"What is *Event Intelligence*?": Defining the Future of Events with Evential Through Case Analysis

Written By: Samarth Das, Rohan Tyagi

Case Study enabled by 16Tech at the INtercollegiate Entrepreneurship Summit on the 27th of February, 2026.

Abstract

This paper explores the market of *Event Intelligence*, defining it as a vital shift from planning based on guesswork to execution driven by real-time evidence. By analyzing a live deployment at the INtercollegiate Entrepreneurship Summit, we evaluate Evential's Bare Metal Approach (BMA): a light-weight "Smart Badge-Gateway" system designed to deliver deep insights without the burden of expensive, intrusive hardware.

Our analysis highlights several critical friction points for organizers. We identified a 39% drop-off between registration and actual attendance, alongside a clear link between how far an attendee has to travel and their likelihood of being a "no-show", especially with the student-centric focus of this event. Additionally, the study quantifies a 33% food wastage rate, amounting to 59 untouched meals, which translates to a direct financial loss of roughly $507.40 for this single mid-sized event.

On the technical side, the BMA architecture proved remarkably efficient, maintaining a 7.5-hour tracking session and generating 1,485 data points per badge at a rate of one ping every 4.6 seconds. Even with a four-hour "Visibility Gap" caused by local Wi-Fi limitations, the system successfully mapped attendee movement and dwell times in high-traffic areas like the Lower Café and Enclave. Ultimately, this research confirms that real-time *Event Intelligence* turns casual observations into structured, predictive models that can optimize everything from venue layout to operational costs.

Context & Motivation

Evential's mission is to transform live events into intelligent, responsive ecosystems powered by meaningful data. The industry defines *Event Intelligence* as the continuous collection, analysis, and application of data across the entire event lifecycle to optimize decision-making, personalize attendee experiences, and automate operation workflows.[1] The value proposition of Evential's offerings focus on what no other *Event Intelligence* company does at the moment: provide insightful **real-time** analytics. For Evential, *Event Intelligence* is not just about measuring what happened after-the-fact; it is about enabling real-time awareness, predictive coordination, and automated execution that enable events to no longer run on guesses, but proven data.

As an *Event Intelligence* company, our goal is to back up event organizers' claims with data and hard facts, so, we took it upon ourselves to do the same for our own claims about our product's market-fit, pain points, and technology. To do so, we have addressed each of these claims in this case study.

We are writing this case study now because timing matters. The insights gained are immediate, unfiltered, and grounded in live experimentation rather than retrospective interpretation. Capturing our observations at this stage allows us to document both strategic intent and on-the-ground realities while they are still precise and actionable. This reflection is rooted in our experience at the INtercollegiate Entrepreneurship Summit, where we directly observed operational pain points, attendee movement patterns, and coordination challenges that reinforced both the urgency and relevance of Evential's mission.

Objectives

This case study is designed to evaluate both the conceptual and technical foundations of Evential's approach to *Event Intelligence*. At its core, we aim to determine the measurable impact of *Event Intelligence* in a live event environment: to what extent can data-driven visibility meaningfully influence decision-making, coordination, and attendee experience? A central focus of this evaluation is our Bare Metal Approach (BMA) for the Badge-Gateway system. Specifically, we assess whether an infrastructure-light deployment can still generate insightful, actionable data without the overhead of expensive or intrusive hardware. Beyond validating technical feasibility, we also examine whether the information collected can, in theory, inform future event decisions for 16 Tech – ranging from layout optimization and crowd flow management to programming design and resource allocation.

In addition, this case study explores unanswered questions and untested dimensions of event operations. Are there aspects of *Event Intelligence* we have not yet captured, such as informal networking density, attendee P2P interactions, or real-time content engagement drop-offs? What blind spots remain in our current data model? Due to cost constraints imposed by the event organizer, we intentionally deployed an experimental, low-cost configuration of our technology. This constraint provided an opportunity to stress-test our system under realistic limitations and evaluate whether meaningful intelligence can still emerge without full-scale infrastructure. Ultimately, this study is designed to answer a set of guiding questions: Does real-time *Event Intelligence* produce measurable value? Can our current hardware architecture scale sustainably? And what technical, operational, or analytical gaps must be addressed before broader deployment?

Methodology

To evaluate the practical impact of *Event Intelligence* in a real-world setting, we deployed a set of experimental technologies during the INtercollegiate Entrepreneurship Summit. The primary system tested was our Badge-Gateway architecture, built using our Bare Metal Approach (BMA). A select number of attendees received functional technology capable of interacting with strategically positioned gateways throughout the venue, while the majority received identical placebo badge inserts. This controlled implementation allowed us to preserve natural participant behavior while generating measurable interaction data. The gateways were positioned to capture proximity-based signals that enabled analysis of movement patterns and dwell times across key areas of the event space. The use of placebo units ensured that behavior was not artificially influenced by awareness of tracking, preserving ecological validity in the dataset.

