

# GIVEAWAY COUNTING

## PROCESS

Counting the number of unique visitors attending an event, without double counting those who walk in and out several times, merely requires counting the number of (scanned) tickets or other admission tokens, such as wristbands or stamps. But what about events for which no admission ticket is required? At free events, as well as those that charge for admission, but don't use a ticket or registration system, handing out a small gift to each visitor can be the solution. This can be a wristband, but also a gadget linked to the event or to one of the sponsors, and preferably as sustainable as possible.

## Estimating the number of visitors

In order to be sure of sufficient gifts for all attendees, it is crucial to make a good estimate of the number of visitors expected, before the event. In order to calculate the effective number of unique visitors, after the event, just deduct the number of gifts remaining from the total number of gifts purchased. Ideally, people should be employed to distribute the gifts throughout the duration of the event, or at least until there are no new arrivals.

## ADVANTAGES

- + **Unique visitors:** each visitor is counted only once, which makes it possible to identify the unique number of visitors.
- + **Easy:** little or no prior knowledge is required. Thorough briefing of the staff and an overview of the distribution locations are sufficient. It is important that each entrance is manned and that each visitor only receives one gift.

## DISADVANTAGES

- **No crowd pressure measurement:** the method does not provide any insight into crowd density. Further, it is not possible to chart the dynamics of visitor flows.
- **Work:** the method is labour-intensive.
- **Waiting times:** at an event where many visitors arrive simultaneously, this method can lead to longer queues.
- **Up-front estimate:** a correct estimate of the number of expected visitors is essential. Underestimating leads to a shortage of gifts, as a result of which not all visitors can be counted. Overestimating leads to unnecessary expenditure and unusable stock afterwards.
- **Duration:** This counting method is only accurate if there are enough people present to hand out gifts to everyone - throughout the event.

## COST (EXCL. VAT)

### Cost depends on two factors:

- **Type of gift:** Wristbands are frequently used and relatively inexpensive as gifts. They are available in various materials. A printed silicone wristband costs approximately €0.20, a Tyvec wristband approximately €0.10. For an ecological alternative, expect to pay more. PET wristbands cost an average of €1.50 and a biological cotton wristband is €2.
- **Staff deployment:** The biggest cost is the deployment of temporary staff for the distribution of giveaways. Reckon on approximately €12 gross per hour, per staff member. Ideally, you should deploy at least one employee at each entrance to the event. At peak times, this could be two or more.

## POTENTIAL SUPPLIERS

[www.polsbandshop.be](http://www.polsbandshop.be) | [www.allgifts.be](http://www.allgifts.be)