



baltazaar
visitor management



baltazaar – from visitor to valued guest.

High-class events draw visitors with high expectations. Their satisfaction is paramount to the success and profitability of the event.

It follows that efficient and smooth-running visitor management is a critical success factor.

baltazaar visitor management is your reliable partner – whether you're planning a small, upscale event or an international conference, wherever registration and on-site support of participants is required.

We coordinate and control all logistics in the scope of visitor management while taking care of the participants' individual needs and expectations.

Only after your visitors feel like welcome guests, have we achieved our aim.



Claudia Schuler
Co-founder of baltazaar • Relations

Personal service and professionalism.

*Concepts that in my view
are inextricably associated with
premium visitor management.*

And with my work.

Reliability and professionalism.



You don't know us yet.

But this will hopefully change.

For we want to get to know you.

A professional touch fosters trust.

We will look after your visitors as were they our own guests, accompanying them throughout the event with a professional mind enhanced by a personal touch.

Our friendly approach and perfected etiquette are complemented by reliability, sensitivity, and a natural flair for responsibility.

We are masters of the human touch.

Your guests as valued assets.

Don't entrust your guests to just anyone – but to a partner who lives and breathes the high standards demanded by participants at professional events.

We all know that only satisfied guests return. And the long-term economic success of a concept depends on them.

A professional team.

Our baltazaar team is composed of self-confident, open-minded personalities.

All of us have a deep-rooted understanding of what is required to ensure excellent visitor management. We each embody a high degree of professionalism in our role as your service provider.

Experience guarantees reliability.


From gala evenings to international congresses, from sports meetings to public events, we have encountered and fulfilled highly diverse requirements and expectations. This broad experience base ensures dependable service. Yet each event still remains a unique project. We are always planning and thinking ahead.

Only when your guests are more than satisfied is our task completed – this is our promise to you.

*I align the needs of the guests
with the ideas of our clients.*

The result?

*A smoothly running event
to everyone's satisfaction.*



Beatrice Delco Koch
Visitor Manager • Processes

the very important visitor – the “VIV.”



The visitor is king.

Of course – but what does this really mean?

The very important visitor.

Whether or not a visitor is designated as a “VIP” in your files, each individual plays a crucial role in the success of your event.

Hence, in our world, all of your guests have “VIV status”: every single guest is treated royally – as a “very important visitor”.

“No excuses,” says the king.

Your visitors arrive with high expectations. These must be completely fulfilled – with no ifs and buts involved.

Kings don’t want to know why something has gone wrong – they simply expect everything to run smoothly.

An individual package of total well-being.

Total well-being is something to be taken literally. As far as the content of your event goes, you know precisely what your guests need. And your advertising agency will let you know how to arouse their enthusiasm and connect to them emotionally.

Round off the overall picture by ensuring that your guests receive first-class, individualized treatment.

We guarantee that the organizational processes and logistics function perfectly, facilitating contented guests.

Each individual guest should be thinking: “All efforts are focused on my personal comfort.”

With this achieved, your event will always be the first choice in the future.



Urs E. Habegger
Co-founder of baltazaar • Operations

*The excellent technological support
that we provide will make
your event run like clockwork.
You really don't need to know more
about our software
– but not less either.*

The supreme discipline: fulfilling wishes.



Sooner or later, the question arises as to how technology might be implemented to meet all requirements for a successful event.

*The answer to this is far from simple
– but we have it.*

Your wish is our command.

We have invested extensive time and know-how – together with years of practical experience – in developmental preparations for meeting your demands today.

The outcome of our dedicated efforts is a technical solution tailor-made to fit all of your visitor management needs.

Variable modules combined into a concerted whole.

Together with our partner for information technology, we have assembled something of an "orchestra." We always use the instruments that perfectly harmonize in your composition.

It is for you to decide which instruments and arrangements create your favored composition and sound. And it is our pleasure to make you acquainted with the wide spectrum of options. For an initial impression, please consult the latter pages of this brochure.

Minimal effort – maximum profit.

