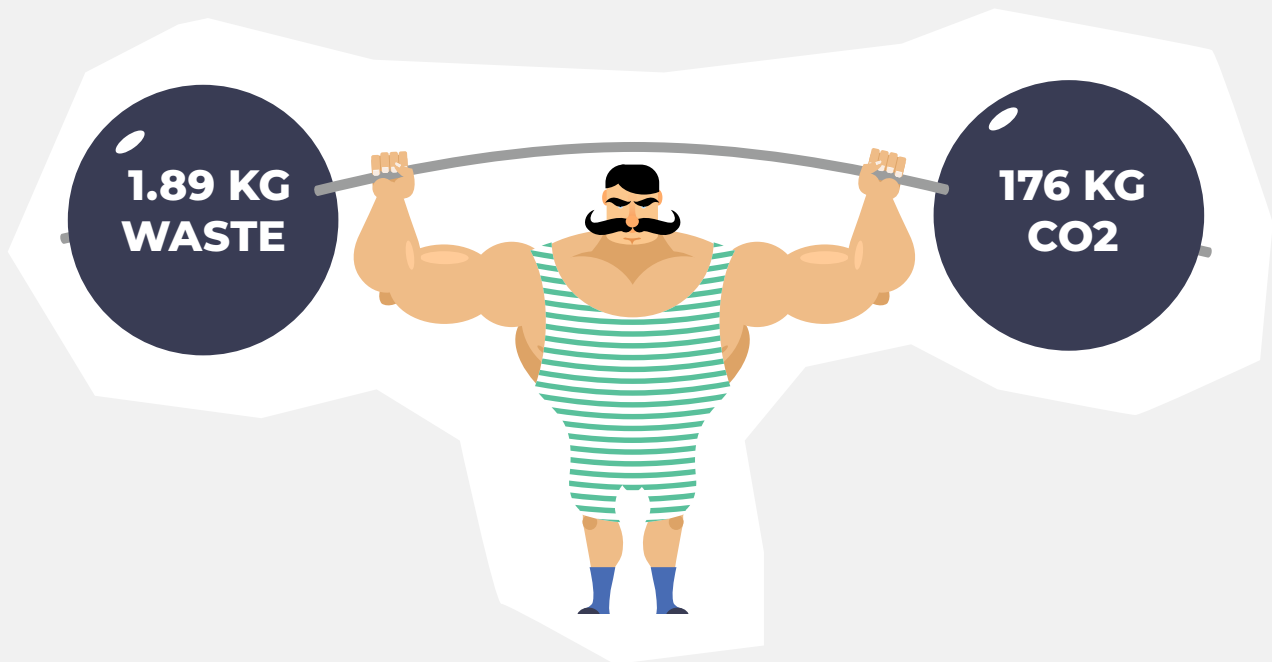
**MAKE EVERY  
GUEST A  
GARDENER**

## UNEXPECTED WAY #4

# MAKE EVERY GUEST A GARDENER

Events are an amazing way to bring people together, create inspiration, and raise funds and awareness. Unfortunately, these benefits have historically come at a great cost: **there is a lot of waste, of which the majority often heads to landfills.**

The typical event attendee produces **1.89 Kg of waste** per day. That's **176 kg CO<sub>2</sub>**.



Even though you've just made a great first impression at your check-in, greener alternatives to single-use items are a must if you want to extend the great impression... Maybe even as far as after the event?

**And, your solution?**

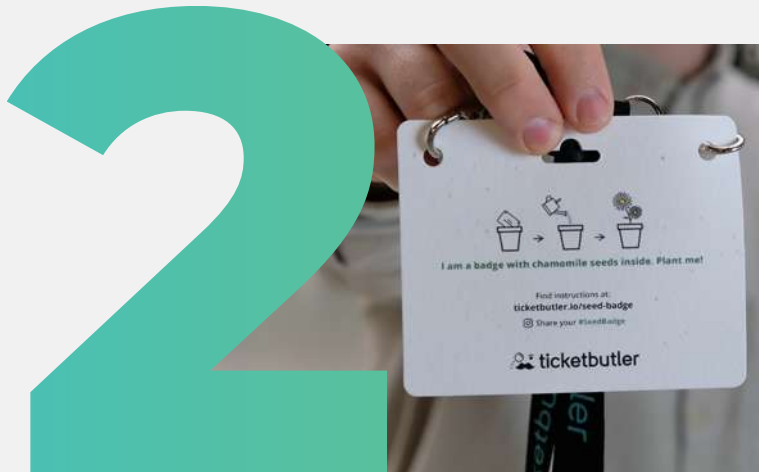




## GIVE EVERY GUEST A TINY GARDENING KIT!



Take this name badge; it looks quite unremarkable, wouldn't you say?