During the event, we focused on several measurable cases aligned with our stated objectives. First, we analyzed registration-to-attendance conversion (sign-up vs. show-up rates) alongside event retention patterns, evaluating how long participants remained engaged within the venue. These metrics were examined together to understand both initial commitment and sustained participation. Second, we explored food distribution and wastage patterns by noting food waste near event conclusion and trash clusters. Third, we evaluated the operational integrity of our badge deployment itself: signal reliability, gateway responsiveness, and data consistency under live conditions. To maintain behavioral neutrality, participants were informed only that they were wearing standard event badges; no distinction was made between functional and placebo units. All collected

data was anonymized and stripped of personally identifiable information to preserve confidentiality and ethical integrity.

It is important to clarify that this study was conducted independently by Evential and was not commissioned, funded, or directed by 16Tech. 16Tech solely enabled the study to take place in their event space. The insights presented here are not prescriptive recommendations on what 16Tech should implement at their next similar event, but rather illustrative examples of what becomes possible when real-time *Event Intelligence* is available. Our goal was to answer the guiding questions outlined in the Objectives section: Does real-time intelligence provide measurable value? Can a low-infrastructure deployment still generate meaningful insight? And can this information theoretically inform future decisions related to layout optimization, programming design, attendance forecasting, and operational efficiency? By deploying experimental technology under cost constraints and quantifying natural attendee and event organizer behavior, we aimed to validate not only our hardware model but the broader thesis that events can transition from assumption-based planning to evidence-based execution.

Case Studies of Event Pain Points

Case 1: Event Engagement & Retention Analysis

The first major pain point we examined was attendance conversion and sustained engagement throughout the event. A total of **175 individuals** signed up, with a significant number initially placed on a waitlist. Of those registered, **69 individuals** did not show up, resulting in a substantial drop-off between intent and actual attendance. Meanwhile, multiple waitlisted individuals were ultimately unable to attend, indicating that confirmed no-shows represented lost opportunities for engaged participants. This raises a central operational question: how can event organizers increase signup-to-show-up conversion rates and reduce uncertainty in attendance forecasting? Additionally, two duplicated registrations were identified, representing seats that could have been reallocated earlier to waitlisted attendees: another example of inefficiency that real-time tracking and predictive modeling could mitigate.

Beyond initial conversion, we analyzed engagement and spatial retention patterns during key transitional moments of the event, specifically after lunch (a period of high density and low dispersal) and prior to the closing ceremony. Nearly all **110 attendees** gathered in the AMP dining area during lunch, creating a concentrated footprint. However, post-lunch dispersal patterns reveal notable drop-offs in workshop attendance.

1:45 PM

- Investor Literacy Panel (Enclave): **39 attendees**
- AMP Dining Area: **21 attendees**
- Corporate Innovation (Lower Café): **20 attendees**

- Total: **80 attendees** accounted for

2:45 PM

- Creative Entrepreneurship Panel (Enclave): **22 attendees**
- AMP Dining Area: **45 attendees**
- Building Better Teams (Lower Café): **15 attendees**
- Total: **92 attendees** accounted for

3:20 PM – Innovation Challenge Final Pitches

- Enclave: **80 attendees**
- AMP Dining Area: **2 attendees**
- Lower Café: **0 attendees**
- Total: **82 attendees** accounted for

Over time, attendance at mid-afternoon workshops declined, suggesting possible attendee fatigue or diminishing engagement. Notably, the Enclave consistently outperformed the Lower Café in attendance at every measured interval. This discrepancy prompts further investigation: Was the Lower Café space under-advertised? Was its physical placement less accessible or less visible? Did attendees perceive differences in programming quality between spaces? The contrast is further illustrated by visual evidence: a sparsely attended investor panel held after lunch in the same room that hosted a packed keynote earlier in the morning *(See Figures I and II)*. The difference in turnout suggests that timing, energy cycles, and program sequencing may significantly influence engagement density.

Figure I: Densely Packed Keynote (Credit: 16Tech)

Figure II: Sparsely Packed Investor Panel

From a demographic and geographic standpoint, additional insights were derived through independent LinkedIn analysis using solely Luma's name-based registration data and unclaimed badge records at the end of the event. Among **175 total registrants** (excluding speakers), **153 valid attendee names** were analyzed. A total of 42 valid absent names were identified within the broader **69 total no-shows**. The event represented 19 schools (including universities and high schools), closely aligning with 16 Tech's stated figure of 17 universities represented, and attendees came from 3 states, fully aligning with

organizer claims. The average distance traveled across all registrants was approximately **53.5 miles**, with attendees traveling an average of **50.4 miles**, while absent registrants averaged **61.8 miles**. This suggests that greater travel distance may correlate with higher no-show probability, introducing the possibility of predictive attendance modeling based on geographic origin *(See Table I)*.

