

ASHE PDC Summit

March 2017

Panvista Case Study

“Panvista’s technology has provided us strategic insight into how we design spaces for attendees and exhibitors to interact at conventions. Measuring dwell time in educational and marketplace areas enable us to program for stronger interaction, leading to increased satisfaction and retention.” – Dana Freker Doody, The Expo Group

Panvista supported Irving, Texas based The Expo Group for the second time, at their 2017 American Society for Healthcare Engineering PDC Summit event in Orlando, Florida.

Scope

The PDC Summit is one of several events Chicago based ASHE holds each year. It brings together senior leaders working in all disciplines of health care planning, design, and construction to learn, network, and discover ways to create value for the health care built environment. The venue for 2017 was the Orange County Convention Center which hosted over 3,000 attendees.

Panvista divided up the show space into 12 zones covering the expo floor and session rooms. In addition, we provided traffic and attendee behaviour data on these common areas: registration, ribbon zone, entrances and the book store.



Results

Rather than have each individual exhibitor booth provisioned in our system separately, Panvista instead for ASHE, divided up the event space into zones. By using this approach, results came in on a summary level, but were representative of broader topics or tags. For example, the poster zone covered a large area where 12 poster pylons were set up alongside a food service area. Another zone included a tech stage where presentations and demos took place. By looking at the resulting traffic and behavioural data in summary form this way, it was easy to compare collated data of one area to another; basically, taking a heat map and adding deeper numerical results in the form of total and unique visits, dwell time and return visits.

New and interesting conclusions were also drawn. For example, organizers matched Panvista's attendee traffic data against open show hours and were then able to glean what percent of the total up time of the event trade show floor was occupied by attendees (i.e. total open hours divided by average dwell time per person.)

Panvista's approach whenever our solution is deployed, is to ensure all parties are aware of its function and purpose. At ASHE, Panvista had good cooperation with event staff where branded receptacles were placed at key entrances to recover badges.