Flip it around, however, and you'll see it contains little seeds!



After the event, take it home and put it in water. Watch it sprout and plant it in a pot or in your garden!



Using innovative products at your event not only leaves a long-lasting impression on your guests—you help the environment even after your event is over.

Choosing never-seen-before products is a great way to be a front-runner and can really get the conversation started!

## HOW ABOUT REMOVING SINGLE-USE PLASTICS ENTIRELY?

Traditionally, lanyards have been made of nylon or plastics. Fortunately, there are now much greener options.

**Take this lanyard made of FSC-certified paper**



FSC certification ensures that paper is sourced from sustainable forests. If you look for biodegradable paper, you'll be sure to minimise the environmental impact of your event.

We also recommend that you consider if there are other areas of your event where you could take an unexpected, greener approach.

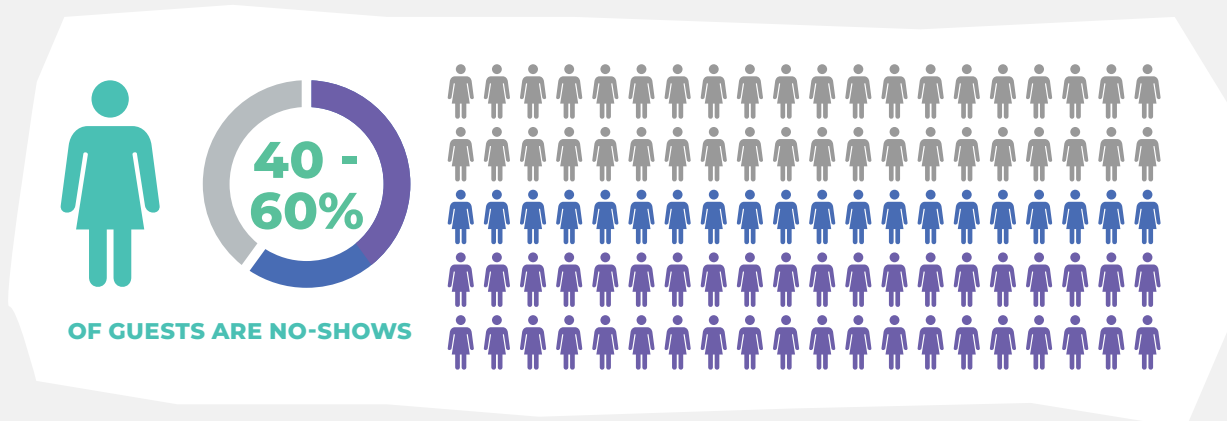
For example, if you're serving food, choose cold dishes that require less energy to keep warm. Having a vegetarian menu can reduce your emissions, and if you make sure to plan cleverly according to the anticipated guests, you'll minimise food waste.

Also, event professionals often choose to have carpeting for a great look and feel.



Choosing a partner that not only produces carpets from recycled materials but also offers to recycle the carpeting after the event, is also worth looking into.

Therefore, take a proactive approach and think of ways to integrate more sustainable practices into your event early rather than waiting until the last minute.



40–60% of guests are no-shows\*. That’s why the combined effects of choosing greener name badges and lanyards and only printing name badges when guests arrive will save you money and reduce your environmental impact.

## YOU’RE READY FOR A GREENER EVENT WHEN:

- You’ve considered innovative solutions, like plantable name badges and biodegradable lanyards.
- Your go-to choices are reconsidered in general, like choosing another menu or a more sustainable supplier.
- You’ve remembered to tell your guests what their new gadgets can do!

