

TELEMACO

EVENT[®]EVOLUTION

Who We Are

Telemaco: Telematic Marketing Consulting since 1995

We specialize in web development and communication, delivering creative solutions for companies seeking expansion. Focused on measurable results, we leverage our technical, marketing, and consulting expertise to achieve objectives.



Technical Excellence

30 years of telematic innovation



Results-Driven

Every strategy tied to measurable KPIs



Consulting Focus

Strategic guidance for sustainable growth

Strategic Points

Marketing & Engagement for Unforgettable Live Experiences

01  Smart Mirrors & Photo Booths

02  Contest & Instant Win in Stand

03  Gamification Event App

04  Post-Event Autopilot

05  Sponsor Intelligence Suite

06  AR Concert Experience

1 Smart Mirrors & Photo Booths

Interactive Photo Experiences for Live Events

Description

Interactive devices that combine hardware (mirrored screens, cameras, LED lighting) and software (computer vision, AR filters) for engaging photo experiences.

AR Filters

Branding

UGC

Gamification

Key Features

AR/Lenses

Graphic overlays, virtual accessories, face tracking

Customized Branding

Frames, stickers, custom content

Lead Capture

GDPR data collection, CRM integration

UGC Amplification

Social sharing, wall live

Sponsor Value



Measurable Brand Lift

Clear KPIs on sessions, shares, reach



Sponsorable Asset

Full-wrap branding, certified lead gen



End-to-end Integration

From creativity to real-time analysis

1 Smart Mirrors & Photo Booths

Interactive Photo Experiences for Live Events

SWOT Analysis

↑ Strength

- Very high engagement
- Strong personalization
- Precise data collection

↓ Weaknesses

- Strategic space required
- Connectivity dependency
- Operating costs

💡 Opportunities

- Artist/merch integration
- Data retargeting leverage
- Social collaborations

⚠️ Threats

- UGC format saturation
- Privacy/GDPR constraints
- Low-cost competition

Application Example

Multi-Brand Festival

Festival-themed AR filter + branded frames; live wall on main screen

5K
SESSIONS/DAY
65%
SHARE RATE
20%
COUPON CTR

2 Contest & Instant Win

Promotional Mechanics to Engage Visitors & Generate Leads

Description

On-site promotional mechanics to engage visitors, generate qualified leads e amplify sponsor visibility durante eventi e concerti.

Gamification

Prizes

Lead
generation

Amplification

Key Components

Hardware

Touch totems, tablets, LED screens, printers

Flussi

QR access, gameplay, prizes, call-to-action

Software

Randomization engines, analytics dashboards

Security

Rules, rate limiting, age verification

Sponsor Value



Branded Assets

On-site and online visibility, clear KPIs



Measurable Performance

Real-time dashboard on participation



Fan Experience

Low-friction entertainment, instant prizes

2 Contest & Instant Win

Promotional Mechanics to Engage Visitors & Generate Leads

SWOT Analysis

↑ Strength

- High traffic potential
- First-party leads
- Fun experiences

↓ Weaknesses

- Requires staffing
- Crowding risk
- Prize costs

💡 Opportunities

- Co-marketing sponsors
- A/B test creativity
- Event app integration

⚠️ Threats

- Compliance regulations
- Multi-account fraud
- Activation competition

Mechanic Types

⚡ Instant Win

🎯 Branded Quiz

📊 Points Contest

🎡 Spin the Wheel

Esempio di Applicazione

Beverage Sponsor - "Spin & Sip"

Branded wheel with dynamic probabilities; prizes: 2x1 drinks, merch, glass upgrades

8K
PLAYERS/DAY

20%
REDEMPTION

+12%
AVG SPEND

3 Gamification Event App

Game Mechanics to Boost Engagement & Conversions

Description

Module leveraging game mechanics to increase engagement, dwell time, and conversions. Guides fans to complete valuable actions: visit booths, discover sponsors, share UGC, purchase merch.

Missions

Points

Badge

Rewards

Key Components

Mission Engine

Leaderboards and Levels

Leaderboards and Challenges

Maps and Beacons

Rewards

Social/UGC

Sponsor Value



Clear KPIs & ROI

Missions completed, redemption rate, booth traffic



Native Placements

Co-branded missions, retargeting data



Fan Experience

Targeted entertainment, utility + rewards

3 Gamification Event App

Game Mechanics to Boost Engagement & Conversions

SWOT Analysis

↑ Strength

- Increased engagement
- Customizable experiences
- CRM integration

↓ Weaknesses

- Download required
- Careful UX design
- Connectivity dependency

💡 Opportunities

- Sponsor partnerships
- Cross-event loyalty
- Venue optimization data

⚠️ Threats

- App fatigue
- Privacy regulations
- Percezione "pay-to-win"

Application Example

Multi-Brand Festival

Stage check-in missions, photo tasks, sponsor quizzes; time-slot bonuses to distribute flows

+30K
ENGAGEMENT

-12%
CRITICAL QUEUES

+18%
MERCH SALES

4 Post-Event Autopilot

Orchestrated Automated Follow-Up System

Description

Orchestrated system of automated follow-ups that transforms contacts collected at events into real opportunities, reducing reaction time, lead dispersion, and manual work.

