



How Can a Broadcast Messaging System Change Your Next Event?



Broadcast messaging is a critical tool in the event and venue management industry that allows organisers to communicate quickly and effectively with large groups of both attendees and staff. In high-stakes situations—think severe weather, mass emergencies, or unexpected logistical changes—broadcast messaging lets venues stay in control by providing clear, unified instructions to everyone on-site, no matter who they are. Beyond emergencies, broadcast messaging is also useful for more routine updates, like event schedule changes, service announcements, or venue instructions, all of which boost the overall attendee experience by keeping patrons informed and engaged. This paper explores the applications, benefits, and best practices for implementing a broadcast messaging platform in your event space. [Read on to learn more.](#)

Broadcast Messaging for Event Safety

During large-scale events like sports games and concerts, broadcast messaging allows organisers to disseminate critical safety information across an entire venue with precision and speed, no matter the size. With the right systems in place, messages can be delivered within seconds to tens of thousands of people, making sure they receive timely guidance when it's needed most. Key safety-related uses for broadcast messaging include:

- **Emergency Alerts:** In situations like severe weather, fires, or security threats, broadcast messaging helps provide clear instructions to attendees and staff, directing them to safe locations or exits. For example, if a storm approaches, a broadcast message can quickly inform all attendees to seek shelter, minimising the risk of injury or confusion.
- **Evacuation Instructions:** If an evacuation becomes necessary, broadcast messaging can give venue goers simple step-by-step instructions designed to prevent panic and crowding. Clear, pre-planned evacuation messages can help guide patrons safely to designated exits and assembly points without fear.
- **Safety Reminders:** During events with unique safety considerations like firework displays or sports games, broadcast messaging can be used to remind attendees of safe practices, reinforcing safety protocols and reducing potential hazards.

By integrating broadcast messaging systems that support SMS, in-app notifications, and/or loudspeaker integration, venues can ensure that messages reach as many attendees as possible, regardless of where they are located or their device preferences. The multi-channel approach the broadcast offers will enhance message reach, which is essential in high-stress situations.

Improving Operational Efficiency with Broadcast Messaging

Beyond safety, broadcast messaging serves as an efficient communication tool for managing day-to-day event operations. Large venues often face logistical challenges, and broadcast messaging helps streamline these processes by delivering real-time updates directly to attendees and staff. Practical applications for operational efficiency include:

- **Event Schedule Updates:** For events involving multiple stages or timed sessions, broadcast messaging provides attendees with immediate schedule updates, ensuring they are aware of any changes. This reduces confusion, improves crowd flow, and helps patrons get the most out of their event experience.
- **Service Announcements:** In cases where amenities or services are temporarily unavailable—such as a closed restroom or a temporary pause in food service—broadcast messaging allows organisers to notify attendees promptly, avoiding frustration and helping them adjust their plans accordingly.
- **Traffic and Crowd Management:** For high-attendance events, real-time updates on venue entry points, parking availability, or crowd density help patrons move more efficiently, reducing bottlenecks and enhancing their experience. This can be especially valuable when directing attendees to alternate entrances or exits to ease crowd flow.

By implementing broadcast messaging for these logistical updates, event organisers can reduce the need for manual intervention, minimise attendee confusion, and create a smoother, more organised event environment.

Enhancing Patron Experience Through Targeted Communication

Broadcast messaging is not just a tool for emergency management; it also has the potential to enhance the patron experience by delivering targeted, helpful information throughout the event. Engaging attendees with relevant updates, tips, and reminders contributes to a positive and proactive event atmosphere. Examples of enhancing patron experience through broadcast messaging include:

- **Event Highlights and Special Announcements:** Messages highlighting event features, such as main performances, VIP appearances, or interactive activities, help attendees plan their time more effectively and engage more deeply with the event.
- **Promotions and Offers:** Broadcast messages can inform attendees of on-site discounts, exclusive merchandise, or limited-time offers, creating a sense of excitement and encouraging on-the-spot purchases. For example, a broadcast message might announce a special promotion at certain food vendors, enticing patrons to visit and explore different areas of the venue.
- **General Venue Information:** Sending out practical information, such as Wi-Fi passwords, mobile charging locations, or lost-and-found details, helps attendees feel more comfortable and informed. This proactive approach to communication demonstrates attentiveness to patron needs, fostering a positive experience and reducing common inquiries.