\* *Journal of Foodservice Business Research, 2017, VOL. 20, NO. 2.*



## CASE: IT-BRANCHEN

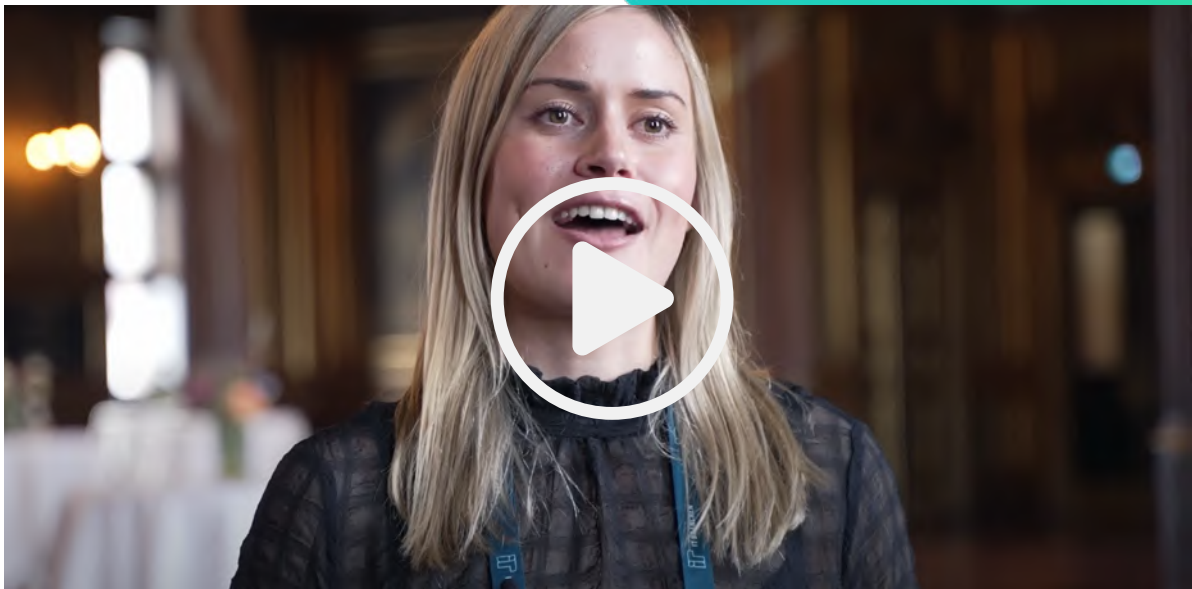
Ditte, IT-Branchen's event and marketing coordinator, on their choice of upcycling old diskettes as name badges:

“

We've chosen some old-school diskettes as name badges. As someone in the IT industry, we found it super fun to take something very retro and make a gimmick out of it.

”

Ditte Møller Kjeldsen, Event and marketing coordinator,  
IT-Branchen



**UNEXPECTED WAY #5**

**CUT DOWN ON  
THE NUMBER OF  
SUPPLIERS**



## UNEXPECTED WAY #5

# CUT DOWN ON THE NUMBER OF SUPPLIERS

Cutting down the number of suppliers for your event ties very neatly together with simplifying the planning process, freeing up more of your time.

**THEREFORE, CONSIDER HAVING A ONE-STOP SOLUTION FOR SUPPLIERS.**

Having one supplier for all of the required elements means a greater guarantee that everything will come together smoothly, as your suppliers have already taken the necessary steps to ensure that the product is perfect before delivery.

It means making sure that unpleasant, last-minute surprises don't happen—like your batch of lanyards arriving late or name tags not fitting properly to name badge holders.



## **HAVING A SIMPLER SETUP WITH FEWER SUPPLIERS ALLOW YOU TO MITIGATE RISKS IN SEVERAL WAYS:**

### **WAY 01**

Less planning and coordinating, meaning less mishaps.

### **WAY 02**

Fewer deliveries, increasing the chance of everything arriving on time

### **WAY 03**

Simpler setup, meaning your team can configure on their own.

### **WAY 04**

Fewer suppliers, resulting in tighter relationships.

Combining the benefits of a one-stop solution with the right technology also means much simpler logistics.

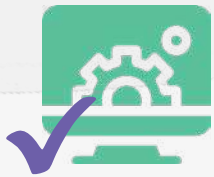
Most name badge printing solutions today are big and heavy, making them difficult to transport to and from the venue. This often results in very expensive logistics.



With these types of solutions, complicated setups often follow.

The importance of a simple system, as emphasised earlier, becomes even more crucial regarding the practicalities of setting up the system. You must be able to set up the solution on your own, without assistance.

## WHAT COULD A ONE-STOP SOLUTION LOOK LIKE?



Deliver software for booking systems.



Deliver hardware, like printers.



Deliver lanyards, name badges, and stickers and has a selection to choose from.



Offer 24/7 support and consulting on creating the best setup.

Complicated hardware and software too often increase the risk of you encountering a problem you or your team can't fix on your own. This only increases your dependency on your supplier.

Having a few close suppliers is preferred, as it allows for more of a partnership with each of them than a customer-supplier relationship.

Your new supplier has a much larger stake in your event, which usually means that they become more interested in seeing it succeed.



You'll see how this approach results in a more engaged partner who's willing to take full responsibility—not only for delivering the solution but also for making themselves available throughout the event, ensuring it lives up to your high expectations.

## **YOU'RE READY TO CUT DOWN THE NUMBER OF SUPPLIERS WHEN YOU'VE FOUND A SUPPLIER WHO:**

- Delivers both hardware and software in one package.
- Offers support both on-site and remote.
- Has a selection of materials that are compatible with the rest of the setup.
- Has the experience of coordinating all of the above and can offer you assistance in doing so.