Automazione

Lead Nurturing

Conversioni

Data
Unification

Key Components

Data Unification

Lead Scoring Dinamico

Journey Orchestrator

Consenso & Compliance

Contents & Offer Engine

Sales Handoff

Sponsor Value



Demonstrable ROI

Links every euro spent to redemption and revenue



Rapid Time-to-Value

Ready-to-use journey library for immediate go-live



Compliance & Trust

Consent management, audit trails, preferences

4 Post-Event Autopilot

Orchestrated Automated Follow-Up System

SWOT Analysis

↑ Strength

- End-to-End orchestration
- Deep personalization
- Multi-event scalability

↓ Weaknesses

- Integration setup
- Governance required
- Data quality dependency

💡 Opportunities

- Personalized content
- AI optimization
- Sponsor partnerships

⚠️ Threats

- Privacy regulation changes
- Stack fragmentation
- Email deliverability

Application Example

Consumer Festival

Email recap with personal photos from photo booth, moderated UGC gallery, 15% merch coupon (7-day validity)

48%
OPEN RATE

22%
CTR

+19%
REDEMPTION

5 Sponsor Intelligence Suite

Data-Driven Platform for Sponsor Partnerships

Description

Data-driven platform to identify, evaluate, activate, and measure sponsor partnerships with precision and speed. Combines heterogeneous data sources into a single analytical layer.

Data
Integration

Audience
Insights

Sponsor
Discovery

Measurable
ROI

Key Components

Data Ingestion &
Unification

Audience & Affinity
Insights

Deal Modeling & Pricing

Sponsor Discovery & Fit
Scoring

Activation Planner

Measurement & ROI

Sponsor Value



Higher Renewals & Upsells

Demonstrable ROI on dashboard
condivisible



Commercial Efficiency

Data-based sponsor discovery



Better Brand Fit

Reduces off-target activation risks

5 Sponsor Intelligence Suite

Data-Driven Platform for Sponsor Partnerships

SWOT Analysis

↑ Strength

- Unified view of fragmented data
- Sponsor fit scoring
- Ready-to-use sales templates

↓ Weaknesses

- Initial data quality
- Sales team adoption curve
- Maintenance costs

💡 Opportunities

- AI recommendations
- Market expansion
- Premium data packs

⚠️ Threats

- Privacy regulation changes
- Cookie limitations
- Agency competition

Application Example

Beverage Sponsor

High affinity with energy drinks and soft drinks; audience 18-34, gaming interest. Proposta "Reaction Challenge + Wallet Coupon"

+25%
REDEMPTION

1.5X
DWEELL TIME

+15%
RENEWAL RATE

6AR Concert Experience

Augmented Reality Ecosystem for Live Concerts

Description

Augmented reality ecosystem that enriches concerts with digital layers synchronized to music and stage design. Amplifies live emotion, generates quality UGC e opens new sponsor opportunities.

AR Effect

Synchronized

Engagement

UGC

Key Components

Synchronized AR scenes

Portals and volumetrics

Filters and avatars

Stage extension

Gamification

Geo/proximity trigger

Sponsor Value



Measurable Value

AR placements & mini-games with trackable CTR



Fan Delight

Integrated "wow" effect in the show, digital souvenirs



End-to-End

Ideation, asset production, integration, support

6AR Concert Experience

Augmented Reality Ecosystem for Live Concerts

SWOT Analysis

↑ Strength

- Differentiated experience
- Creative flexibility
- Monetizable

↓ Weaknesses

- Fan device dependency
- 3D pre-production
- Battery consumption

💡 Opportunities

- Artist/brand co-creation
- Digital merch
- Social partnerships

⚠️ Threats

- Novelty fatigue
- Platform policies
- Network criticality

Application Example

Intro Show - Stage Extension

AR scene extending stage with 3D elements synced to opening track; tour watermark; instant share

60%
AR SESSIONS

35%
SHARE RATE

1.2M
ORGANIC REACH

Market Opportunity

The live events industry is transforming

Growing Market

\$31B

Global live music market by 2026, recovering post-pandemic with 12% CAGR

Sponsor Demand

73%

of event organizers report increasing pressure to demonstrate sponsor ROI with concrete metrics

Digital Integration

85%

of attendees use mobile apps during events, creating unprecedented engagement opportunities

Data Imperative

2.5x

higher renewal rates for sponsors receiving detailed performance analytics vs. generic reports

Why Telemaco?



30 Years of Innovation

Since 1995, we've pioneered telematic marketing solutions, evolving with technology from early web to AR/AI



End-to-End Integration

Unlike single-solution vendors, we orchestrate the entire event lifecycle from pre-event buzz to post-event conversion



Measurable Results

Every activation tied to concrete KPIs. Real-time dashboards showing sessions, conversions, ROI—not vanity metrics



Sponsor-Centric Design

Our solutions are built specifically for sponsor value creation, not retrofitted event tech



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