



INDUSTRY NAME

Race Event Production

LOCATION

Singapore

PLATFORM

Onsite

SERVICES

The Client engaged Globibo to combine RFID Race Timing Systems with a mobile (phone and tablet) application for players and facilitators. The target was to capture accurate timing based on RFID tags that participants were wearing on team bibs. The game stations included physical as well as virtual games, riddles, and activities that provided clues to get to the next stations. Globibo provided the entire physical infrastructure as well as the technology required for the race village and stations.

SETUP

The event was structured into 3 teams

- Infrastructure & Logistics
- Race Timing (including integration)
- Game Management

While each element is a rather standard service and the teams are comfortable with the setup and operations, the integration of the 3 elements was of major importance to create the right experience for the event participants.

Considering the race started on a Saturday morning, the setup had to be done the evening/night before, avoiding unnecessary early closure of critical public areas. The operational team supported the setup until 7 pm when a night shift took over to give the team time to rest for the next day's event. On the morning of Saturday, the night shift was handed over again to the operational teams.

To commemorate its golden jubilee and revitalize its conservative image, Singapore's leading industry association curated a series of engaging events. A city-wide race, challenging teams of 4-5 to conquer 10 locations, showcased modern technology and fostered teamwork. Scores from game stations were balanced with overall completion time, promoting competitive camaraderie.

Revolutionizing Race Events- Race Time Integration with Gamification

The association that governs one of the largest industries in Singapore wanted to celebrate a golden jubilee and combine the celebrations to undust the industry's conservative reputation. The decision was made to organize a sequence of fun events that attract young participants, showcase modern technology, and connect people in teamwork.

A race was conceptualized in which teams of 4-5 people had to solve challenges at 10 different locations around the city. The competition would balance the scores from the 10 game stations with the overall time needed to return to the original location.

Globibo orchestrated a city-wide race event with 700 participants at 10 locations. Teams of 4-5 tackled challenges across the city, strengthening teamwork and excitement.

Participants

700

Day

1

Stations

10

Recommended

96%





CHALLENGES AND SOLUTION

Outdoor events in public spaces have logistical, safety, weather, and technical challenges. Considering each element of the event are standard service provided by Globibo, the only "new" risk was the game integration. The game integration had to make sure that all systems interlinked properly and that potential lack of data or inconsistencies could be managed without creating operational problems.

A dedicated system engineer worked with an analyst for several days before the event to simulate potential data issues and monitored the execution of the event on the actual day.

EQUIPMENT USED

- RFID Readers, Antennas, Scanners
- Race bibs with RFID Tags
- Arches
- Tentage
- Air-conditioning
- Mobile Gaming Application
- Tablets with Carries
- Safety barriers, cones and signage
- Power generators, lights

Globibo managed race event production, featuring teams tackling challenges at 10 locations. Balancing scores from game stations with return time, we provided physical infrastructure and technology for the race village and stations.

ROLES / TEAM MEMBERS

- 01 Account Manager**
 First responder to the client's inquiry, understanding the requirements of the project and maintaining constant communication and coordination with the client during the pre-event stages of the project. Reacted to any changes to the project requirements and was the intermediate point of contact between the technical team and the client.
- 02 Technical Project Director**
 Guiding and monitoring the technical planning, equipment preparation, and onsite setup for the event.
- 03 Race Director + Engineers**
 Engineers manage technical aspects like course setup, timing systems, and equipment maintenance.
- 04 Game Lead + Front-end / Backend Engineer**
 Game lead organize game design and mechanics. Front-end/backend engineers develop and maintain event technology, ensuring seamless functionality and user experience
- 05 Logistics and Transport Coordinator**
 Managed a team of staff responsible for packing and distributing receivers/headsets and delivering technical assistance for the 300 participants.



GLOBIBO

Races are fun. While the organizers are potentially nervous, about controlled and/or uncontrollable situations (e.g. weather) all participants are there to have fun. Competitions bring out the best (and sometimes worst) of participants.

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