Getting rid of some of the unnecessary rigour of coordinating frees up your time for what's really important:

**Your full and personal attention to *your own* guests and potential clients.**





# CASE: KEYSTONES

“

Finally, an event solution that listens 100% to the customer's needs, removing many a headache.

With over 50 annual events in the pipeline throughout the past 10 years, we have tried out most systems.

Ticketbutler delivers exactly what we need and we look forward to seeing what the future brings.

”

Frederik Ploug Søgaard, Head of Business Development  
Keystones



**UNEXPECTED WAY #6**

**MAKE YOURSELF  
PERSONALLY  
AVAILABLE  
—ANYTIME**

## UNEXPECTED WAY #6

# MAKE YOURSELF PERSONALLY AVAILABLE — ANYTIME

Your finest task is to give guests a prime experience, all while having peace of mind knowing everyone is being checked in effortlessly. Why not spend more time being directly available to them rather than wasting your time with stuff that could've been avoided?

**Improving on-site check-in for your events is all about making aspects of your event planning easier.**

It's about freeing up your time so you can be available when your unparalleled expertise is needed.

Making yourself more personally available to your team and guests can be obtained by having simpler setups, employing technology that strengthens your team, and cutting down on your suppliers.

It means having fewer people to keep track of, making those few very valuable alliances for you and your events.



A valuable alliance is with someone who “has your back”, offers expert advice at critical moments and provides good alternatives if plan A doesn't work.

A good partner is someone who is an expert in their area and can help you devise a good plan B, C, or D—whatever is necessary to create a stellar on-site check-in of your guests.



A great supplier will also make sure to keep close contact with you throughout the phase of your event in which they have their particular expertise. Ask them to either be there physically or make themselves available through the phone at any time in case you have any questions or challenges that need to be solved.

When they help you take care of stuff that you initially had to deal with yourself, you're given more peace of mind, allowing you to take more time to cater personally to your guests.

## **YOU'RE ALL SET TO BE MORE PERSONALLY AVAILABLE WHEN:**

- You've cut down on suppliers, having a one-stop solution with one contact person.
- You've found small and nimble technology that eliminates the need for pre-printing and arranging of name badges.
- You've delegated on-site registration to a team, so they can cater to visitors as they arrive.

And speaking of making yourself available...





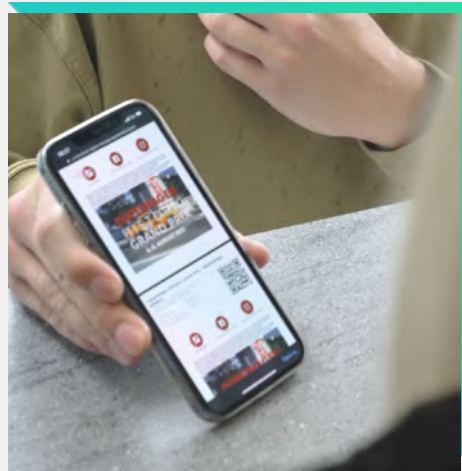
# CASE: COPENHAGEN HISTORIC GRAND PRIX

“

One thing is the product. Another is the service—which we have found to be absolutely legendary with Ticketbutler. [Ticketbutler] is available by phone virtually day and night for questions like “what do we do here?”. We’ll get a call back 5 minutes later, letting us know the problem has been solved. It frees up our time to focus on what we want—which is our grand prix!

”

Morten Bengtsson, Marketing- & Eventkoordinator ,  
Copenhagen Historic Grand Prix



**LET US SHOW  
YOU HOW THESE  
6 UNEXPECTED  
WAYS COULD  
IMPROVE YOUR  
EVENT**

# LET US SHOW YOU HOW THESE 6 WAYS COULD IMPROVE YOUR EVENT

Thank you for taking the time to go through this white paper.

Using these tips, you'll be able to make a seamless and professional first impression as guests step through your doors.

However, we know that getting started can be a bit of a drag.

**For this reason, we'd like to extend a personal invitation to you for a 30-minute demo with us.**

You'll tell us all about your events and the methods you currently use. We'll then give you all our best insights on how to take it to the next level.

It's completely non-binding and free of charge.

Investing **30 minutes** in a meeting like this has ultimately saved our clients the equivalent of **2-3 work days** of planning for every one of their events.

It could be you, too!

[Book your demo here](#)

 Bjarke Andersen, (Head of Sales)

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 Mads Kjer, (CEO)

*Mads Kjer*





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