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presents

The Independent Festival's Guide To Going Cashless

For a better visitor experience, increased turnover, enhanced efficiencies and a greater understanding of your audience.

All you need to know in order to:

Understand the benefits to build a solid business case.

Choose the right technology to eliminate the risks.

Follow the best practices of implementation accrued from years of operational experience.

Get your audience and traders on-side through clear communication and value-adds.



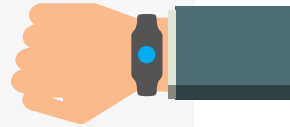
Why RFID/NFC is the best cashless choice

There is more than one way to go cashless but only one way that really works at festivals.

CLOSED LOOP RFID/NFC

"The ideal form of cashless for use at festivals"

- Visitors can make fast & secure purchases using their RFID-enabled festival wristband
- Super-convenient for customers, traders and the event
- Event gains total control and visibility of all the money spent on-site
- Typically decreases costs and increases on-site revenue for the event
- Event retains 100% of the revenue – no fees or commission due to third parties*



* Applies to PayPass' system. Other providers may charge commission on transactions

TOKENS

"Bad Customer Experience"

- Not refundable, customers can feel short-changed by the event
- All prices must be set in units of tokens/ half tokens - inflexible
- Have to be weighed/counted - resource-intensive
- Vulnerable to theft/misuse



CREDIT/DEBIT CARDS

"Expensive and takes control away from event"

- Requires a live internet connection for every transaction
- Event is charged a percentage fee for every transaction
- Limited reporting visibility - customer relationship is with the bank, not the event
- Money held by acquiring bank, not the event
- Non-secure – lost/stolen cards can not be re-issued onsite



6 great reasons to go cashless

GIVE YOUR VISITORS A MUCH BETTER EXPERIENCE



- No need for them to ever carry or withdraw cash
- Lower queues and faster payment processing
- Secure: reduced risk of theft, lost wristbands can be re-issued with the balance intact

GET FULL CONTROL & VISIBILITY OVER MONEY SPENT ON-SITE



- Gain a direct customer relationship with all attendees (not just the ticket-buyers) and a better understanding of what they want
- Get accurate real-time visibility on transactions across the whole event, or broken down by individual trader, product, bar staff or customer
- Get a transparent picture on what every trader is taking at your event – empowers you to take a commission on every purchase
- Hold all of the money at all times and settle with traders post-event
- Every penny spent on-site becomes part of the event's turnover

BOOST YOUR ON-SITE REVENUE BY 15-30%



- By removing barriers to spending (like ATM fees & queues)
- By reducing queues at bars
- Eliminating leakage and breakage including human error and theft ('skimming')
- By empowering you to make more intelligent deals with your traders

IT WILL PRODUCE MULTIPLE COST SAVINGS



- No cash collections, storage, reconciliation or change needed
- Less bar staff required (no cash handlers needed)
- Less security required
- Less infrastructure & transportation required
- Much less manual accounting work required

IT IS PROVEN TO SIGNIFICANTLY REDUCE CRIME RATES*



- Deters criminal gangs
- Decreases police requirements
- Reduces insurance premiums

*Download Festival 2015

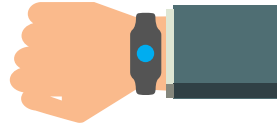
MAXIMISE OPERATIONAL EFFICIENCY



- Save on catering bills & wastage by giving crew credits they can 'spend' in the arena
- Give artists, staff and VIP guests pre-loaded credits for drinks and food
- Get real-time information on stock levels
- Live customer flow data enables more intelligent queue management
- Offer increased value to sponsors through more granular audience profiling'

What is required from the event?

This is what you will need in the way of resourcing in order to go cashless.



INSTALLING A SYSTEM WITH

- Software (the brains)
- Hardware (the body)
- Reporting tools
- Technical installation & support

All of this is provided as a single package by a specialist provider, like PlayPass



RFID/NFC WRISTBANDS OR CARDS

- Can be removable or non-removable
- Use only secure RFID chips (cheaper ones can be less secure)

Some providers, like PlayPass, include these in their system package. Others rely on the event to source them from a third party supplier.

INFRASTRUCTURE

Essential: Power, workspace, customer service booth(s), clear signage for customers

Recommended: Internet*, Public Wi-Fi zone (for self-topups)

*Note: Some system providers are more reliant on internet connectivity than others. PlayPass' system does not rely on it, but some enhanced features are available when there is connectivity available, even if it's just intermittent. Others rely on the event to source them from a third party supplier.

