

Case Study

Event Safety Summit

Type of Event: Symposium / Conference

Project scope

The Event Safety Alliance has been making the world safer since 2012, and in 2019, from November 20th to 22nd, ESA held a three day symposium in Rock Lititz, PA dedicated to the ongoing education of live event industry professionals from across the world. APPIX was not only one of the honoured presenters, but the platform was adopted by the ESA as it's official app technology for event safety. For the duration of the three day forum, APPIX was tasked with keeping all attendees up-to-date with the cross campus, multi-venue conference scheduling, as well as ensuring the event was equipped and ready to handle campus communications in the event of a real emergency situation.

Our approach

Working closely with the conference production team, APPIX was hands-on in mapping out the event schedule and helping to ensure that all attendees arrive at the breakout sessions they signed up for. The venue assignment was fluid. As such APPIX architected an event communications interface that was flexible enough to manage the one-the-fly requirements of the production team.

APPIX deployed a campus-wide multi-antenna array that could reach every attendee 24/7 for real time scheduling, nuanced breakout session content, and emergency communications. All cues and communications were controlled from FOH (Front Of House) in the primary campus venue.

In addition, during the APPIX presentation, an emergency power outage simulation was conducted that included campus-wide communications without the use of Wifi or cellular data, realtime venue map safe-exit directions, and ubiquitous smart phone flashlight illumination for individual sight visibility.

