

Continuous Improvement...

Challenges

- Deploy multiple sensors to cover the exhibition stand and the walkways
- Rig sensors so as not to disrupt the onsite team- whilst maintaining the aesthetics of the stand design
- Build a bespoke dashboard to provide real-time analytics
- Enable clear insight for informed decision making for benchmarking year-on-year performance as well as an indication of return on investment
- Highlight areas for continual improvement

People Counting

Continuous improvement is crucial for any business to remain competitive and thrive in today's rapidly evolving market. Pylon One recognises the need to drive innovation and enhance the efficiency of products while ensuring adaptability to changing customer needs and industry trends.

Pylon One chose the Event Production Show as the first live exhibitor event to relaunch its People Counting service, showcasing the platform's potential. People Counting was developed to help businesses understand how effective their brand activation or entire exhibition space performed, providing the opportunity to gain valuable insights in real-time so that strategic decisions can be made, enhancing overall performance.

Working with Light Fantastic Production Services, a trade supplier to the live event, exhibition, and television industries, multiple sensors were deployed on their EPS 2024 stand, these were merged together, creating one image covering the area and the walkways on either side. Their stand design was perfect for the installation and calibration of the sensors. The rigging of the sensors was carried out in a sympathetic manner to not disrupt the onsite team or interfere with the overall aesthetics of the stand design.



People Counting

Powered by Pylon One

Real-time event measurements allowing detailed insight into your events and brand activations.

Built by events people for events people

visit: peoplecounting.io

After the installation, access to the online platform and the Light Fantastic customised dashboard was made available. This allowed Light Fantastic to analyse on and offstand numbers, including passing footfall counts around the stand. This data, as well as being displayed in numeric totals, was also displayed in a timeline graph of 5 minute increments, providing a granular insight into the footfall traffic. The on stand occupancy was also presented and broken down over a 5 minute average throughout the day. Accompanying the data were heatmap animations showing a visual representation of footfall, giving an understanding of the most densely populated areas at a glance.

With the data securely stored in the cloud, it can be accessed at any time by the authorised users for post-show analysis and evaluating how the stand was received by attendees. This provided the Light Fantastic team with powerful data, giving them discussion points with stakeholders alongside the capability for informed decision making, benchmarking year on year performances, and a greater understanding of return on investment going forward.