

**MAIN ENTRANCE**

# EVENT LOCKERS BUILT FOR HIGH-PRESSURE OPERATIONS

**vpod**  
Smart Solutions

Store.  
Securely.  
Move.  
Freely.

Touch to  
start

001	017	049
002	018	050
003	019	051
004	020	052
005	021	053
006	022	054
007	023	055
008	024	056
009	025	057
010	026	058
011	027	059
012	028	060
013	029	061
014	030	062
015	031	063



Reduce ingress congestion.



Improve crowd flow.



Remove operational bottlenecks at scale.

## OPERATIONS DIRECTORS ARE UNDER INCREASING PRESSURE TO DELIVER:



Seamless attendee experience



Safe, secure environments



Operational efficiency



Scalable infrastructure



Consistent performance



Cost control



DESIGNED FOR HIGH-VOLUME ENVIRONMENTS.  
DELIVERING MEASURABLE OUTCOMES.

# Event Lockers Built for High-Pressure Operations

Reduce ingress congestion. Improve crowd flow.  
Remove operational bottlenecks at scale.



**Operations Directors** are under increasing pressure to deliver:

- ✓ Faster ingress
- ✓ Safer crowd movement
- ✓ Lower staffing dependency
- ✓ Predictable event delivery
- ✓ Operational resilience under pressure



**Traditional cloakrooms and manual bag storage** create:

- ✗ Entry bottlenecks
- ✗ Staffing strain
- ✗ Queue congestion
- ✗ Inconsistent execution
- ✗ Increased operational risk

Vpod Event Lockers replace manual storage operations with scalable self-service infrastructure designed for high-volume public environments.

## Built for:



Stadiums



Arenas



Festivals



Conference venues



Exhibition centres



Transport hubs



High-footfall event environments



Improve flow and safety



Reduce staffing dependency



Deliver consistent execution



Strengthen operational resilience

# WHY EVENT OPERATIONS FAIL AT SCALE

## Storage Becomes a Critical Operational Failure Point

Most event environments are designed around security screening, ticketing and crowd movement. But storage demand often becomes the hidden operational bottleneck.



### WHAT HAPPENS DURING PEAK INGRESS

Large volumes of attendees arrive within compressed time windows. When bags, prohibited items or personal belongings require manual handling:



Queues build rapidly



Screening slows



Crowd pressure increases



Staffing demand escalates



Operational consistency drops



Traditional cloakrooms create operational friction exactly where events require **speed, flow and control**.

### COMMON OPERATIONAL CHALLENGES



#### MANUAL STORAGE SLOWS THROUGHPUT

Staff-managed storage interrupts entry flow and creates delays at critical ingress points.



#### TEMPORARY STAFFING CREATES VARIABILITY

Heavy reliance on temporary event staff increases inconsistency during high-pressure operations.



#### LAYOUTS CHANGE BETWEEN EVENTS

Many venues require adaptable storage infrastructure that scales dynamically with attendance and event format.



#### CROWD PRESSURE ESCALATES RAPIDLY

Minor delays at entry points quickly compound into large-scale congestion problems.



#### OPERATIONAL RISK INCREASES

Congestion, delays and inconsistency increase exposure to safety, compliance and reputational risk.



Better operations. Happier guests. Stronger results.  
**MEASURABLE ROI FOR EVERY EVENT.**



LOWER COSTS



BETTER PERFORMANCE



LOWER RISK



NEW REVENUE

# WHY OPERATIONS DIRECTORS DEPLOY EVENT LOCKERS

Replace Operational Friction with Predictable Flow

vpod Event Lockers are designed to support **operational efficiency, crowd management and event resilience.**



## 01 REDUCE INGRESS CONGESTION

Cut queue build-up by 50–70%

Self-service storage removes storage-related delays from entry lanes, helping maintain continuous attendee flow.



**50–70%**  
REDUCTION IN  
QUEUE BUILD-UP

Benefits include:



Faster screening



Reduced crowd build-up



Improved guest experience



Lower pressure on frontline teams



ENTRANCE

## 02 IMPROVE THROUGHPUT DURING PEAK ARRIVAL WINDOWS

Increase processing speed by 2x+

Locker systems help Operations Directors maintain predictable ingress performance during compressed arrival periods.



**2x+**  
INCREASE IN  
PROCESSING SPEED

Supports:



Stadium ingress plans



Festival entry operations



Venue bag policies



High-capacity crowd management



DROP STORE GO

## 03 ELIMINATE MANUAL BAG HANDLING

Reduce staffing dependency

Replace labour-intensive cloakrooms with automated self-service infrastructure.