We command and orchestrate all modules tailored specifically to your event. This generates maximum organizational benefit for you while minimizing the technical effort involved on your end. What is more, we provide you with the exact amount of desired control – from online data access to customized status reports.

Your questions answered.

Your baltazaar team fine-tunes our software in just the right way to facilitate smooth-running visitor management at your individual event. Needless to say, sensitive data pertaining to your participants remains confidential and protected at all times.

Not for sale and yet available.

We will tailor the technology employed to your exact requirements. Best of all, you don't need to buy, install, operate, or maintain any additional software or hardware. You tell us what you need our technology to achieve, and we'll develop and implement custom solutions.

The baltazaar core team (from left to right):
Beatrice Delco Koch • Claudia Schuler • Urs E. Habegger • Astrid Thommen



Before, during, and after the event,

we transform your registered participants into inherently satisfied guests.

Our mission: eliminating worries – finding solutions.



You think you've got problems!

Let us handle them. From now on, your worries are a thing of the past. Forget your headaches – we provide the solutions.

Think ahead.

Long before your event commences, we start looking at the agenda through the eyes of the visitor:

How and where can I register? What happens where?

How do I get my ticket? How do I get to the location?

Who will be there to help me? Where do I go first of all?

How do I gain access to the program I have booked? Can I pay with my credit card? Can I monitor my bookings online?

Our practical experience, gained at the countless events we have already organized, now comes into play to save you from unpleasant surprises.

During the event.

There are lessons to be learned from every event. Good planning reduces the number of surprises. Unforeseen circumstances can always arise, but we never fail to deal with them promptly and professionally.

Whatever happens behind the scenes, it should not affect the guests. We always find a solution immediately. And in the best case scenario, your guests will be even more satisfied than before.

Post-event is really pre-event.

All the valuable information about your guests that we have acquired during the event is carefully documented, secured, and sourced back to you.

This information is available at your discretion for customer relations, sales, and for targeted marketing and promotions.



Astrid Thommen
Head of Visitor Care

*We take care
of the smallest details
and the broadest scope.*



... the organizer.

Just imagine that you have placed the entire responsibility for visitor management in our willing hands. While you are concentrating on the content of the upcoming event, we'll already be focusing on your visitors so as to make possible an optimal sequence starting at registration and concluding with the last farewell.

For all visitor management matters, your single point of contact is your personal baltazaar consultant.

Accurate and up-to-date information about the participants is required for many aspects of the event. We pass on the pertinent information for optimal participant logistics to suppliers and employees – precisely timed and with the perfect balance of detail.

This way you have everything under control. You are provided with online access and regular status reports. We will always keep you well informed. Any questions, problems, or challenges? We'll take care of them.

... the visitor.

Outstanding visitor management is rare and therefore literally stands out.

Keeping your visitors imbued with contentment will foster a positive and receptive frame of mind and nurture their openness to favorable impressions.

Where no organizational barriers exist, participants are able to concentrate on the event's important issues.

Visitors who are well looked after – and are neither bored nor irritated – will go on to recommend your event to others. This may well prove to be the key factor behind their preference of your event to that of the competition. Those who receive more value for their money than expected are sure to come again.

baltazaar helps ...



All of our efforts are focused on your guests.



Person-to-person contact.

Your guests deserve something special: a high-class, well-presented event accompanied by excellent visitor management. We embrace this objective as a personal challenge, integrating our long-term experience, well-established know-how, and the mindset of an outstanding host.

The support of excellent and flexible technology at your fingertips rounds off our promise to you.

Our aim is person-to-person visitor management and trustworthy interpersonal collaboration.

The advent of our partnership.

Has our ambition to raise visitor management to a "supreme discipline" sparked your interest? Then we should by all means get to know each other!

Let's start a partnership that will prove beneficial to all parties. We would be more than happy to demonstrate the capabilities and motivation of our team to you in person.

We'll be looking forward to meeting you!

