



ITW 2013 AND 2014 EVENT, HYATT HOTEL CHICAGO, USA

The Smart Space team helped provide significant improvements in delegate experience at this major conference event through an optimised elevator and circulation strategy.

International Telecoms Week is a large-scale conference event, which hosts nearly 6000 delegates over 3 days. It is located in the Hyatt Hotel, Chicago, which comprise two towers with up to 34 storeys each and 350 bedrooms used as meeting rooms. Delegates attend meetings in the rooms and mass movement of delegates occurs every 30 minutes. This places a large demand on the 6 lifts in each tower and in the past has led to long queues forming.

The Smart Space team were approached by the conference organisers, Capacity Media, to provide an optimised elevator strategy with the aim of improving delegate experience. Critical scenarios were identified as morning arrivals to the first meeting, and meeting changeover during the day. Information about the numbers and movements of delegates

was collected and fed into an integrated model. A variety of elevator strategies were tested and refined to provide the simplest and most efficient solution. Holistic and practical advice was provided on implementing the solution including recommendations for signage, queue management and operational instructions for staff.

The strategy recommended by Smart Space was implemented at the ITW 2013 event and received positive feedback from the attendees and the Founding group. Further analysis has been undertaken using the data collected from the 2013 event to assess the efficiency of the implemented strategy and provide further refinements for the 2014 event.

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