

Mobile barcodes simplify event ticketing

Business need

To offer an alternative to paper tickets for the Mayor of London's Capital Woman conference that would simplify registration and speed-up entry on the day.

MAYOR OF LONDON

**capital
woman** 



The solution

Those wishing to attend the Capital Woman event registered online, submitting their mobile phone number as part of the process.

They could choose to receive their tickets via text, in which case a mobile barcode was sent straight to their phone a few days before the event.

SMS and email alerts with updated information were sent to registrants in the weeks running up to the day.

Functions

- Alerts
- Ticketing