*Claudia Schuler (Co-founder • Relations) will be
happy to set some time aside to discuss your
requirements: claudia.schuler@baltazaar.com*

What services does baltazaar offer in respect to logistics and visitor management?

- ☐ Coordination of comprehensive participant logistics
- ☐ Registration (online or offline)
- ☐ Personalized information and data collection
- ☐ Letter shop services/ mailing of invitations and tickets
- ☐ Contingency management
- ☐ Hotel and travel bookings
- ☐ Processing of invoices and payments
- ☐ Production of badges, lanyards, and tickets
- ☐ Check-in, access control, and admittance
- ☐ Hostess services
- ☐ Help desk for visitors
- ☐ Event documentation
- ☐ Route planning and program guides
- ☐ Employee/staff check-in



questions for baltazaar:

What kind of events does baltazaar support?

- ☐ Trade fairs/exhibitions
- ☐ Congresses
- ☐ Conferences
- ☐ Company events
- ☐ VIP events
- ☐ Galas/balls
- ☐ Sporting events
- ☐ Seminars
- ☐ Retailer presentations
- ☐ General assemblies
- ☐ Media conferences
- ☐ Press accreditation
- ☐ Charity events
- ☐ National and international events

What assistance does baltazaar provide after the event?

- ☐ Visitor feedback
- ☐ Collection and interpretation of data
- ☐ Data protection and transfer of all current and newly acquired information
- ☐ Lessons learned and ideas for follow-up events, suggestions for improvements

What support does baltazaar provide during event preparations?

- ☐ Consulting
- ☐ Conceptualization
- ☐ Target group analysis
- ☐ Market research
- ☐ Location scouting
- ☐ Customer relationship management (CRM)
- ☐ Sales support
- ☐ PR and publicity
- ☐ Marketing support

What steps does baltazaar take to ensure visitors' well-being?

- ☐ Greeting and cloakroom services
- ☐ Documentation
- ☐ Admission to all booked programs
- ☐ Airport and hotel transfers
- ☐ Individual services
- ☐ VIP support
- ☐ Table reservations
- ☐ Special requests
- ☐ Care of accompanying persons
- ☐ Organization of supporting and complementary programs



What methods are available for invoicing and payment?

- ☐ Invoicing/booking confirmation
- ☐ Collective company invoicing
- ☐ Individual invoicing
- ☐ PDF invoicing via e-mail
- ☐ ESR invoicing
- ☐ Credit card payments online
- ☐ Payment reminders



What other services does baltazaar offer?

Letter shop – mailing

- ☐ Postal invitations
- ☐ Event/congress documentation
- ☐ Name badges
- ☐ Tickets

On-site registration

- ☐ On-site registration online
- ☐ Cashier services
- ☐ Credit card payment on-site
- ☐ Employee/staff check-in
- ☐ Admittance control

Hostess Services

- ☐ Welcoming guests
- ☐ Guest check-in
- ☐ Guest information
- ☐ Info/help desks
- ☐ Press assistance
- ☐ VIP services



How is our own client data integrated, and how do we access it?

- ☐ Data transfer from Customer Relationship Management (CRM) and client databases
- ☐ All current formats
- ☐ Permanent online access, status reports
- ☐ Inclusion of personalized visitor information
- ☐ Incorporation of new information gained through the event
- ☐ Return of data to the client's system

What methods of registration can baltazaar provide?

- ☐ Online registration
- ☐ Online modifications
- ☐ Closing of registration and deadlines
- ☐ Contingent management when capacity is limited
- ☐ Back-office modifications and changes (also after deadlines)
- ☐ Registration of accompanying persons

Special registration for

- ☐ Press representatives
- ☐ Employees
- ☐ Sponsors
- ☐ Suppliers
- ☐ Partners





We're there whenever you need us.



**The business card once inserted
at this spot was intended for
daily use and has been removed.**

But baltazaar can be reached at:

Phone: +41 58 680 48 48

Internet: www.baltazaar.com

E-Mail: info@baltazaar.com

Interested in learning more about baltazaar?
Feel free to call us: +41 58 680 48 48

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