REDUCE  
STAFFING  
DEPENDENCY

This helps:



Reduce temporary staffing requirements



Lower operational complexity



Standardise event delivery



Improve consistency across deployments



## 04 MAINTAIN PREDICTABLE EVENT OPERATIONS

Standardised workflows across events

Locker deployments create repeatable, scalable storage operations regardless of:



GREATER VISIBILITY.  
PREDICTABLE FLOW.  
IMPROVED CONTROL.

DURING PEAK PERIODS.



Attendance size



Venue configuration



Event type



Crowd profile



FASTER INGRESS



SAFER CROWDS



LOWER STAFFING

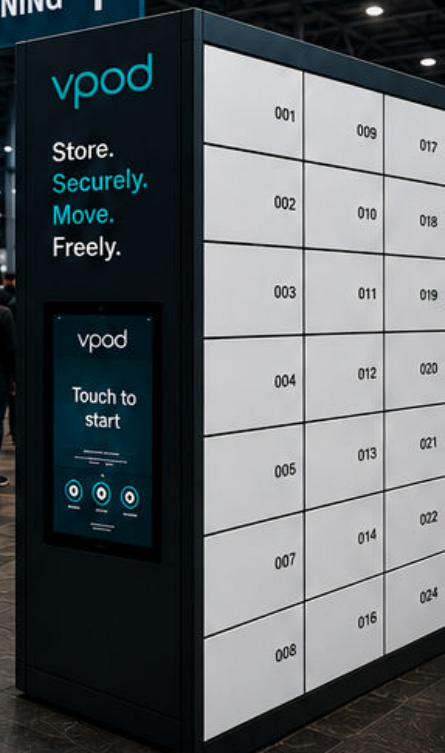


OPERATIONAL RESILIENCE

# EVENT LOCKERS AS PART OF EVENT SECURITY & CROWD FLOW

Storage should **never** disrupt security operations.

Effective event ingress depends on maintaining **continuous movement** through security screening zones.



## ✘ WITHOUT EVENT LOCKERS



Without structured storage systems:

- ✘ Bag checks slow down
- ✘ Prohibited item handling creates delays
- ✘ Queues increase rapidly
- ✘ Perimeter crowd pressure escalates



## ✔ WITH EVENT LOCKERS



Storage becomes independent from screening operations. This enables:

- ✔ Clearer entry lanes
- ✔ Faster decision making
- ✔ Reduced crowd density
- ✔ Improved perimeter control
- ✔ More stable ingress performance

## OPERATIONAL OUTCOMES



**FASTER INGRESS**  
Reduce wait times and keep attendees moving.



**LOWER CONGESTION**  
Minimise queue build-up and improve crowd distribution.



**IMPROVED OPERATIONAL RESILIENCE**  
Maintain performance even under high-pressure conditions.



**BETTER CROWD MANAGEMENT**  
Enable safer movement throughout the venue and perimeter.



**REDUCED PRESSURE ON SECURITY TEAMS**  
Fewer storage-related interruptions and distractions.



Event lockers create separation between storage and security – keeping **operations flowing**, **crowds moving** and **events secure**.



KEEP OPERATIONS FLOWING



KEEP CROWDS MOVING



KEEP EVENTS SECURE

# EVENT LOCKERS VS CLOAKROOMS

Smarter Storage. Smoother Operations. Better Events.

## TRADITIONAL CLOAKROOMS



Staff dependent



VS



Self-service



Queue heavy



VS



Fast throughput



Labour intensive



VS



Minimal staffing



Operational variability



VS



Predictable execution



Limited scalability



VS



Scalable capacity



Manual handling



VS



Automated workflows



Slower ingress



VS



Faster crowd movement



High temporary staffing



VS



Reduced staffing pressure



**v**pod

Smart  
Solutions



Built for operational performance.  
Designed for high-pressure environments.

# BUILT FOR HIGH-INTENSITY EVENT ENVIRONMENTS

## Flexible Infrastructure for Dynamic Operations

Event environments constantly change. Locker infrastructure must adapt quickly.



### Vpod Event Lockers are designed to:



Deploy rapidly



Scale based on attendance



Support temporary event environments



Integrate into ingress strategies



Align with crowd flow planning



Adapt in real time



Scale up or down



Engineered for flexibility

### SUITABLE FOR:



TOURING EVENTS



TEMPORARY VENUES



SEASONAL ACTIVATIONS



STADIUM OPERATIONS



MAJOR FESTIVALS



CONFERENCE ENVIRONMENTS



**BUILT TO ADAPT. DESIGNED TO PERFORM.**

Smart locker infrastructure that moves with your event.

