

QR Codes and Creative Uses of Tech to Enhance the State Event

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What is a QR code?

- “Quick Response” Code
- Matrix barcode – invented for labeling and tracking automotive parts
- Fast readability
- Greater Storage capacity compared to UPC barcodes



Two Types of QR codes

How do I make a QR code?

- Online tools
- Software plugins or packages
- Web packages

How can we use QR codes to enhance the state event?

- Two avenues:
 - Management experience
 - Spectator experience
- Concerns

Event Management Experience

- Documents/folders
- Team check-ins
- Athlete check-ins
- Athlete bios
- Feedback



Event Management Experience – Documents & Folders

Quickly allow event staff to access any necessary file or folders through a shared platform.



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Event Management Experience – Team Check-in

- Link to digital rosters
- Collect any pertinent info



Event Management Experience- Athlete check-in

- Wrestling weigh-ins
- Track & Field events
- Swim Events



Event Management Experience – Athlete Bios

- Link to online form
 - Quickly formatted for PAs



Event Management Experience - Feedback

- Coaches' surveys
- School admin in attendance
- Other event staff



QR Codes – Other uses

- Quickly join Wi-Fi networks
- Equipment Tracking
 - Laptops
 - Scoring equipment
- Website logins



The Spectator Experience

- Virtual programs
- Mobile ticketing
- Concessions
- Issue reporting
- Event feedback
- Advertisers and sponsors



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The Spectator Experience – Virtual Exp

- Link to Live Virtual Programs
 - Athlete bios
 - Team profiles
 - Up-to-date statistics
 - Current schedule

The Spectator Experience – Virtual Exp.

- Link to Event Websites
 - Tournament website
 - Sport management sites
 - Social Media
 - Live and Archived video

The Spectator Experience – Mobile Ticketing

- Link to purchase
- "Tearing the Stub"



The Spectator Experience – Concessions & Merchandise

- Pre-ordering
 - Reduces lines
- Delivery to seat
 - Convenient particularly for spectators with mobility issues
- Already available at many large venues



The Spectator Experience – Issue Reporting

- Clean ups
 - Spills and other accidents
 - Able to quickly report an issue to event or facility staff
- Anonymous issues
 - Safety incidents



The Spectator Experience – Feedback

- Fan surveys



The Spectator Experience – Advertisers & Sponsors

- Directly link to products
- Collectable statistics
 - Number of “clicks”
 - Useful to report back to advertisers

Concerns

- Security
 - Fake codes
 - Can install malicious programs
 - Sensitive content
- Prevention
 - Only scan from trusted sources
 - Check for stickers
 - Use QR readers that have built in security features
 - Ensure you know where you have QRs placed