By using broadcast messaging to provide attendees with information beyond emergency alerts, event organisers can create a sense of connection and value, ensuring that patrons feel cared for and supported.

Best Practices for Implementing Broadcast Messaging

To maximise the effectiveness of broadcast messaging, event organisers should adhere to certain best practices, ensuring that messages are both informative and well-received. Key considerations for implementing broadcast messaging include:

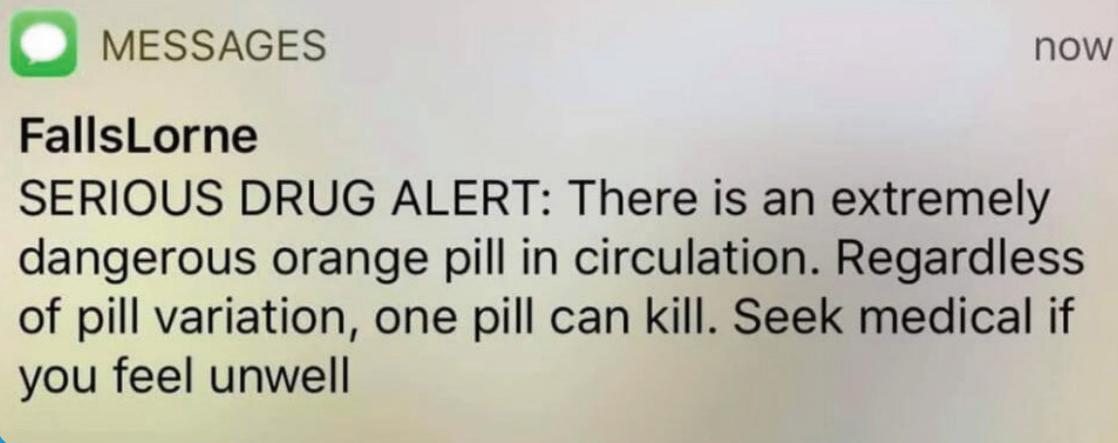
- **Timing and Frequency:** Send messages at intervals that make sense for the nature of the event and the urgency of the message. Overloading attendees with frequent messages can lead to message fatigue, while infrequent updates may leave patrons feeling uninformed.
- **Clarity and Conciseness:** Ensure that messages are clear, concise, and free of jargon, especially in high-pressure situations. For instance, emergency messages should be short, direct, and easy to understand, using terms that guide patrons quickly to the appropriate action.
- **Audience Segmentation:** Where possible, segment the audience to target specific groups with relevant information. For example, vendors, VIPs, and general attendees may require different types of information at various points in the event. Targeted broadcast messaging helps keep communication relevant and minimises message overload for attendees who may not need all updates.
- **Pre-Written Messages:** Pre-preparing messages for predictable incidents, such as schedule changes or evacuation instructions, enables organisers to communicate quickly and consistently. This pre-planning also reduces the likelihood of errors during high-stress moments.
- **Compliance with Communication Guidelines:** In certain regions, broadcast messaging may be subject to regulatory guidelines, especially when using SMS or push notifications. Adhering to these guidelines helps maintain good relationships with both patrons and regulators by ensuring the venue meets local compliance standards.

By following these best practices, event organisers can use broadcast messaging to support smooth operations, reinforce safety measures, and enhance the attendee experience in an organised, professional manner.

