

JADEONE and PAYEXPO (Clarion Events)

THE WHO

PayExpo Events is a business unit of Clarion Events – one of the world's largest exhibition companies.

THE WHERE

PayExpo MENA was held at the InterContinental Festival City, Dubai

THE WHEN

December 2016



THE WHAT

PayExpo MENA was a three-day exhibition bringing together the payments industry to network and do business. Jade One provided event registration and access capabilities allied to RFID technology to monitor delegate behaviour at the event.

THE HOW

Jade One's team worked concurrently with the event build team to install antennae and readers throughout the location at major thoroughfares – entry / exit to halls plus key stands. We also provided the hardware and software to enable badge printing linking badges to delegate profiles. At the end of the event we provided detailed data to the event organisers on delegate trends and movement.



AIM OF THE PROGRAMME

This was the first time PayExpo had run an event at this venue and the solution provided was vital for them to monitor trends, movement and speaker popularity in order to improve their event in coming years. The information provided will be used to plan future events at all their venues.



PROGRAMME FEATURES

- Hardware installation
- Design / production of delegate badges
- Software to link badges to delegate profile
- Passive RFID monitoring of movement
- Detailed reporting

WHAT THEY SAY

“ Jade One has an informed, dedicated and diligent support team and are an absolute joy to work with. I would have no hesitation in recommending them to other event organisers; if you don't start using this type of solution soon, be prepared to get left behind. ”

- Michael Seaman
Portfolio Director, Clarion Events



JADEONE

www.jadeonegroup.com