Table I: School-Based Registrant and Absence Metrics

School	Distance to Venue	Absent	Registrants
Purdue	64.7	18	48
Notre Dame	151	2	6
Butler	4.8	11	47
Ball State	62.1	2	5
Hampden-Sydney	581	1	3
IU Indianapolis	0.2	1	5
16Tech Employee	0	0	1
IU Bloomington	58.1	4	12
Indiana State University	77.5	1	5
Ivy Tech	57.4	1	5
Rose-Hulman	74.2	0	1
Marian University	2.7	1	3
Indiana Institute of Technology	128	0	1
Purdue Indianapolis	1.4	0	5
Earlham	72	0	2
Purdue Fort Wayne	130	0	1
University of Indy	8.3	0	1
University High School of Indiana	20.4	0	1
Goodwill Education Center	1.9	0	1

Institutional representation further contextualizes attendance distribution. Purdue University registrants traveled an average of **64.7 miles**, Notre Dame **151 miles**, Ball State **62.1 miles**, Indiana State **77.5 miles**, Rose-Hulman **74.2 miles**, and Indiana Institute of Technology **128 miles**, among others. Local institutions such as IU Indy (0.2 miles), Marian University (2.7 miles), and Purdue Indianapolis (1.4 miles) demonstrated minimal travel barriers. Outliers such as Hampden-Sydney (581 miles) illustrate **extreme** travel commitment, which may carry different attendance reliability dynamics. These geographic patterns introduce actionable hypotheses: should future event capacity allocations be partially weighted by travel distance? Could confirmation reminders or deposits be structured differently for high-distance registrants?

Collectively, this case study demonstrates how even a lightweight, experimental deployment of Evential's system can surface measurable engagement patterns, spatial inefficiencies, and predictive attendance signals. Rather than prescribing definitive conclusions for 16Tech, this analysis highlights what becomes possible when events are measured in real time: identifying workshop fatigue trends, detecting underutilized spaces, quantifying lost waitlist opportunities, and modeling no-show risk factors. *Event Intelligence* transforms these observations from anecdotal impressions into structured, evidence-based insights with limited data input.

Case 2: Food Wastage

A second major operational pain point identified during the event was food over-preparation and resulting wastage. From early observation, we hypothesized that a discrepancy might exist between meal pre-orders and actual consumption. This was confirmed: 59 boxed lunches remained unused *(See Figure III)*. Relative to the approximately 175 registered attendees, this represents a significant percentage of prepared meals. When scaled to larger events, such inefficiencies could compound rapidly, suggesting that food forecasting is not a minor logistical issue but a meaningful cost center.

Figure III: Lunch Boxes Left-Over

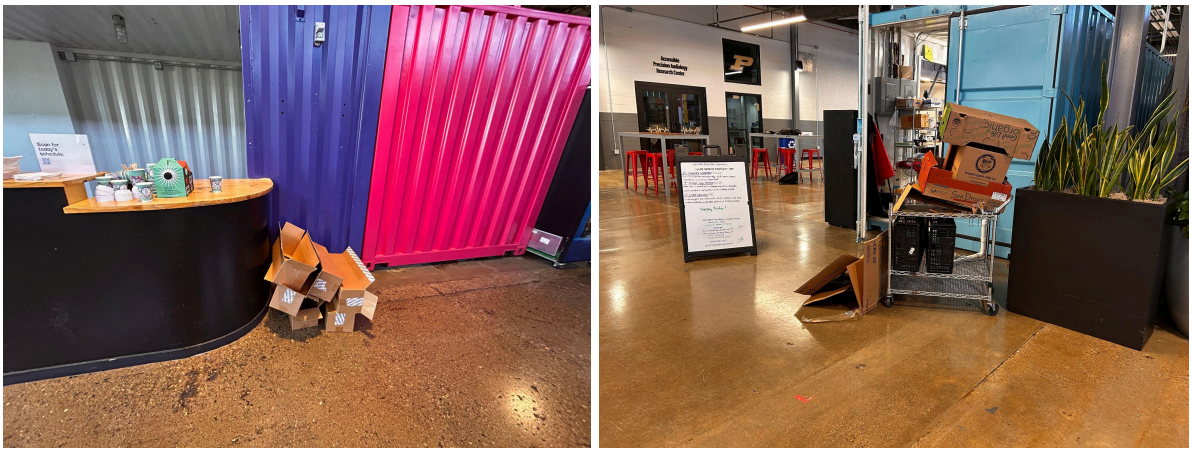
Several factors likely contributed to this outcome. First, lunch selections were collected via a form distributed in advance of the event. Many participants may have completed the form "just in case," without strong commitment to attendance. Second, organizers may have intentionally over-purchased meals to ensure no attendee went without food – an understandable but risk-prone decision under uncertainty. Third, the AMP venue itself contains an existing network of restaurants, reducing the absolute

