

Hybridity's data-driven events

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Hybridity is a value-added resource to conference and event organisers. They provide turnkey digital systems which enhance the attendee experience and improve efficiencies across the board for the organiser.



Hybridity are specialist app builders too and have focused on the events industry for some time now. Their mobile applications for events make a lot of sense in a world where environmentally friendly initiatives are an ever-growing focus in all industries. The event industry is slowly adapting to green initiatives, but we do still see many event professionals preferring to print handouts despite the exorbitant cost on both the wallet and the environment. But apps are more than just a green option, they are an investment in ensuring a truly connected event in which all stakeholders can interact and network. Networking is encouraged before, during and after the event and Hybridity believes this is the key to building a loyal and engaged audience who will return year after year.



At the core of Hybridity's offering is a robust registration platform into which all its other services plug-in and integrate with. Their award-winning registration platform is capable of handling events of all sizes, from the African Development Bank's Annual Meetings in 2016, with a delegation of over 5,000, to a small meeting or seminar of 50 people. Hybridity aims to elevate event registration completely out of the "manual" era and into the digital age. The team, constantly driven by technology and data, has seen their latest development come to fruition: a cashless, connected event solution, that drives content and engagement from the delegates.

This latest innovation, known as TAP (Track and Pay), is one which they are extremely excited about. Mike Walters, COO

at Hybridity, remarked, “We have partnered with South Africa’s foremost NFC technology provider to develop an all-encompassing delegate tracking, access control and cashless payment solution for the meetings and conferencing industry. This technology, which is fully integrated with our registration system essentially pulls all information collected at registration and loads it onto their badge. This could be, for instance, access to a VIP area, tracking information for CPD point allocation, or credit with which they can purchase food and beverages at the event.”

These are all great for the delegate, enhancing their event experience at every turn, but for organisers it is so much more. Being able to passively collect data about attendee behaviour during an event allows you to build on successes and change or react according to failures. One can ascertain who went where and for how long, as well as how much they spent and what they bought. This kind of data is invaluable when developing targeted post-event marketing campaigns, and can be a bargaining tool when trying to negotiate sponsorship for your next event.

It is clear that in a fast-paced, and ever-evolving industry, such as conferences and events, we need to look to technology and innovation to make delegate and organiser experience that much more fluid, enjoyable and valuable. Solutions like this do the heavy lifting, easily integrate and enhance experiences.

No doubt, you’ll be sure to see the Hybridity team and TAP solution at an event you attend soon.

For more information on Hybridity and TAP, please contact:

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