

BT Innovation

⚠ THE PROBLEM

The bi-annual “Innovation” event, is a showcase for technology solutions coming out of BT’s own research centre and a cluster of technology businesses working at Adastral Park, BT’s global centre for Innovation. The event sees in the region of 6000 VIP’s, customers and staff visit over 100 stands, demonstrations and keynote speeches across three different zones over 5 days.

With innovation at the very heart of the event, BT wanted to demonstrate how the latest technology could not only enhance the delegate experience but also provide a rich source of data to BT and exhibitors to gain better insight into delegate behaviours and interests. The aim was to provide an interactive delegate experience whilst recording data on every delegates movements and dwell times for the duration of the event. Due to the temporary nature of the event, this had to be achieved through a cost effective framework that could be set-up and removed easily.

✓ THE SOLUTION

SENSEi proposed and implemented a physical hardware infrastructure in the form of ‘plug & play’ sensors, proximity sensors and navigation tags that were deployed the day before the event, to create a three dimensional sensory network. This was combined with a bespoke deployment of SENSEiEVENT, a fully customised web interface and smartphone application built upon the solid foundations of CONTX, SENSEi’s next generation track, manage and response platform.

The web interface assisted event set-up, as site plans could easily be imported and sensors and navigation tags overlaid through simple drag and drop functionality, as well as providing other in-event features including delegate registration, live reporting and delegate finding.

Delegates downloaded the SENSEiEVENT app before the event and entered a unique registration code to gain access to a fully branded BT Innovation event app, that provided interactive features including interactive mapping, FindMe real-time positioning and DirectMe indoor wayfinding.

Every delegate also received upon registration a unique smart badge that was tracked independently of the phone, autonomously capturing the delegates every movement and dwell times by stand, keynote speech and demonstrations attended.

📊 THE OUTCOME

The solution was successfully installed as a smart venue solution being set up and removed with ease due to the light-touch nature of the plug and play network and 100% of delegates opted-in to having a smart badge.

Delegate experience was significantly improved by the interactive features of the SENSEiEVENT app. Delegates were able to access information on features of interest through the app and seamlessly navigate and locate themselves around the event, improving access to amenities and featured exhibitors. Delegates and organisers also noted that live heat-maps identifying which areas were busier than others, resulted in a more even spread of delegates.

Most importantly SENSEi’s IoT technology produced unparalleled granular insight into delegate movements and dwell times throughout the BT Innovation event from the second of arrival to departure. This generated extremely valuable data for both conference organisers and exhibitors, allowing them to see not only exactly who visited but how long they stayed at each stand/feature, subsequently indicating interest and facilitating targeted follow-up’s post event.

Business managers also reported increased engagement with customers at the event itself as they were able to be located amongst hundreds of other delegates with ease.