

Moving towards paperless events: Aztec at the Gathering

Aztec Event Services has shown its commitment to new event technologies such as paperless ticketing through its involvement with the first ever Gathering in London.

The Gathering included a panel discussion on Ticketing and Cashless Payments facilitated by Tom McInerney of Etherlive and involving Paul Pike from Intelligent Venue Solutions and Darren Jackson from Ticketscript. The discussion centred on the value of the customer data that is tied up with event tickets, especially where it allows companies to build up profiles of customers and allow the creation of loyalty schemes. The use of paperless and cashless ticketing, perhaps based on RFID (radio-frequency identification) wristbands or branded electronic cards could be expanded out to act as cashless payments within or even outside the venue. Aztec will be aiming to provide supporting infrastructure to organisers who want to implement ticketless technology at their events.

“We attended the meeting to keep on top of tech trends and see how we can implement them in our services – this will help us to continue to provide a fully integrated solution to make it easier for the client. While the recession has delayed investment for some organisations, we firmly believe that ticketless and paperless events will become increasingly more common over the next few years,” says Technical Production Manager Ashley Atwood, Aztec.

“We can already provide a high level of IT implementation to clients by creating networks, back office systems and bespoke apps. We are also already using tools that facilitate event management and data sharing, and using these additional innovative technologies we can bring significant benefits to our clients,” says Account Manager Chris Harris, Aztec.

The Gathering, held at the award-winning Media Centre at Lord’s Cricket Ground, and organised by Etherlive, Ascot and Virgin Media, provided an opportunity for venues and event organisers, producers, and service providers to discuss some of the hot topics and forthcoming trends in the industry.