necessity of pre-boxed catering. If attendees already have on-site dining alternatives, rigid pre-selection days in advance may not reflect actual lunchtime behavior. A more flexible model, such as meal credits redeemable at AMP vendors at the time of lunch, could potentially reduce waste while increasing attendee satisfaction and vendor partnership opportunities.

From a financial standpoint, the unused meals represent tangible sunk cost. Estimating conservatively: box (~$0.30)[2], cookie (~$1.00)[3], wrap (~$6.00)[4], chips (~$1.20)[5], and utensils (~$0.10)[6], each lunch box likely cost approximately **$8.60**. At 59 unused boxes, this equates to **roughly $507.40** in wasted food costs for a single mid-sized event. While this may appear modest in isolation, the proportional impact is notable. **59 wasted meals** out of total **175 attendees** reflects a meaningful inefficiency rate. If scaled to an event of thousands of attendees under similar forecasting assumptions, losses could theoretically increase proportionally. Even partial reductions in over-preparation would free capital that could be redirected toward higher-impact uses: expanding prize pools for pitch competitions, increasing speaker stipends, enhancing production quality, or investing in additional attendee engagement mechanisms.

Beyond direct food cost, we also observed secondary waste signals: stacks of cardboard shipping boxes and organizer disposal piles distributed throughout the venue *(See Figures IV and V)*. These physical remnants illustrate not only financial inefficiency but environmental impact and spatial clutter. With sufficient historical event data – attendance conversion trends, geographic reliability indicators, drop-off probabilities, and real-time check-in counts – predictive modeling could significantly narrow preparation margins.

Rather than restructuring catering reactively, *Event Intelligence* can enable proactive forecasting.



Figures IV & V: Spatial Clutter

This case illustrates where Evential can intervene. By integrating real-time attendance verification, predictive no-show modeling, and historical consumption analytics, organizers could dynamically adjust catering orders or transition toward hybrid meal-credit systems. The broader implication is clear: operational guesswork, even when well-intentioned, produces measurable loss. With structured intelligence, even small percentage improvements in forecasting accuracy can translate into meaningful financial and environmental gains – especially as event scale increases.

Case Studies of Badge-Gateway Architecture

As discussed earlier in the paper, we heavily stress-tested our experimental Badge-Gateway Architecture (**BGA**). The goal of this experimental version is not to have all of our final features in place, but instead to simply understand the current state of how our badge, gateways, and database communicate with one another. Specifically, we will go into our quantitative and qualitative findings about systems, go over some important improvements we must look into, and how our current experimental system addresses *Event Intelligence*.

Case 1: Smart Badge Effectiveness and Impressions

In evaluating the badge design for this case study, we had two points of interest: first, to ensure the smart technology could sustain power for the duration of an entire event without requiring internal maintenance; and second, to verify that the hardware remained indistinguishable from a standard badge in terms of both aesthetics and wearer comfort.

To validate our first point of interest, our badges lasted the duration of the event from 8:00 AM check-in until 3:20 PM (when the testing was stopped). This overlap of ~7 hours shows that our smart badge technology is extremely power efficient despite its experimental state. Further improvement can lead to our smart badge technology implemented in many more technological solutions that we create in the future including inventory management. One area that we still need to explore is multi-day functionality: can our experimental smart badge last for 2+ day events? Can we implement a solution to

monitor the power levels of the badges? While we currently do not have these answers, many of our technical tests for our production ready version will address these questions.

An even more compelling observation from the deployment was the participants' reaction to the physical form factor of our badges. We documented two primary categories of feedback that highlight the success of our "Bare Metal" design philosophy: first, significant surprise from attendees regarding the much thinner profile compared to the conceptual renditions previously displayed on our website; and second, a total lack of awareness from many users that a silicon chip or PCB placebo was even embedded within the lanyard due to its non-intrusive, ultra-slim profile.

These two distinct reactions are pivotal, as they underscore the critical relationship between form factor and user experience. By achieving a design that remains indistinguishable from a standard, non-technical event lanyard, we successfully preserved "ecological validity" – ensuring that attendee behavior remained natural and unaffected by the knowledge of being part of a technical study. Ultimately, this feedback proves that for *Event Intelligence* to be effective, the hardware must prioritize seamless integration and wearer comfort to the point of invisibility.

