

PRE-SCANNING AND HOW IT CHANGED EVENT ENTRY MANAGEMENT

Unlike concerts, beer and wine festival attendees all tend to arrive at the same time (aka early) creating a bottleneck at your entrance.

Through our years of experience on site at events, we came up with the idea of pre-scanning.

Pre-scanning involves using event staff to check the IDs and scan the tickets of the majority of people waiting in a line before the event begins. Here's the Freshtix formula.



SCENARIO

LET'S SAY YOUR EVENT STARTS AT NOON. ATTENDEES WILL USUALLY ARRIVE SOMETIME BETWEEN 11AM AND 11:30AM. IF YOU START YOUR PRE-SCANNING AS SOON AS PEOPLE ARRIVE, WITHIN 30 MINUTES YOU WILL HAVE THE MAJORITY OF ATTENDEES SCANNED AND READY TO ENTER IMMEDIATELY WHEN THE EVENT STARTS AT NOON.



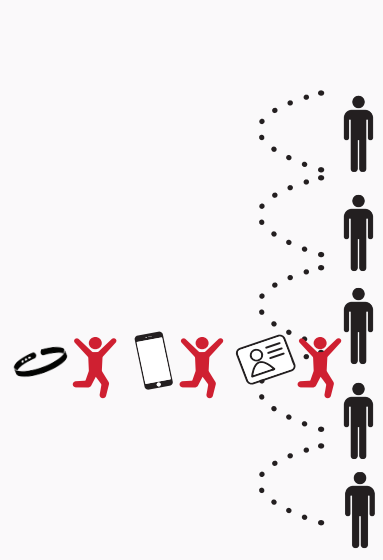
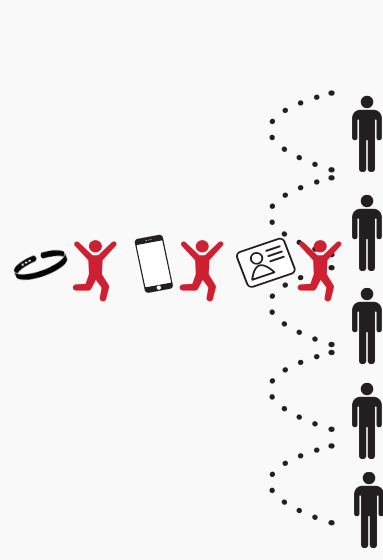
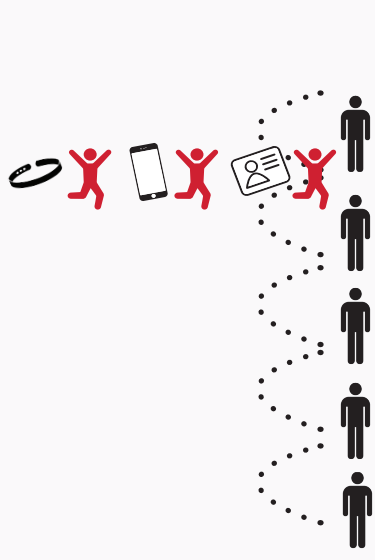
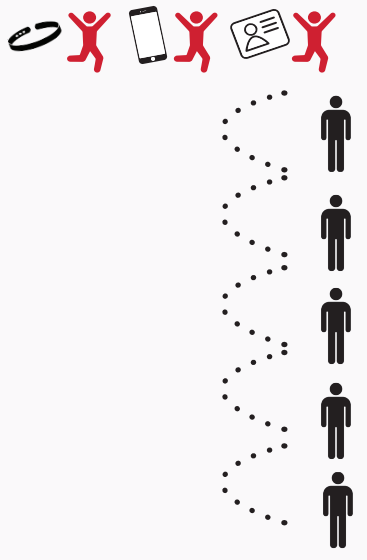
SOLUTION

CREATE FOUR TEAMS OF THREE. EACH TEAM SHOULD BE COMPRISED OF AN ID CHECKER, A TICKET SCANNER AND WRISTBANDER. DIVIDE THE LINES OF PATRONS BETWEEN THE TEAMS AND HAVE THEM WORK THEIR WAY THROUGH THE LINE. THE KEY IS TO 'KEEP TIGHT'. IF THE ID CHECKER GETS TOO FAR AHEAD OF THE TICKET SCANNER OR THE TEAM SEPARATES, THE SYSTEM BREAKS DOWN. MAKE SURE THE TEAM REMAINS TOGETHER AS THEY WORK THE LINES.

FRESH TIP:

Have a staff member at the entrance dedicated to handing attendees their souvenir glass. In addition to a faster process, this will decrease the likelihood of broken glasses or patrons taking more than their allotted number of glasses.

ENTRANCE





CONCLUSION

ORGANIZING A BEER OR WINE FESTIVAL/EVENT COMES WITH A UNIQUE SET OF CHALLENGES, THE MOST DAUNTING OF WHICH CAN BE LONG ENTRY LINES AND WAIT TIMES THAT LEAVE PATRONS WITH A NEGATIVE IMPRESSION OF YOUR EVENT. TYPICALLY, ATTENDEES FOR THESE EVENTS ALL ARRIVE AT OR AROUND THE SAME TIME, MAKING FOR A STRESSFUL ENTRY. AFTER RECEIVING FEEDBACK ABOUT INEFFICIENT ENTRY TO BEER AND WINE FESTIVALS FROM EVENT ORGANIZERS AND GOERS ALIKE, FRESHTIX WENT IN SEARCH OF A SOLUTION THAT PROVIDED THE SECURITY OF A TYPICAL ENTRY PROCESS WITH THE SPEED AND EFFICIENCY TO COMBAT COMMON COMPLAINTS. THE ANSWER WAS FOUND IN PRE-SCANNING.



EXTRA FRESH TIP:

Let attendees in 30 minutes early to look around and get in line for tastings but don't start pouring until the event begins. Patrons will have time to find their favorite beer or food vendor, secure a seat or spot inside or use the restroom, etc., so they're ready to start drinking when the event begins!

