Let's Get Digital
Badge Printing

Too quick to keep up!

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How to use the Badge Printing software?

You are ready to use this system within 30 seconds by performing the following steps:

1. Login to your event app with an administrator/ host account.
2. Open the Badge Printing application on the LGD laptop; or the application (your own app) you've received from one of our consultants.
3. In the App click on the menu option named 'Badge printing'
4. Scan the QR code shown on the laptop screen
5. Click on the settings icon and Select the relevant printer
6. You are ready to go!

Benefits & Requirements

Discover how you can use Let's Get Digital most effectively to ensure a seamless check-in process and deliver an outstanding first impression to your visitors.

Let's get you onboarding in creating happy attendees at the start of your event!

With 8 printers combined (which of them is used as 1 service desk), the system can help you to check in 3500+ attendees per hour.

Unlock the Benefits
Our check-in service offers a range of advantages tailored to enhance your event experience:

- **Swift Check-In:** Bid farewell to long queues with our lightning-fast check-in process.
- **Full-color:** Full-color badges (printed on the spot); with custom badge design options available.
- **Last-Minute Updates:** Enjoy the flexibility of processing and printing last-minute changes or registrations directly onsite.
- **Custom Badges:** Create a custom badge tailored to your event needs and brand identity. Option to include the personal schedule on the badge (e.g., on the back); so everyone knows exactly where they need to be.
- **Access Control:** Receive instant alerts when a user has not registered, paid, or has already checked in
- **VIP Treatment:** Roll out the red carpet for VIPs, speakers, and executives. Easily identify and direct them to the right personnel for a warm welcome.
- **Eco-Friendly Option:** Embrace sustainability with paper-friendly badges, eliminating the need for plastic.

Speed optimisations
Our systems are designed for optimal speed and quick check-in procedures.
Features include data compression for badges, pre-generated cache, and rapid data-transfer software for the printer.

The outcome is a reliable, fast-printing check-in solution that is too quick to keep up with!

Requirements
- **Power requirements:**
  For each Badge Printing station, we have the following power requirements:
     - 220-volt power supply
     - 30W for the printer
     - 80W for the laptop

Internet requirements
The system requires a stable internet connection with the following speed requirements:
     - At least 1 MB/s per printer (if caching is enabled)
     - 5 MB/s per printer (if caching is disabled)

- Latency Requirements:
    - Unloaded latency should be under 100 ms
    - Loaded latency should not exceed 200 ms
- The requirements can be tested at fast.com[1].
- The stations can operate on both cable and Wi-Fi connections.

Personnel requirements:
Each badge printing station requires one or two hosts depending on the number of check-ins you want to accomplish.
- Two hosts to handle 500 check-ins per hour
- One host to handle 180 check-ins per hour

Sales benefits
Next to a great experience for attendees, the system helps your sales colleagues with great tools to gather additional revenue.

Options we see often used:[2]
- Placement of one or more badge sponsors on both sides of the badge (at the bottom).
- Full-screen placement of one or more badge sponsors on one side of the badge.
- Selection of specific sponsors based on the profile of the user checking into the event.[3]

The sponsor logos on the badges are visible throughout the entire event, offering unparalleled brand awareness.

Most of the events we help who have sponsors/partners or exhibitors cover the cost of our solution with these sales benefits.

Tip: Utilize your keycords as additional real estate for sponsor branding to further enhance awareness.

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[1] Refer to Attachment 1, which contains an example of an internet speed test along with results at various speeds.
[2] Refer to Attachment 2 for some example badges.
[3] This approach requires additional development work; however, the advantage is that you can sell the location multiple times and ensure it reaches the right target audience.

Ideal set-up

The right set-up is dependent on the needs of the event and the total number of attendees that are expected to enter the event in the busiest half hour.

An example setup is shown below and can handle up to 3500 attendees per hour with 8 Badge Printing stations (with one printer utilized as a service desk).

If you have less than 8 printers this set-up would also work, only with fewer tables!
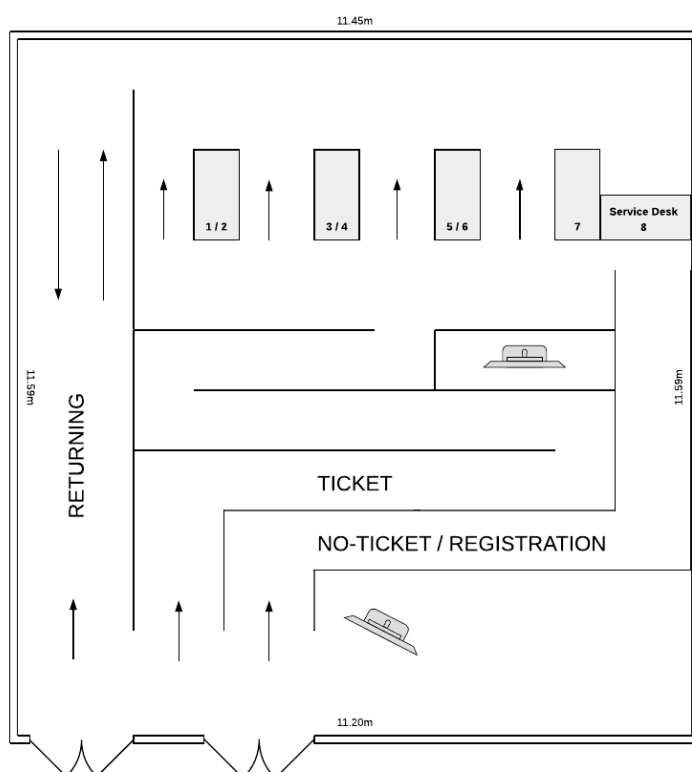
Information about this set-up
- Hosts and Badge Stations:
    - Per badge station, two hosts are present to handle the scanning and printing of the badges.
    - An additional host is present to welcome visitors and direct them to the right badge printing lane.
- Visitor reminders:
    - Attendees are notified at the start of the queue by a host to keep their QR code or ticket ready.
    - Television screens and/ or banners provide additional reminders so that visitors are prepared to show their QR code for check-in
- Service desk lane:
    - A dedicated service lane is provided for visitors who have not registered or require additional assistance (preventing the check-in lanes from being congested).