One notable limitation identified during the deployment was the insufficient physical protection for the embedded PCB. We observed significant curiosity from attendees, many of whom attempted to open the badge to inspect the internal hardware. Furthermore, the lack of environmental sealing presents a risk; common incidents, such as liquid spills, could compromise the device's integrity and lead to the irreversible loss of critical data.

These field observations will directly inform subsequent iterations of our smart badge design. Future development will prioritize a more robust, tamper-resistant enclosure that maintains our core standards of seamlessness, premium wearability, and an ultra-thin form factor without sacrificing data acquisition accuracy. Despite these hardware vulnerabilities, overall attendee feedback was exceptionally positive, specifically highlighting that the thinness and seamless integration allowed for natural social engagement without the distractions typical of bulkier wearable tech.

Case 2: Gateway Effectiveness and Impressions

Our assessment of the experimental gateways focuses on the following objectives: first, ensuring the gateways can sustain power for the duration of an entire event without requiring internal maintenance; second, determining if we can track a specific user's movements throughout the event space; and finally, evaluating the ease of placing gateways around the venue without them appearing obtrusive to attendees.

Figure VI, shows the placements of the gateway before the actual attendees arrived. When we started monitoring the database at the beginning of the event, specifically from 8:30 AM to 9:15 AM, we saw a healthy collection of data from a variety of the gateways. However, from 9:15 AM to 1:15 PM, the database went inactive. Internal monitoring showed that the gateways were struggling to upload data to our secure database, and more debugging during the event shifted blame towards the public Wi-Fi they were connected to, as public Wi-Fi can rate-limit excessive data uploads.

From this point on, Gateways 1, 3, and 4 wouldn't upload any more data to the database. As shown in Figure VII, however, later on in the event from 1:15 PM to 3:20 PM, when users with our working technology entered the Lower Café, Gateways 0 and 2 were uploading data exactly as expected. Our hypothesis for why those two gateways stayed connected while the rest were offline has to do with the specific locations of the gateways themselves. Gateways 1, 3, and 4 were placed in high-traffic locations, and since the public Wi-Fi couldn't accommodate that massive amount of traffic, it stopped letting those specific gateways connect.