# OUTCOMES OPERATIONS DIRECTORS CARE ABOUT

Operational Performance That Can Be Measured



## FASTER INGRESS & EGRESS

Improve attendee throughput during compressed arrival and exit periods.



## REDUCED STAFFING PRESSURE

Lower dependence on temporary labour-intensive cloakroom operations.



## IMPROVED CROWD FLOW

Reduce bottlenecks and maintain smoother movement across entry environments.



## GREATER OPERATIONAL PREDICTABILITY

Standardised self-service storage improves consistency between events.



## LOWER OPERATIONAL RISK

Reduce crowd pressure, queue escalation and operational disruption.



## BETTER ATTENDEE EXPERIENCE

Remove frustration associated with queues and manual bag handling.

MAIN ENTRANCE



Store. Securely. Move. Freely.



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## MEASURABLE IMPACT. EVENT AFTER EVENT.



**30-50%↓**

Reduction in ingress congestion



**20-40%↓**

Faster egress and crowd dispersal



**25-35%↓**

Lower staffing dependency



**95%+**

Consistent operational performance



**60-80%↓**

Reduction in operational risk and incidents



**HIGHER**

Attendee satisfaction and NPS



BETTER OPERATIONS. HAPPIER GUESTS. STRONGER RESULTS.  
Data-driven outcomes that matter to Operations Directors.

# DATA, VISIBILITY & OPERATIONAL INSIGHT

## Structured Storage Creates Operational Intelligence

Every locker interaction generates **operational data**. This turns storage infrastructure into a powerful source of insight for event operations.



### HOW OPERATIONAL DATA IS CAPTURED

**LOCKER USAGE**  
Track real-time usage, session duration and locker occupancy.

**TIME-STAMPED ACTIVITY**  
Capture exact drop-off and collection times.

**PEAK DEMAND DETECTION**  
Identify high-traffic periods and usage surges.

**CAPACITY UTILISATION**  
Monitor locker availability and utilisation rates.

**LOCATION PERFORMANCE**  
Compare performance across entry points and venues.

### OPERATIONAL INSIGHTS YOU CAN ACT ON

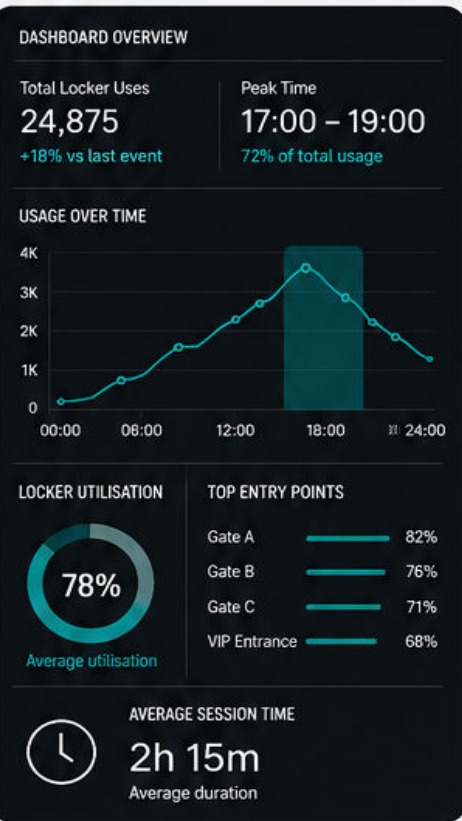
**UNDERSTAND PEAK DEMAND WINDOWS**  
See exactly when demand rises and how long it lasts.

**IDENTIFY PRESSURE POINTS**  
Pinpoint entry lanes or time periods where congestion is most likely.

**IMPROVE FUTURE INGRESS PLANNING**  
Use historical data to plan resources and time with confidence.

**OPTIMISE DEPLOYMENT LAYOUTS**  
Adjust locker placement and capacity based on actual usage patterns.

**FORECAST STAFFING REQUIREMENTS**  
Use data-driven insights to align staffing with real demand.



## BY REPLACING MANUAL WORKFLOWS WITH STRUCTURED SYSTEMS, OPERATIONS DIRECTORS GAIN:



### VISIBILITY

Real-time and historical visibility into locker usage and crowd behaviour.



### PREDICTABILITY

Data-driven planning reduces uncertainty and supports better decisions.



### OPERATIONAL CONSISTENCY

Standardised processes deliver consistent outcomes across every event.