COMMUNICATION

With visitors: Preparing them in advance for a great cashless experience

With traders: Who will be working with the system

With event staff and contractors: So they understand the changes

CHANGES TO ACCOUNTING PROCESSES

As the event will now directly receive all of the money spent on-site by its visitors, it will need to settle with its traders after the event

The cashless visitor journey

1. BUY TICKETS

- Via the event's existing sales channels and ticket providers

2. REGISTER ONLINE

- Set-up your cashless account on the festival website
- Linked to your ticket ID
- Exclusive to PlayPass: Link it to your existing PayPal account



3. LOAD FUNDS ONLINE

- Using PayPal or your credit/debit card
- Receive an incentive (eg. free £5 when you load £50 in advance)
- Enable Auto Top-Up, so you don't have to re-load funds during the event

4. ACTIVATE WRISTBAND AT HOME OR AT GATE

- This links your wristband to your online account and it's ready to use



5. SPEND IMMEDIATELY - NO QUEUING OR NEED TO BRING CASH

- Check your balance at any point-of-sale or online using your smartphone
- Receive a receipt for every purchase via email

6. TOP-UP MORE FUNDS AS NEEDED

- On-site by visiting a top-up booth, using cash or credit/debit cards
- Online via your smartphone or public self-service tablets
- Without doing anything at all, via Auto Top-Up



7. ACTIVATE POST-EVENT REFUND (OR SET TOWARDS NEXT YEAR'S TICKET)

- Request your refund via the event website
- Receive it directly to your bank account via a batch bank transfer

Do's & don'ts of Going Cashless

Best practice guidelines for ensuring a successful cashless transition



GET THE RIGHT SUPPLIER, IN TERMS OF

System Capability

Eg. can they work offline?
Do they offer pre-event loading and post-event refunds?

Track record

Have they worked with events of a similar scale to yours before?
Have they ever had problems?

Commercial terms

Do they expect to take a percentage of your revenue or will they work for a fixed fee?*

*PlayPass does not charge a commission on revenue

GET YOUR AUDIENCE'S SUPPORT

Communicate Pro-Actively

So they can see it will improve their experience.

Offer incentives for pre-event loading

Eg. load £50, receive £55 credit.

Make refunds easy

It will build trust and people will use the system more freely.

Integrate with PayPal

To give people the reassurance of a payments brand they know and trust.

GET YOUR TRADERS' SUPPORT

Promote the benefits to them

No more cash management, increased customer spend and automated reporting.

Reassure them that their money is secure and be clear on how and when they will receive their statements and settlements.

Do's & don'ts of Going Cashless (continued)

Best practice guidelines for ensuring a successful cashless transition

OTHER RECOMMENDATIONS

Enable self-service online top-up zones

Where people can use their own phones.

Brief all staff & contractors

Cashless affects everyone, even the police who will have less crime to deal with.

Use it instead of crew catering

Reduce costs and meal wastage.

Provide Clear Signage On-Site

Highlight top-up and customer service locations on the festival map and signage.

COMBINE IT WITH OTHER RFID SERVICES IN A SINGLE WRISTBAND

Crowd Management

Control entry rights for visitors at the main gates and other zones (like VIP, boutique camping, ...).

Crew Management

Control access, catering and other entitlements for staff.

Brand Activation

Increase the value of your event to sponsors and partners by allowing them to engage with your visitors on-site and on social media via their wristbands.

DO NOT

Compromise on your system to save costs

It could prove a lot more costly if it doesn't work.

Use non-secure chips

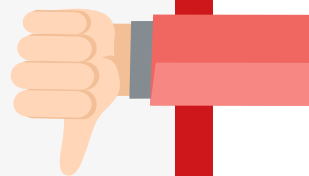
Some suppliers use MiFare Classic chips which are not safe for festival use. PlayPass recommends UltraLight-C chips which cannot be hacked or cloned.

Rely on internet connectivity

It isn't reliable enough. Choose a system that works offline.

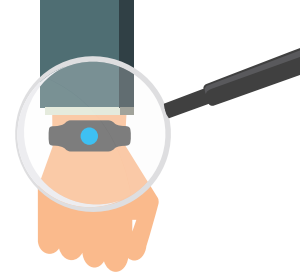
Assume your audience is not suitable for, or ready to go cashless

The benefits of Cashless apply to events of all shapes, sizes and musical preference.



10 myths about cashless

Setting the record straight



Myth - It's intrusive for the Customer

Reality - Cashless offers far greater customer convenience, removing the need to bring and carry cash or queue at expensive ATM's, as well as providing loads of other benefits such as a record of all purchases and incentives/rewards

Myth - RFID is not a secure payment method

Reality - PlayPass' system uses military-grade encryption, making it more secure than online banking and other identification technologies like magnet stripes or contactless credit/debit cards. There is no risk of money or data theft from the system and, if you lose your wristband, you have not lost your money – it can be instantly transferred to a new wristband.