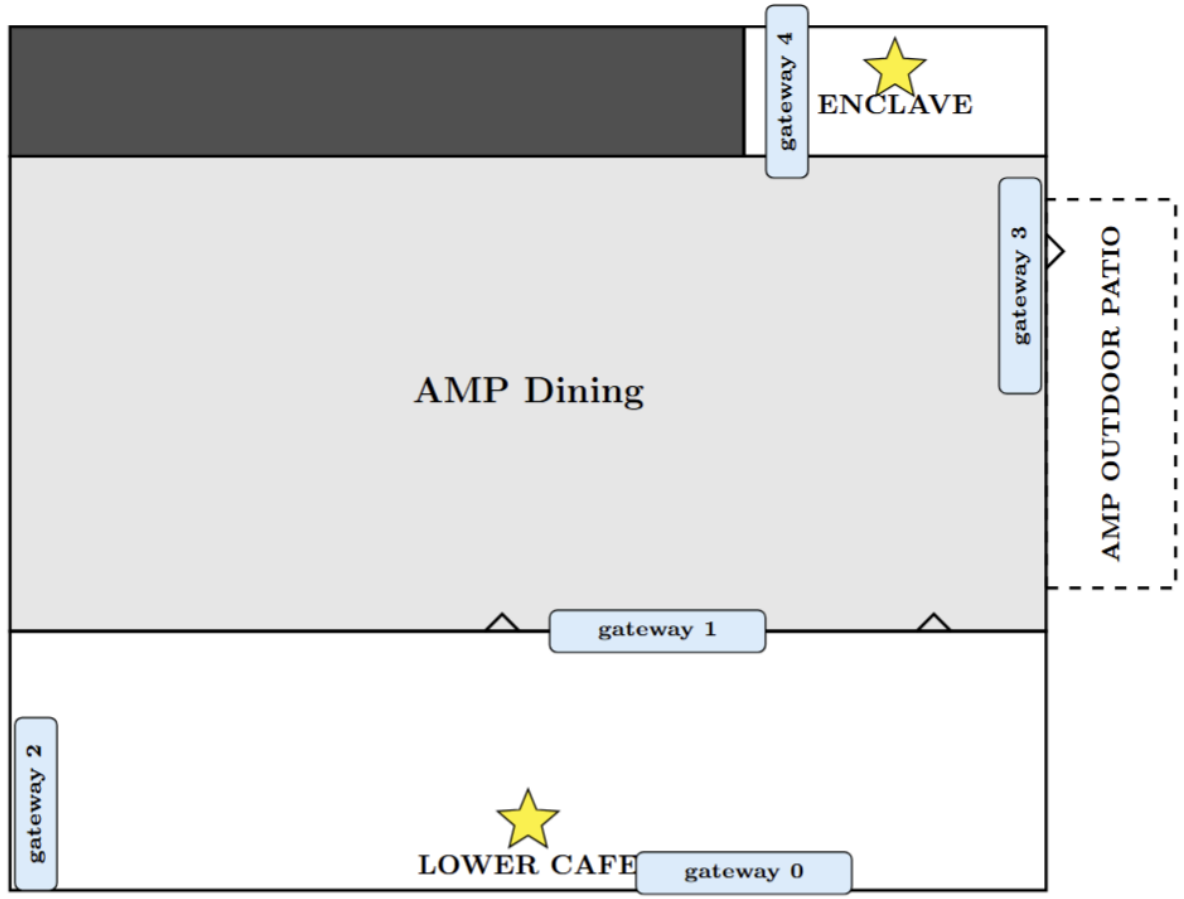


Figure VI: Gateway Placement at the 16 Tech Eventspace for INtercollegiate Entrepreneurial Summit

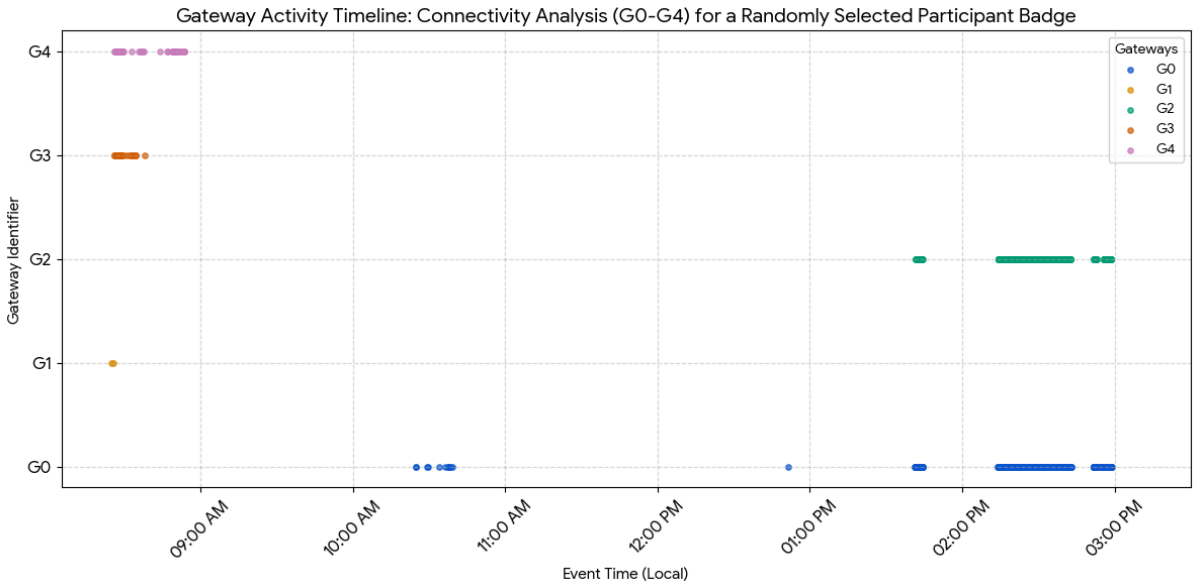


FIgure VII: Datapoints gathered by gateways over time

Despite these circumstances, we were still able to collect 1,485 separate data points per working badge alone leading to an effective data acquisition rate of 1 data point per 4.6 seconds. This means, in theory, we can collect approximately 1,173,750 data points for a 6 hour event with 250 attendees. With only 5 gateways, we had a strong reach of the actual event as seen in Figure VIII. Another insight we can gain is the attendees' preferences in sessions. In the way the event was structured, there were only 3 choices for an attendee at the moment: attend a workshop at the Enclave, a workshop in the Lower Café, or dwell in The AMP. With an understanding of context and signalling, we can provide added value to attendees and event managers through combining the session details with individualized attendance metrics.

