

SPARGO, Inc.: Leveraging RFID Technology to Enhance Attendee Engagement at the ASH Annual Meeting

The Challenge: Utilizing Behavioral Data to Shape Future Educational Offerings

Background

The American Society of Hematology (ASH) Annual Meeting is a premier event that brings together thousands of healthcare professionals, researchers, and industry leaders from around the world. As the official event management partner, SPARGO sought to gain deeper insights into attendee preferences and their engagement with educational content. Traditional feedback mechanisms, such as surveys, provided only limited insights, often missing real-time behavioral data.

To bridge this gap, SPARGO implemented RFID (Radio Frequency Identification) technology to track attendee movements within educational sessions and networking areas. The goal was to understand which topics resonated most with attendees and how they engaged with content throughout the event.

The SPARGO Solution: Implementation of RFID Technology

SPARGO embedded RFID chips into attendee badges, allowing seamless and anonymous tracking of session attendance. RFID readers were strategically placed at session entrances and key educational hubs throughout the conference venue. As attendees moved through the meeting, the system collected real-time data on:

- ✔ **Session Attendance** – Which educational sessions attendees chose to attend.
- ✔ **Time Spent in Sessions** – How long attendees stayed in each session, indicating their level of engagement.
- ✔ **Post-Event Reporting & Data Insights** - SPARGO integrated **real-time analytics dashboards**, giving ASH a **comprehensive view of attendee participation, session health, movement patterns, and engagement metrics** to improve event planning and decision-making.

Key Insights and Outcomes

By leveraging RFID data, SPARGO was able to extract valuable insights into how attendees engaged with educational content:

1. Identifying High-Interest Topics

- RFID tracking revealed that sessions related to emerging therapies and clinical best practices had the highest attendance and longest engagement times.
- Panels featuring interactive case studies and Q&A formats retained attendees longer than traditional lecture-style presentations.

2. Optimizing Content Delivery Formats

- Attendees showed a preference for short, focused sessions rather than lengthy presentations.
- Hands-on workshops and technology-driven learning experiences had higher engagement compared to passive lectures.

3. Improving Conference Layout and Flow

- Data showed that attendees frequently moved between certain session rooms, suggesting an opportunity to co-locate related topics for convenience.

Conclusion: Shaping Future Educational Offerings

SPARGO used these insights to guide the development of future ASH educational programs in several impactful ways:

- **Personalized Content Recommendations** – Attendees received post-conference recommendations based on the sessions they attended, helping them continue their learning journey.
- **Enhanced Session Formats** – Based on engagement data, SPARGO encouraged ASH to incorporate more interactive learning formats, such as small-group discussions and hands-on demonstrations.
- **Strategic Room Assignments** – Future meeting layouts were redesigned to reduce attendee movement friction and create logical content groupings.

By leveraging RFID technology, SPARGO transformed the way attendee engagement was measured and used these insights to drive continuous improvement in educational offerings at the ASH meeting. The result was a more personalized and data-driven conference experience, ensuring that future meetings were aligned with the evolving needs and preferences of the ASH community.

With this success, SPARGO continues to innovate in event management, demonstrating how cutting-edge technology can enhance the impact of large-scale conferences and improve the attendee experience.