



connect
by LUMI

Lumi Delivers First End-To-End Event with Connect in South Africa



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The Task

A major South African IT company held their annual four-day client and staff event recently, where their plans for the year ahead were revealed and new developments were showcased to clients and prospective clients. This event was attended by a total of 2,200 people over the 4 days.

Lumi was tasked with creating a single platform that could host a custom-built, client branded website for the event, a branded email system and an RSVP system, including a function that allowed attendees to select the days and sessions they wished to attend. Some of the sessions had limited seating space and the solution had to accommodate this requirement as well.

The platform also had to offer seamless onsite registration with either a quick check-in or printed badges and an event app for employees to use during the staff event days.



“This was a very important event for our client and everything needed to run smoothly, from start to finish. Our solution made it easy for those attending to register, select sessions, download the event app for further details as well as register onsite during the 4 days. The client was provided with a comprehensive analysis of who attended the event on which days. At the same time, the onsite support we provided ensured that our registration terminals were set up and working to ensure a quick and efficient way for attendees to check in.” said Lumi’s Karmen Vladar.

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The Solution

Lumi's comprehensive end-to-end solution assisted the client in the following ways:

BEFORE THE EVENT:

For clients, a custom built, branded website, that gave all the required information pertaining to the event. This included a map to the venue, an agenda and speaker profiles; clients received branded emails that allowed them to confirm their attendance.

For staff, a branded email was designed with a link to download their custom-built app for the event. Here they could register to attend and also select which of the days and sessions they were going to participate in.

Reminder emails and final logistical arrangements were also easily communicated via the Lumi platform.

Lumi assisted the client with any amendments that had to be made to guest lists and generated daily reports to ensure that the client could keep track of who was attending which sessions.

DURING THE EVENT:

Lumi's seamless onsite registration solution allowed delegates to either check in or print badges when registering. Our on-demand badge printing ensured that there was no time wasted with sifting through tables full of pre-printed badges to find an attendee's badge. Attendees that misplaced their badges could reprint their badges.

Our onsite app support team was on hand for any staff that struggled to access the app during the staff days. Any changes to sessions could be accommodated as well. Staff received announcements via the app to ensure that they were always in the know. Those with phones that are not app enabled were connected to the web version of the app to ensure that they had access to all the event information.

The staff event app included a message board to the CEO where they could post comments or questions for him to address during his sessions, making sure that everyone had a voice.

Full Service & Flexibility

Once the event had started, Lumi managed the flow of attendees during registration and had additional iPads and phones on hand to ensure there was no backlog of people queueing to register.

On-demand badge printing, with badges only printed when attendees arrived at the venue, reduced waste. In as little as five seconds, delegates could check themselves in to the event, and on days that they needed badges, attendees spent just 10 seconds registering and printing off their own badges. The technology is extremely flexible and we were able to re-configure it on site to adapt to the organizers' requirements, such as changing to a system of tap-in registrations and allowing them to build new reports as the event progressed.

The system was also set up so it could accommodate walk-ins for the customer day. This meant that customers of the client who forgot to register but still wanted to attend the event could seamlessly register and receive a badge.



Keeping the Power On

Because this event was held during the infamous “loadshedding” in South Africa, the team installed a backup power supply in preparation to register attendees without electricity, just in case the venue generators failed to work.



This turned out to be a vital precaution because as on the Monday, the generators didn't kick in as expected and delegates were left in the dark. Lumi's forward planning and ability to think outside of the box with regards to back up arrangements meant that no-one noticed that there was anything amiss and we were able to operate with full functionality. Attendees were able to continue with registration as planned, including printing their badges.

End-to-end Solution

This event was crucial for our client, as a showcase for existing and potential clients, and to communicate and motivate staff. There were several aspects to the event, including break-out sessions and an awards ceremony.

Lumi created a platform that included a website unique to the event, branded to the client's requirements, along with an email and RSVP system, seamless onsite registration and an event app that allowed staff to communicate with the company CEO, find their way around and see what was on at any point during the day. Both staff and clients commented on how seamless the registration process was.



Contact

AUSTRALIA

Name: Oliver Bampfield
Email: oliver.bampfield@lumiglobal.com
Numbers:
Sydney: +61 2 8075 0100
Melbourne: +61 3 8669 5160

CANADA

Name: André Cinq-Mars
Email: andre.cinq-mars@lumiglobal.com
Numbers:
+1 514-642-3664
+1 866-449-3664

BELGIUM

Name: Rita Baeyens
Email: rita.baeyens@lumiglobal.com
Number: +32 3 740 33 00

FRANCE

Name: François Lenormand
Email: francois.lenormand@lumiglobal.com
Number: +33 1 84 19 57 80

HONG KONG

Name: Merion Trask
Email: merion.trask@lumiglobal.com
Number: +852 3728 9700

NETHERLANDS

Name: Frank Schoonhoven
Email: frank.schoonhoven@lumiglobal.com
Number: +31 346 860 000

MIDDLE EAST

Name: Yousef Qaren
Email: yousef.qaren@lumiglobal.com
Numbers: +971 4 501 5505

SOUTH AFRICA

Name: Andrej Vlarar
Email: andrej.vlarar@lumiglobal.com
Numbers:
Gauteng: +27 87 806 4284
Western Cape: +27 21 065 0355

SINGAPORE

Name: Merion Trask
Email: merion.trask@lumiglobal.com
Number: +65 (0) 6385 6676

UNITED KINGDOM

Name: Pete Fowler
Email: peter.fowler@lumiglobal.com
Number: +44 3300 583 952

UNITED STATES

Name: Simon Bryan
Email: simon.bryan@lumiglobal.com
Number: +1 612 851 2037