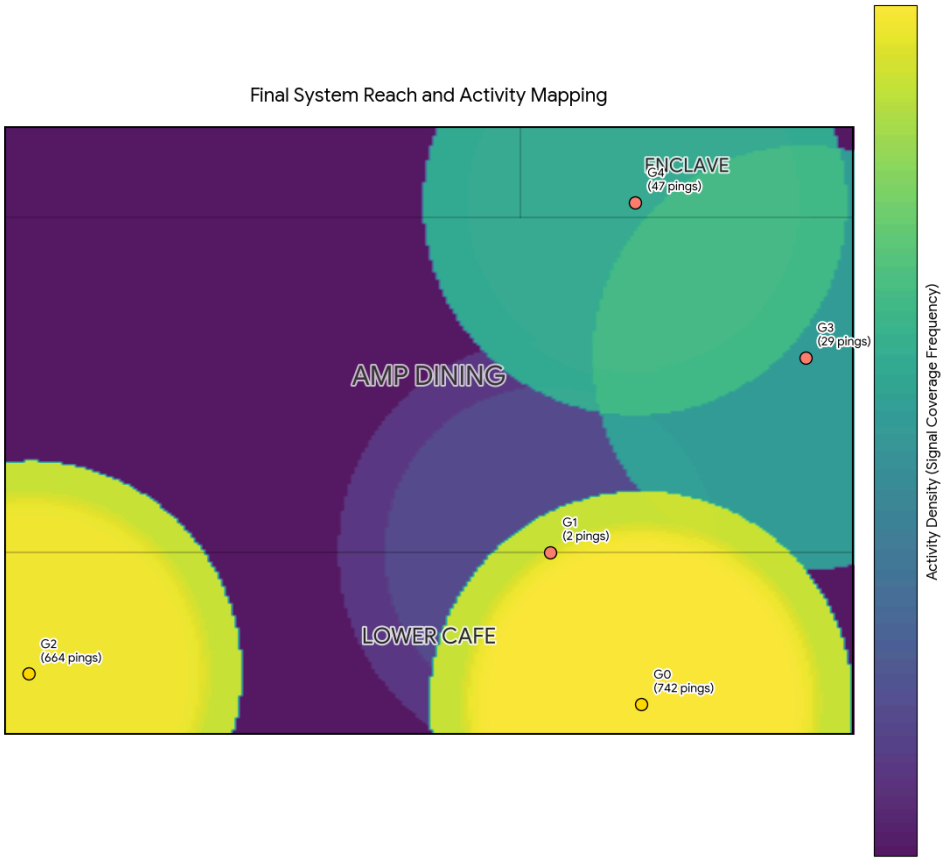


Figure VIII: Area coverage of each gateway, top down perspective

Flipping our lens towards the form factor of our gateways, we noticed interesting results. Figure IX shows exactly what the gateways looked like in their position. In short, gateways were difficult to identify without explicit knowledge of their placement. This shows that our gateways were extremely seamless, gaining minimal amounts of attention, and received positive feedback. For further insight, including on-board power and signal indication for these gateways would be beneficial towards the event manager to easily understand what is happening with their hardware during the event with minimal technical knowledge.

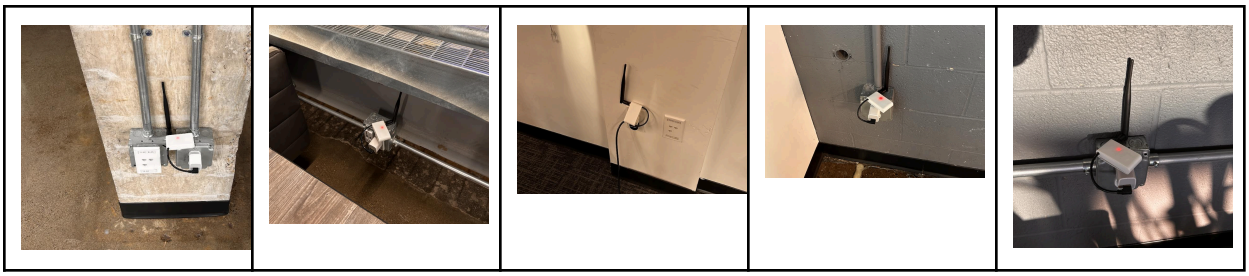


Figure IX: Picture of gateways 0, 1, 2, 3, 4 from 0 being the most left and 4 the most right

It's crucial that in future events, we fully understand the Wi-Fi constraints and limits of an event venue. This also means that we must devise our own technical solutions to this problem to guarantee stable Wi-Fi connection. We also experienced difficulties setting up the experimental gateways for the event during set-up time. Since they were not initially calibrated to run on the venue's Wi-Fi, time was dedicated to configuring the gateways to the environment. While this may not be a significant issue for 5 gateways, having significantly more gateways for larger events would be tedious to manage without a convenient solution.

