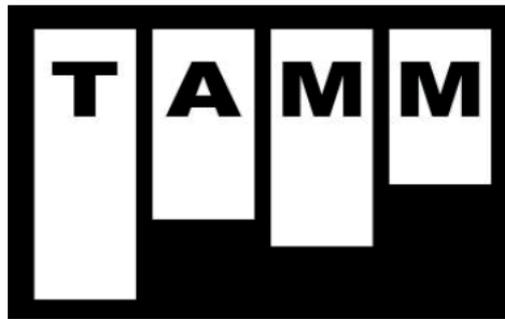


TAMM Butler

# TAMM Butler

## CASE STUDY

(Ticket Admission Marketing & Management)



# TAMM Butler

I-ON Communications is providing a special Event Industry service within its MICE business called TAMM Butler service. TAMM Butler is a service that manages admission to grand award ceremonies, conferences, seminars or VIP events.



## What is TAMM Butler?

Just like its name suggests, “Butler” is assisting in making things convenient for something.

With this system, the invited person can accept or decline the invitation online, and at the reception, the staff can print out name tags, find allocated tables and seats easily by reading the QR code of guests’ mobile tickets. By managing RSVP and receptions with TAMM Butler, the event organizer is able to provide much efficient, convenient and satisfactory services to guests, minimizing guests’ waiting time at the reception and staff’s mistakes.

## How is the current admission management system?

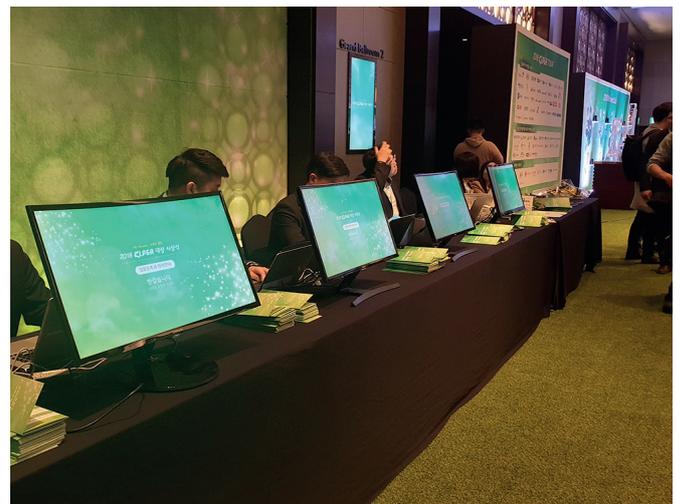


Without the system, you would have to make attendees line up, and register and make name tags for all expected audience one by one, and after checking each one of them, you would have to find the name tag for each person among so many people and name tags. Until the person gets confirmed, there’s nothing to do but wait, and these situations shouldn’t happen anymore, especially for events where VIP guests are invited to. Even less in situations where many executives get checked at the same time, until you see the collected name tags, there is no way to confirm who and how many people entered the venue and all statistics is either delayed or left out.

## Since when have you been providing this service?

I-ON Communications has been offering this service since already 2015 by managing entrance to galleries and golf tickets sales. In 2016, an event with VIP invitees at the KLPGA Grand Award Ceremony also needed admission management and since the start of that event until now, we are continuously in charge of handling the RSVP of the event. To differentiate VIPs from other guests, we confirm VIPs admission in person one by one without QR code or NFC process for VIP’s convenience.

## What kind of services do you provide?



Reception desk



Checking visitors



Visitors' name tag printing

Any additional features?



Digital lucky draw

With the digital lucky draw feature, the visitors whose attendance got confirmed automatically enter the lucky draw and invitees that are not attending the event are naturally excluded from the lottery. Depending on the type of the event, to check the visitors automatically, there are options such as QR code etc.

Seating Status		Date of admission		Vacancy management	
all					
Planned entry	Entrance	Admission rate			
457	388	84.90%			
Table Status					
One 10 / 10	2 9 / 10	3 10 / 10	4 10 / 10	5 10 / 10	6 9 / 10
7 10 / 10	8 7 / 10	9 10 / 10	10 10 / 10	11 4 / 4	12 8 / 10
13 10 / 10	14 8 / 10	15 1 / 1	16 4 / 4	17 8 / 10	18 9 / 10
19 9 / 10	20 8 / 10	21 1 / 1	22 9 / 10	23 4 / 1	24 10 / 10
25 9 / 10	26 8 / 10	27 8 / 10	28 5 / 5	29 0 / 0	30 9 / 10
31 8 / 10	32 9 / 10	33 9 / 5	34 8 / 10	35 7 / 10	36 10 / 10
37 9 / 10	38 8 / 10	39 10 / 10	40 3 / 10	41 9 / 10	42 1 / 1
43 10 / 10	44 2 / 10	45 9 / 10	46 2 / 10	47 4 / 10	48 3 / 10
49 8 / 10	50 9 / 10	51 10 / 10	52 10 / 10		

Table Management Page



Seating Status		Status of admission		Vacancy management			
View full table							
table	seat	division	name	belong	position	History	management
TABLE 1	10/10	One	VP	KPGA		December 13, 2018, 14:32:18	
TABLE 2	10/9	One	VP	KPGA		December 13, 2018, 14:32:27	
TABLE 3	10/10	One	VP	KPGA		December 13, 2018, 14:32:27	
TABLE 4	10/10	One	VP	KPGA		December 13, 2018, 14:12:30	
TABLE 5	10/10	One	VP	KPGA		December 13, 2018, 14:12:30	
TABLE 6	10/9	One	VP	KPGA		December 13, 2018, 14:12:35	
TABLE 7	10/10	One	VP	KPGA		December 13, 2018, 14:12:40	
TABLE 8	10/7	One	VP	KPGA		December 13, 2018, 13:37:34	
Show only empty tables							
One	VP	KPGA				December 13, 2018, 14:54:50	
One	VP	KPGA				December 13, 2018, 14:54:46	

Guest Management Page



When the invitees arrive at the event venue, they are greeted at the desk. The visitor can say their name or affiliated organization and check if they are allowed to the venue, and get their name tag printed. At the same time on the screen they can get information about their arranged seating. If you want to change your seat, you can see available spots on the screen and pick your wanted seat. In case there are many visitors, we can process the admission with several systems at the same time and provide a fast admission. With this process, we can also check real-time attendance rate and monitor the available seats.



## ▪ What kind of companies mostly use this service?

There are some large events in Korea that we are hosting. Our main clients are not only KLPGA and KPGA. Since there are many sponsored events by big companies, when an event or competition is hosted in MBN, BCCard, Hyundai Genesis etc, it is handled by an agency, and the agency can smoothly proceed by applying this system. That's why it is used by the main clients in these large events and recently in Korea, INNOCEAN, Bravo And New, YG Sports, Sportizen, Crowning, GALAXIASM etc are also using this system for their big events.

## ▪ The roadmap for the future business?

Many big events are breaking away from the offline admission management or they are simplifying application process in order to use the system service, and we are preparing to apply the service in several countries by supporting locale in all languages. We plan to include RSVP feature so that when you send an invitation, there is a way to check the attendance and get the feedback in advance. By doing this, you can get a list of only those attendees who confirmed their participation. Other than TAMM, I-ON Communications is also providing Ticket management service required for MICE business by issuing mobile QR code tickets for sports game, concert and other events.