Myth - It relies on a continuous internet signal

Reality - PlayPass' system works offline meaning that people can spend and top-up continuously in the absence of an internet connection. It's recommend to have some degree of connectivity, if possible, as that enables some of the enhanced features including the real-time reporting.

Myth - Credit/Debit card payments are cheaper to implement and provide the same benefits

Reality - Credit/Debit card payments require an internet connection for every single transaction which requires significant infrastructure. Furthermore, they take control and ownership of the money (and customer) away from the event to a third party banking institution who will also charge the event a fee for every transaction.

Myth - RFID is really about tracking people

Reality - Cashless does not work for Big Brother. No customer data is shared without their express permission and PlayPass' system allows people to use it anonymously. Mobile phone providers, credit card issuers and CCTV (increasingly with facial recognition) are much more effective at tracking people at live events (and in daily life) than RFID Cashless systems will ever be.

Myth - It's about making money from people's unspent funds

Reality - Whilst this has, sadly, been a reality associated with token systems used at festivals in the past, the emergence of RFID has actually put an end to this practice. This is because the benefits are greatest when people can quickly and easily get refunds, and feel good about using the system. The customer experience is at the heart of RFID cashless, as it should be.

Myth - RFID is an outmoded technology (the future is mobile)

Reality - Whilst mobile payments will undoubtedly proliferate in daily life, there are limitations to usage at festivals that will keep wristbands in circulation for a good while yet – such as signal, battery life, compatibility issues and risk of loss/theft. Furthermore, PlayPass' system works with NFC chips in wristbands which is the same technology used in smartphones – the system can easily be adapted to work with mobile phones in future.

Myth - It's too expensive to implement

Reality - It's been well-established by use at hundreds of events over the past few years that the benefits of Cashless significantly outweigh the costs. PlayPass can happily report that all of our Cashless event customers have retained our system year-on-year.

Myth - My audience is not ready/ not suitable

Reality - Events of all shapes, sizes, musical persuasions and audience demographics across the world are enjoying the benefits of Cashless. A few examples of PlayPass' client events include: Eastern Electrics (one-day dance festival in the UK), Lollapalooza Berlin (huge city-centre music festival in Germany), Caprices (dance festival in the Swiss Alps), Piknic Electronik (dance & food festival in Barcelona), Floraliën (flower festival in Belgium), Taste Of Hong Kong (food festival) and Les Trans Musicales (music industry showcase festival & conference in France).

Myth - My traders will hate it

Reality - Whilst some traders enjoy a degree of invisibility to the tax authorities that cash facilitates, this is a diminishing breed. The increasing amount of more professional operators will be highly appreciative of the benefits that Cashless provides, in particular the elimination of all costs, hassles and risks associated with cash management. It will make their lives a lot easier and should increase their takings, by making it easier for people to purchase.



10 Steps to a Flawless Cashless Delivery

1. Assign Internal Responsibility

A project manager or team in the event organisation dedicated to the cashless implementation who can interface with production, procurement, marketing, sponsorship, finance, IT, ticketing and bar operations

2. Choose Your Supplier

Invite a selection of providers to tender and see them in action servicing other events

3. Define the Shape and Scope of the Deployment

Considerations to include: wristband fulfilment process, name of currency, incentives for pre-loading, visitor groups and working staff to include, online self-service vs staffed on-site top-ups, maximum top-up limits, customer refund policy and catering allowances for crew

4. Manage the Transition for Traders

Formulate a post-event settlement strategy and payment terms for traders (eg. incorporating a commission on their takings)

5. Plan your Customer Communication Strategy

Announcements (web, social, email); FAQ's; Terms & Conditions; Printed Ticket Leaflets; Posters & Advertising

6. Launch Online Customer Registration and Pre-Loading

Integrate your cashless supplier with your various ticketing providers

7. Build Cashless into your Event Production

Allocate the required infrastructure (eg. top-up booths, power, network, workspace); Add to on-site signage and festival map; Brief all staff & contractors; Integrate your cashless supplier with your bar operator; Make design artwork for the wristbands and scanning hardware

