



INDUSTRY

Tech



BUSINESS OBJECTIVE

Reduce waiting time on queues



EVENT LOCATION

Amsterdam

How TNW checked-in over 10.000 attendees!

No waiting lines | Entry in under a minute | Personalised badges

The Next Web, or TNW, are a tech media company composed of four different segments which are: TNW News, TNW Deals, TNW Conference and Events. They are focused on helping people get the most out of technology by informing them and by bringing them together through events and workspaces.

They create multiple events per year but the two biggest ones are TNW Amsterdam and TNW NYC where they gather more than 10.000 entrepreneurs, developers, marketeers, CEOs and policymakers interested in the tech world and innovations.



The challenge

During their previous event, TNW had an unpleasant experience with their registration service. Participants names had to be printed onto stickers before being stuck onto badges. This led to frustrating delays as thousands of people waited for hours to gain access to the event. This was not ideal as they wanted to deliver a remarkable experience to attendees from start to finish. Consequently, the staff at TNW ended up letting people into the event without badges.



The solution

A fortunate encounter between TNW and Azavista took place at the check in desk at an Accenture event where we provided the event management software and onsite check-in solution. TNW were incredibly impressed by the performance of our solutions and the service that we had supplied for Accenture. And then decided that this was a solution that would be right for them.

Within three weeks, Azavista had set up a complete logistics plan and arranged everything needed, in a ramp up time that normally takes around 2 months. We also made it possible for them to have pre-check in stations at temporary check-in locations like Schiphol Airport, Stadsschouwburg, international business hotels and many more locations.



The results

Azavista's onsite support team managed all the logistics for TNW onsite - delivering the equipment and setting up each station within minutes.

At the main event TNW customers experienced the best service they could get; even with over 2000 people per hour entering the event, check-in time was under a minute.

Nice anecdote: a press photographer even asked us if we could stop the check-in for 5 minutes so he could take a picture with it looking busier at the entrance. Despite it being largest edition of TNW Amsterdam ever, the check-in was so fast that it looked very quiet. After consulting with TNW, we politely refused.