- Queue Speed:
    - The ticket lane is designed to move quickly, at almost one person per second, to give attendees the impression that the queue is moving fast.

Specification about example check-in setup
- Table Dimensions:
    - In the example setup, we use tables measuring 150 cm x 75 cm, with a height of 80 cm.
- There is a 2-meter space between each table.
- Total Width of the example check-in setup:
    - The total width, including the returning entrance, is 13.5 meters.
- Entrance Branding:[4]
    - For a more visually appealing entrance, we recommend ordering re-board branding.
    - The re-board is 5 cm wider than the table and has a height of 130 cm (80 cm x 130 cm in our example).
    - The re-board can be easily attached to the tables using tie-wraps.
- Waste Bins:
    - A bin should be placed after each table in case badges with adhesive edges are used.
- Bottleneck and Solutions:
    - The bottleneck in this setup occurs when handing out and handing out the badges.
    - To facilitate smooth flow, attendees should attach the keycords to the badges themselves after receiving them, or use paper badges without adhesive edges.

How does the scanning work?
Scanning can be done using a hand-held QR-code scanner or with the use of the check-in function found within the event App (host/ Admin accounts are required within the App for this).

Event managers need to authorize the printer for the specific event one time in advance.

QR-code Scanner
- A wireless hand-held QR-code scanner (provided with the badge printing stations) can be connected to the laptop for scanning.

Let's Get Digital App:
- The app is compatible with both iOS and Android devices.
- An advantage of using the app is that it provides additional feedback in case any errors occur

Another set-up

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[4] Refer to Attachment 3, which contains an example of a branded Badge Printing table with 2 stations installed.

Our event consultants are happy to advise you on your specific event, to make sure that you have the right set-up with the right capacity.

Event learnings

We have experience in assisting with over 3,500 events and can share insights to ensure the success of your event check-in.

Badge Preview:
Within the admin panel, you can pre-generate badges for review prior to the event to ensure they appear as expected. Common errors to look out for include;
- Missing company names, roles, or user tags/ types (e.g., Visitor, Exhibitor).
- Logo misalignment

Printer pre-preparation:
- Ensure the printers are stocked with a full ink set and badge pack to avoid refills during peak times.
- If you've booked a badge-printing specialist, they will handle this preparation.
- If refilling is required, queues can be easily closed off in the setup described above, while other queues continue to move.

Registration sorting:
- Have a host (or signage) at the beginning of the queue to ensure attendees have their tickets ready and are in the correct queue.
- Display a QR code at the entrance that links directly to the registration form, eliminating the need for attendees to register at the problem/registration desk.

Integration Speed:
- If the Let's Get Digital registration form is not being used, ensure that the alternative integration pushes registration data to the Let's Get Digital system in under 15 seconds.

Keyword Availability:
- You wouldn't imagine, but ensure that enough keycords are available for attendees. We see that some events have unexpected fast growth!

Waste bin:
- Really make sure you have a waste bin available around the check-in desks. The first impression is important!

For any questions; contact your event consultant. We probably already have helped a similar event like you!

Attachments

Attachment 1: Fast.com Internet test

You can test the internet connection yourself by connecting a device to the internet and visit the webpage www.fast.com

After about 15 seconds of loading you can press the button 'show more info' to get the full results.

Important notice: If you provide public WIFI on your event, please make sure that the printers and laptops are connected to a non-public internet which doesn't interfere with the public WIFI.

When thousands of people connect to the same network, the network could get overloaded and significantly reduce the available bandwidth for the printers.
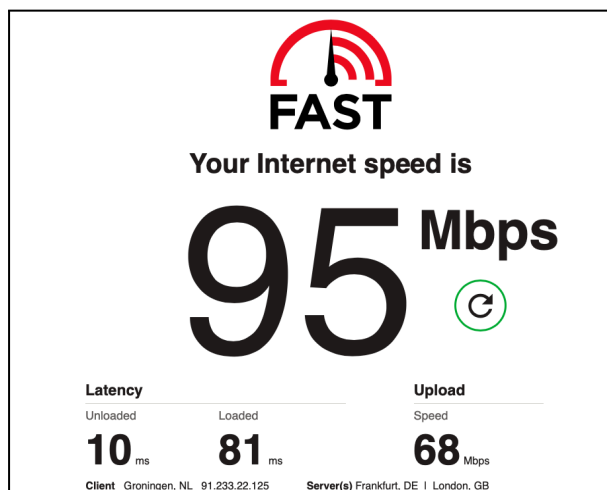
Example of a test result of the website ww.fast.com
The latency and bandwidth are within the required speed.

The table below shows the printing results at various speeds and cache settings.

Speed	With cache	Without cache
80 mb/s	8.53 sec	12.70 sec
10 mb/s	8.61 sec	13.20 sec
1 mb/s	9.74 sec	14.45 sec
0.1 mb/s	23.64 sec	30.60 sec

Attachment 2: Example badges

Some example badges of our customers

Attachment 3: Overview/looks of a Badge Printing table

Example set-up + look of a 'branded' table with two printers. Visitors will not see the printer while standing in the queue.