8. Post-Event: Issue Settlements

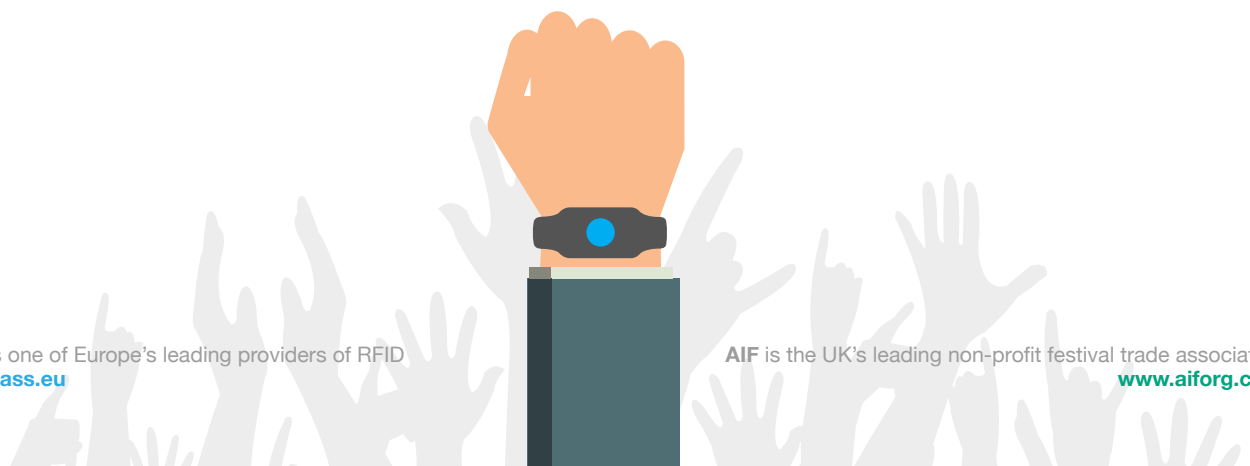
Pay traders their balances and refund customers for their un-spent funds

9. Post-Event: Debrief & Evaluate

Get feedback from internal event staff and external (audience, suppliers, partners, traders)

10. Post-Event: Data Analysis

Identify consumption trends, for example which drinks are more popular when particular acts are on-stage, and identify the busiest periods and locations; Gain a granular profiling of your audience's tastes and consumer behaviour



About Playpass



PlayPass has forged a reputation across Europe and Asia as the most reliable, robust, secure and cost-effective provider of RFID systems at festivals and live events.

Our technology enables event organisers to much more effectively manage audiences and staff on-site, enhances the event experience for customers, increases revenue and on-site spend and adds significant value for vendors and sponsor brands.

Our four core components can run stand-alone or be fully-integrated, and comprise of:

- Payment Solutions (Cashless payments, PayPal-certified integration)
- Crowd Management (Access control, ticket exchange)
- Crew & Guest Management (Different zones, VIP, Press, etc.)
- Brand activation (Photo booth, Social sharing, Facebook posts, etc.)

Why PlayPass?

We won't let you down

PlayPass is proud to boast a 100% successful track record for client delivery – we have never had an issue and have retained all of our clients to date

More robust

Our solutions function offline, meaning there is no dependence on internet connectivity at the event. The balance is constantly written on the chip

Better resourced

Capital backing, including most recently £2 million by Swiss technology holding Sandpiper Digital Payments AG, has enabled us to invest in the best staff and hardware that the market has to offer

More secure

We only work with our own proprietary NFC chips, which are triple DES encrypted for maximum security. Beware of any provider that offers cheap MiFare Classic chips as these systems are far less secure

More Transparent

Our pricing is fixed, transparent and competitive, meaning that you know from the outset what you will be paying us, and that, overall, you will be getting the best solution in the market for the best price. No uncertainties and we don't take any commission on your revenue. You keep 100% of the profits that cashless brings

PLAYPASS UK

Steve Jenner - steve@playpass.eu - 07968 214560
Howard Monk - howard@playpass.eu - 07989 148650

PLAYPASS HEAD OFFICE

Antwerp, Belgium
info@playpass.eu - +32 (0) 231 09 18

About The Festival Congress



National trade organisation The Association of Independent Festivals (AIF) is the UK's leading festival representational body. AIF currently represents 55 member events, ranging from the 800-capacity Starry Skies to the 55,000-capacity Isle of Wight Festival.

The Festival Congress is AIF's flagship event and the largest gathering of independent festival promoters to ever take place in the UK, with over 400 live music industry delegates expected to attend in 2016. Following two consecutive sold-out events in 2014 and 2015, the Congress has rapidly evolved to become a fixture and must attend event in the industry calendar. This year, the Congress returns to Cardiff, Wales with the conference element taking place at the Wales Millennium Centre (WMC) and the evening celebration/awards at The Depot.

The Congress is a unique B2B networking event and an unrivalled opportunity to reach over 400 'difficult to reach' decision makers in November- a perfect point in the calendar when they are looking to form business relationships for the following festival season.

Format / Duration: A two-day conference and evening celebration / awards- dedicated networking opportunities, industry discussion and celebration, including a street food banquet and festival themed party at the awards.

The conference has a progressive and innovative format, including high profile keynotes, the 'Talking Heads' TED x style talks, interactive workshops and fireside chats with industry experts and high profile speakers from across the festival and events world. The theme this year is 'Day of the Dead'.

AIF

Paul Reed, General Manager
+44(0)208 994 5599 - info@aiforg.com