Eventdex unveils partnership with Brother to enhance onsite event management

Partnering with Brother, Eventdex is now positioned to deliver a world-class onsite attendee experience for its clients. This partnership allows Eventdex's clients to print on demand attendee badges and track attendees in real time, helping to save both time and money.

As the saying goes, "The first impression is the last impression." This holds particularly true in the events industry. Check-in and onsite attendee management can literally make or break any event, regardless of how seasoned the event planner is. Onsite check-in and real-time badge printing are necessary for creating a good experience for attendees who also expect shorter queues and a smooth check-in process. On demand badge printing means shorter lines at the registration desk and enables real-time attendee counts. It also helps save time, money and reduces the waste associated with incorrect badge printing.

Eventdex selects the **The Brother QL-820NWB** high-speed network label printer

The Brother QL-820NWB label printer can print up to 110 labels per minute[1] with the option of printing a variety of badge sizes and types. Its unique technology allows two-color (red and black) printing over the entire printable area of the label. Flexible connectivity including Bluetooth® wireless technology, Wired Ethernet, Wireless Direct and Wireless (802.11b/g/n) interfaces facilitates badge printing from virtually anywhere and enables real-time sharing of updated attendee information. By downloading the free, Brother iPrint&Label app, event planners can wirelessly print badges from smartphones, tablets and other mobile devices. Brother also offers an attractive variety of badge templates, making it easy to choose the perfect design for each event.

The Brother QL-820NWB label printer has an easy to read backlit monochrome LCD screen which enables simple configuration of printer settings. The optional Li-on battery supports a complete mobile solution, providing access from anywhere. For expanded capability, Eventdex took advantage of the free Brother Software Development Kit (SDK) to enable ticket information and invoice printing.

Using Eventdex and the Brother label printer helps eliminate much of the paperwork needed to track guests and manage their check-in and check-out information. Event planners can stop worrying about typos on badges, sorting and arranging them and printing badges in advance. Using Eventdex, event planners and coordinators can simply check-in attendees as they arrive and print badges on the spot.

Features and Benefits

1. Instant attendee check-in increases flexibility and responsiveness
2. Avoid last minute errors with onsite badge printing
3. Real-time sharing of attendee information
4. Save time, money and reduce waste with on-demand badge
5. Generate reports using attendee check-in information

Together with the Brother QL-820NWB label printer, Eventdex now offers an end-to-end portfolio that allows event planners to manage an entire event lifecycle from one single app that provides clients with a streamlined onsite check-in process.

"Based on using standard address labels, text only, at 300 X 300 dpi."