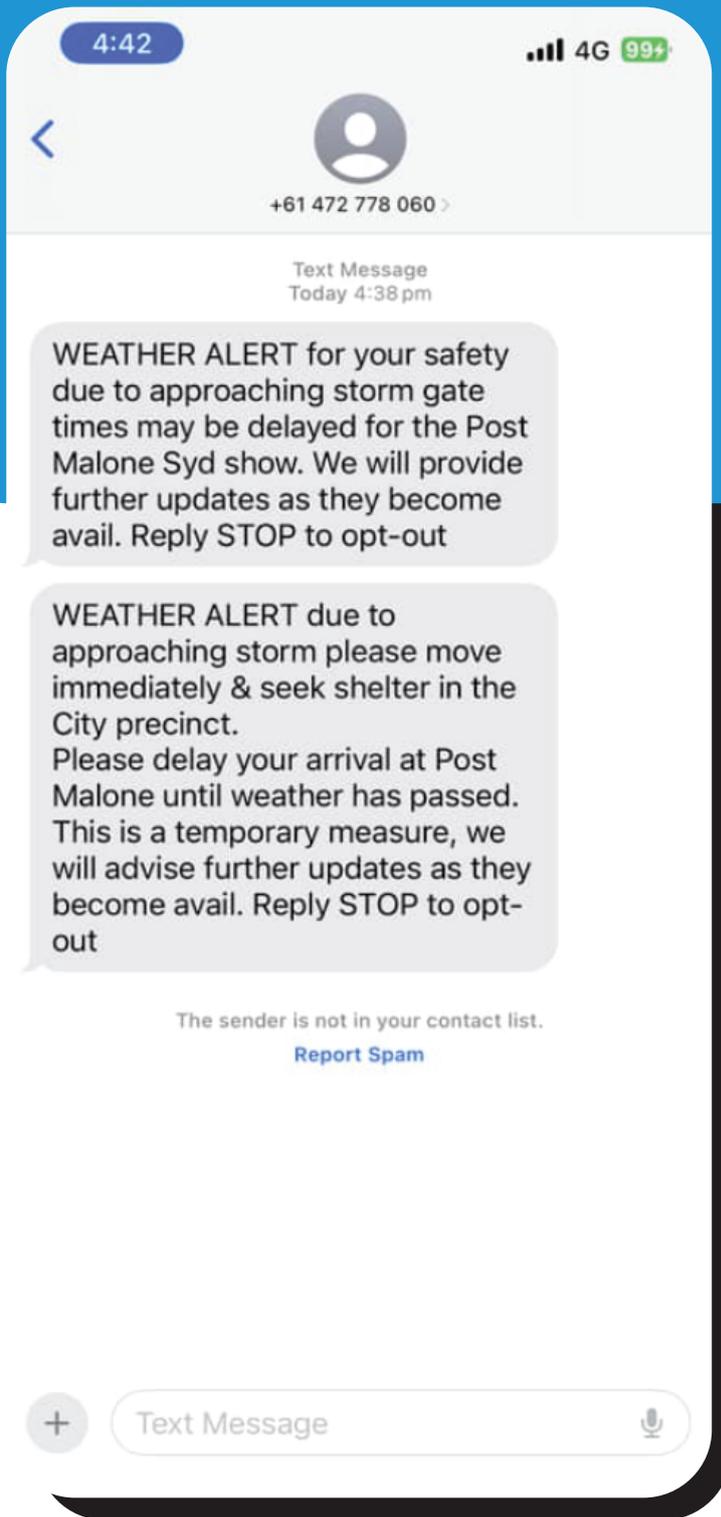
Broadcast Messaging in the Real World

Chronosoft has implemented broadcast messaging systems for a number of large events over the years – and occasionally, they need to be used to ensure patron safety.

In December of 2018, Victoria's Falls Festival had a death from overdose. We were able to swiftly release a broadcast message identifying the characteristics of the pill which caused the overdose, helping other festival goers avoid serious harm or death.



In November of 2023, Post Malone's outdoor Sydney concert was halted by an extreme weather event. We liaised with the concert organiser, LiveNation, to simultaneously release an evacuation order across both text and socials, to capture the widest number of attendees and maximise safety.



While hard data on the outcomes of these messages is impossible to ascertain, it's safe to say that any effort that can be made to keep event patrons, staff, and talent safe is worth the expense.

| Conclusion

Broadcast messaging is an essential tool for both safety management and customer engagement in event settings. By using broadcast messaging to communicate crucial safety information, operational updates, and event highlights, organisers can enhance their response capabilities and create a more connected, informed, and satisfied attendee base. With a strategic approach to timing, clarity, and audience segmentation, broadcast messaging serves as a versatile asset, ensuring that event communication remains effective, focused, and audience-friendly from start to finish.

Chronosoft's Chronicler platform features a full suite of messaging capabilities, including broadcast functions. If you'd like to learn more about how Chronicler can work together with your venue to improve patron security, check out www.chronosoft.com.