



fielddrive Insights

From Registration to Reality:

How Onsite Event Data Gives You a True Picture of Your Audience

A Complete Guide to Using fielddrive Insights for Smarter Events

INTRODUCTION

Event registration data is useful. It tells you who signed up, what sessions they selected, and how many people you should expect. But registration data alone has a major gap. It tells you who planned to come. Not who actually showed up.

Onsite event data changes that completely. It captures what really happened on the day. Who walked through the door, which sessions they attended, how long they stayed, and where they spent most of their time. This is the data that turns guesswork into confident decisions.

fielddrive Insights is built to collect, organize, and surface this onsite data in a way that is easy to act on. This guide walks you through why onsite data matters, what fielddrive Insights captures, and the specific use cases where it helps you the most.



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The Gap Between Registration and Reality

Most event teams rely heavily on registration numbers to plan their events and report on success. But there is a consistent and well known gap between who registers and who actually attends.

What Registration Tells You

Who signed up, ticket type, session preferences, company and role at signup time

What Onsite Data Tells You

Who checked in, which sessions they entered, dwell time, peak traffic hours, no show rate by segment

This gap matters for several reasons. No show rates are often significant, sometimes 20 to 40 percent of registrants. Session preferences selected at registration do not always match actual attendance. Certain audience segments, such as VIPs or speakers, may have very different actual behavior from what registration suggests.

Without onsite data, your post event reports are based on incomplete information. With it, you get a full and accurate picture.

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What fielddrive Insights Captures

fielddrive Insights pulls data from several points in the onsite experience and brings it together in one place. Here is what it tracks.

Check In and Arrival Data

- Exact time of check in for each attendee.
- Check in method used such as QR code, badge scan, or kiosk
- Staff or station where check in happened
- Late arrivals, early departures, and no shows

Session and Space Tracking

- Entry and exit scans for individual sessions or zones
- Dwell time per session or space
- Capacity reached or not reached per session
- Traffic flow between spaces throughout the day

Attendee Segmentation

- Data broken down by ticket type, company, industry, or job role
- VIP vs general attendee behavior comparison
- First time vs returning attendee patterns

Real Time Dashboards

- Live attendance counts across the event
- Session fill rates in real time
- Alerts when capacity thresholds are reached

Key Advantage

All of this data is linked to individual attendee profiles from registration, so you can see not just what happened, but who it happened with. That connection between onsite behavior and registration profile is what makes the insights actionable.

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Use Cases

Here are the main ways event teams use fielddrive Insights to improve their events and their reporting.

Use Case 1: Predicting Attendance for Your Next Event

Registration numbers give you a ceiling. Onsite data gives you a realistic floor. Over multiple events, your onsite check in data builds a pattern that is far more useful for planning than registration counts alone.

How It Works

	fielddrive tracks actual check in rates by ticket type, registration date, and attendee segment across past events
	It identifies your historical show rate, for example 72 percent of standard registrants check in while 91 percent of VIP registrants check in
	When new registrations come in for a future event, you can apply those rates to produce a realistic attendance forecast by segment

What You Can Do With This

Set catering orders based on expected real attendance rather than registration totals	Plan room capacities and staffing levels more accurately
Reduce overspending on resources for attendees who will not show up	Give sponsors more honest audience size estimates

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Example:

You have 1,800 registrants. Based on your onsite data from three previous events, your show rate for standard tickets is 68 percent and for VIP tickets is 94 percent. You have 300 VIPs and 1,500 standard registrants. Your realistic forecast is 282 VIPs and 1,020 standard attendees, giving a total expected onsite audience of around 1,300. That is the number you plan for.

Use Case 2: Understanding Which Sessions Actually Performed

A session that had 400 signups but only 180 attendees tells a very different story from a session that had 200 signups and 195 attendees. Without onsite tracking, you only see the first number.

How It Works



Session scans at entry and exit track who actually attended each session and for how long



fielddrive compares registration preference data against actual attendance to show the gap for each session



You can see which sessions held their audience all the way through and which ones saw walkouts partway

What You Can Do With This

Identify your highest demand topics for future programming	Understand which speakers or formats have strong retention
Remove low demand sessions that consistently underperform regardless of signups	Optimize your schedule to avoid sessions competing for the same audience

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Use Case 3: Improving the Attendee Experience in Real Time

One of the most direct benefits of onsite data is the ability to act on it during the event, not just after it is over.