### MEASURABLE PERFORMANCE INSIGHTS

Track, measure and improve operational performance across all events.



**TURN DATA INTO BETTER OUTCOMES**  
Smarter insights. Better decisions. Stronger events.

# REAL EVENT ENVIRONMENTS

## Proven in High-Volume Deployments

### AFAS Live – Large-Scale Event Flow Optimisation

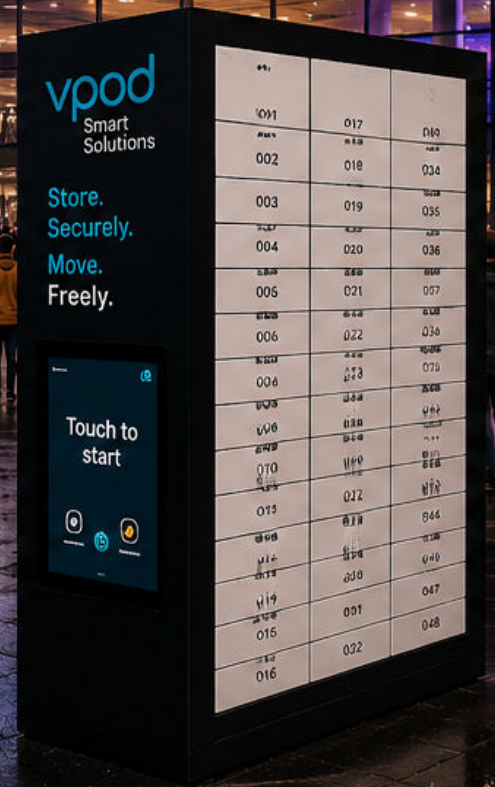
AFAS Live deployed Vpod smart lockers to replace traditional cloakroom operations during high-capacity events.

#### Results Included:

- Reduced ingress congestion
- Faster crowd dispersal
- Lower staffing dependency
- Improved operational consistency
- More predictable event flow

66 Vpod smart lockers helped us modernise operations, remove bottlenecks and deliver a better experience for every guest.

Operations Manager  
AFAS Live



SMOOTHER INGRESS



FASTER DISPERSAL



LOWER STAFFING DEPENDENCY



CONSISTENT, DATA-DRIVEN OPERATIONS

# EVENT ROI & COMMERCIAL VALUE

Operational Improvements That Also Deliver Commercial Benefits



**50-70%**  
REDUCTION IN  
STORAGE QUEUE TIME



**2x+**  
INCREASE IN  
THROUGHPUT



**LOWER RISK**  
REDUCE CONGESTION  
AND OPERATIONAL RISK



## 01 REDUCE OPERATIONAL COSTS

- Eliminate manual cloakroom teams
- Reduce temporary staffing costs
- Lower operational overhead



Lower cost per attendee and higher operational efficiency.



## 02 IMPROVE EVENT PERFORMANCE

- Faster throughput
- Smoother ingress
- More efficient crowd movement



Optimised flow drives better performance across the entire event.



## 03 ENHANCE GUEST EXPERIENCE

- No storage queues
- Faster entry
- Improved convenience



Happier guests lead to stronger satisfaction and repeat attendance.



## 04 CREATE REVENUE OPPORTUNITIES

- Paid locker usage
- Premium storage options
- Sponsor branding opportunities



Turn storage into a revenue stream while adding value for partners.



**BETTER OPERATIONS. HAPPIER GUESTS. STRONGER RESULTS.  
MEASURABLE ROI FOR EVERY EVENT.**



LOWER COSTS



BETTER PERFORMANCE



LOWER RISK



NEW REVENUE

# WHO THIS IS FOR

## Designed for Operations Leaders Managing High-Football Environments

Vpod Event Lockers support the teams responsible for delivering safe, efficient and successful events.



### OPERATIONS DIRECTORS



#### MANAGING:

- ✓ Peak ingress
- ✓ Event flow
- ✓ Staffing pressure
- ✓ Operational resilience



### VENUE OPERATIONS TEAMS



#### DELIVERING:

- ✓ Consistent crowd movement
- ✓ Safer environments
- ✓ Scalable operations



### SECURITY & CROWD MANAGEMENT TEAMS



#### SUPPORTING:

- ✓ Perimeter control
- ✓ Bag policies
- ✓ Smoother security screening



Empowering operations leaders to deliver **smarter, safer and more successful** events.



**BETTER OPERATIONS**  
Lower cost,  
higher efficiency.



**BETTER EXPERIENCES**  
Happier guests,  
stronger events.



**BETTER OUTCOMES**  
Greater control,  
measurable results.