Discussion of Insight Into Future 16Tech Events

The deployment at the INtercollegiate Entrepreneurship Summit demonstrates that real-time *Event Intelligence* can convert observable inefficiencies into structured operational insights for similar multi-track entrepreneurship events hosted at 16Tech. The data collected reveals recurring friction points in attendance conversion, spatial utilization, provisioning accuracy, and technical infrastructure reliability. Importantly, these insights emerge even from a constrained, experimental deployment, suggesting that meaningful intelligence can be generated without full-scale instrumentation. For comparable events, the implications extend beyond post-event evaluation: intelligence systems enable continuous awareness during execution, allowing organizers to adjust capacity, resources, and programming dynamically rather than relying on static pre-event assumptions.

One of the clearest applications concerns attendance uncertainty and unused capacity. The observed **39% registration-to-attendance drop-off** indicates that fixed seat allocation models systematically underutilize available space. Real-time check-in monitoring during the initial arrival window could enable dynamic waitlist activation, in which unclaimed reservations are released to confirmed alternates. Such a mechanism would transform attendance from a binary pre-event estimate into a probabilistic, continuously updated variable. Over repeated events, accumulated attendance histories could refine no-show probability thresholds and enable planners to forecast effective occupancy rather than nominal registration totals, thereby reducing both empty seating and denied access for engaged participants.

Geographic analysis further suggests that travel distance functions as a measurable predictor of attendance reliability. Registrants traveling greater distances demonstrated higher absence rates, indicating that spatial origin can be integrated into predictive capacity planning. Future registration workflows could incorporate distance-weighted confirmation or reminder strategies, such as staggered reconfirmation prompts for high-distance participants. By estimating expected presence probability per registrant rather than treating all sign-ups equivalently, organizers could calibrate capacity to anticipated attendance distributions. Longitudinal application across recurring events would progressively improve forecast accuracy and reduce late-stage uncertainty in headcount planning.

The quantified **33% meal surplus** illustrates a parallel misalignment between advance provisioning and realized attendance. Catering orders determined days in advance inherently rely on uncertain participation assumptions, producing structural risk of over-preparation. Transitioning toward attendance-linked provisioning models – such as hybrid meal-credit systems redeemable at on-site AMP vendors – would align food distribution with verified presence. This approach would scale catering volume with actual attendance, reduce waste and disposal overhead, and increase attendee choice. From an intelligence perspective, real-time attendance counts collected prior to meal service could continuously update demand estimates, enabling adaptive production rather than fixed forecasting.

Spatial movement and dwell-time patterns revealed persistent engagement asymmetry between the Enclave and Lower Café areas, indicating that room utilization is shaped by visibility, accessibility, and programming sequence effects rather than solely by content quality. Such disparities highlight the importance of spatial programming optimization in multi-room events. Intelligence-derived heat mapping could inform session placement strategies that rotate high-demand programming into lower-traffic spaces and enhance wayfinding toward underutilized areas. Over successive events, longitudinal spatial datasets would allow planners to identify stable engagement gradients within the venue and intentionally balance attendance density across rooms, improving overall space efficiency.

Finally, the four-hour gateway data interruption underscores that connectivity infrastructure is a foundational dependency for real-time *Event Intelligence*. Shared public Wi-Fi environments introduce bandwidth contention and throttling risks precisely during peak activity periods when sensing systems are most valuable. Future Evential deployments would need to account for this reality. Reliable connectivity preserves uninterrupted visibility into movement and occupancy patterns, enabling sustained feedback loops throughout event execution. Collectively, these findings indicate that even light-weight sensing architectures can initiate a transition from assumption-based planning toward adaptive, evidence-driven event operations in future 16Tech programming contexts

Conclusion

Evential attended the INtercollegiate Entrepreneurial Summit with one question in mind: What is *Event Intelligence*? With a term so broadly defined, it's absolutely crucial to understand where it can be applied to. *Event Intelligence* isn't just about quantifying every small thing about the event, but contextualizing the data collected to make important decisions before, during, and after events. *Event Intelligence* asks questions such as "Why did this person attend panel X and not panel Y?", "Why do 36% of the people leave the event after 2 hours of my event?", "Why is location C currently getting more foot traffic than location G?", "If I bring in sponsor Q how many more attendees can I attract to my event?", and more. These meaningful and insightful questions can't simply be answered through feedback forms, cold emailing attendees, or public forums online. To answer these questions, *Event Intelligence* requires a shift from passive observation to active, data-driven contextualization. It is the bridge between raw signal detection and actionable venue insights, transforming a physical space into a transparent map of human behavior. Evential aims to not only achieve this through our smart-badge gateway system, but through a suite of solutions aimed to alleviate pain points of event managers and bring certainty to complex events.