How It Works



Live dashboards show current attendance counts, session fill rates, and foot traffic patterns



You can see which areas are crowded and which are underused as the event runs



Alerts notify your team when a session is nearing capacity or when an area has unusually low traffic

What You Can Do With This

Open overflow seating or a live stream room when a session fills up

Redirect attendees via signage or app notifications to less crowded spaces

Adjust break timings if check in queues are longer than expected

Move staff to where they are needed most based on real time foot traffic

Use Case 4: Proving ROI to Sponsors

Sponsors want to know how many people actually saw their brand, engaged with their space, or attended the sessions they supported. Registration numbers are a weak proxy for this. Onsite data gives you proof.

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Badge scans and zone tracking show exactly how many attendees entered or passed through sponsor areas



Session attendance data shows how many people attended sponsored sessions or keynotes



You can segment this data by attendee job title, company size, or industry to show sponsors their ideal audience was present

What You Can Do With This

Deliver post event sponsor reports with verified attendee reach numbers

Charge premium rates for high traffic zones backed by data

Win renewals by showing sponsors concrete evidence of audience engagement

Attract new sponsors with historical data showing the quality of your audience

Use Case 5: Segmenting Your Audience for Better Follow Up

Not every attendee had the same experience at your event. Onsite data lets you follow up based on what they actually did, not just what they registered for.

How It Works



fielddrive links check in and session attendance data back to individual CRM or marketing automation records



You can create segments based on actual behavior, for example everyone who attended the product demo session, or everyone who visited the exhibition floor

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These segments feed directly into your post event email flows or sales outreach

What You Can Do With This

Send personalized follow up emails referencing the sessions each person attended	Prioritize sales outreach to attendees who visited specific product zones
Send a different message to no shows versus attendees who were present all day	Build lookalike audiences for future event marketing based on your highest engagement attendees

Use Case 6: Benchmarking Events Over Time

One event is a data point. Multiple events build a benchmark. fielddrive Insights lets you compare performance across events so you can see whether you are improving.

How It Works



Each event builds a historical record of check in rates, session attendance, dwell times, and traffic patterns



You can compare these metrics across events of the same type, location, or audience segment



Trend lines show whether attendance quality is improving or declining over time

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What You Can Do With This

Set realistic performance targets based on what you have actually achieved before	Identify whether changes to your format, schedule, or content have made a measurable difference
Report to leadership with year over year comparisons that show clear progress	Make the case for budget increases based on demonstrated audience growth

Use Case 7: Managing Multi Track and Multi Venue Events

Large events with multiple tracks, halls, or venues create a coordination challenge that registration data cannot solve on its own. Onsite data gives you visibility across the whole event.

How It Works

	Each venue or track has its own scan points feeding into a single unified dashboard
	You can see attendance distribution across tracks in real time and historically
	Foot traffic analysis shows how attendees move between spaces and which transitions are most common

What You Can Do With This

Balance programming across tracks so popular ones do not overcrowd while others sit empty	Identify which locations in a multi venue setup are underused and adjust signage or programming
Understand natural attendee journeys through your event to design better layouts in future	

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Getting Started with fielddrive Insights

fielddrive Insights is built into the fielddrive platform and works alongside badge printing, kiosk check in, and lead retrieval tools. You do not need a separate analytics product. The data flows automatically from the same hardware and software your team already uses onsite.

What You Need

- fielddrive check in devices or kiosks at entry points and session rooms
- Session scan setup for any tracks or spaces you want to measure individually
- Access to the fielddrive Insights dashboard, which your account manager can enable
- An integration with your CRM or marketing automation tool if you want to use behavioral segments for follow up

What the Setup Looks Like

- Work with fielddrive to define your tracking points before the event
- Brief your onsite team on scan procedures so data is captured consistently
- Review your live dashboard during the event and assign someone to monitor it
- Export your post event report and share with relevant stakeholders

Tip for First Time Users

Start with the basics. Check in data and session attendance scanning will give you the most useful insights straight away without adding complexity. Once you are comfortable with those, you can layer in zone tracking, dwell time analysis, and CRM integration.

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Summary

Registration data tells you who intended to come. Onsite data tells you who was actually there, what they did, and how engaged they were. That difference is significant for every part of your event operation, from planning and logistics to sponsor reporting and post event follow up.

fielddrive Insights makes onsite data easy to collect and act on. It works in real time during your event and provides detailed post event reports that go well beyond what registration data alone can show.

Smarter Planning

Use historical onsite data to forecast real attendance and plan resources accurately.

Stronger Sponsor ROI

Replace registration estimates with verified attendance numbers your sponsors can trust.

Better Follow Up

Segment attendees by what they actually did and personalize every touchpoint after the event.

To learn more about fielddrive Insights or to set it up for your next event, speak with your [fielddrive account manager](#) or [visit fielddrive.com](#).

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