

# Event QR Signage Pre-Print Checklist

A production review for event QR codes that need to survive last-minute changes, crowded spaces, and attendee confusion.

## WHAT THIS HELPS YOU DECIDE

- Choose the right QR destination before signs go to print.
- Reduce check-in, schedule, and wayfinding questions on event day.
- Create a live-update plan for agenda, room, sponsor, and venue changes.

### FORMAT

**4-page signage guide**

### BEST FOR

**Events, conferences, venues, pop-ups**

### USE IT

**Before final artwork approval**

**Create an editable QR page at <https://linkstac.com>**

Use this guide before print, then keep the page behind the code editable after launch.

# Use the QR code like an operating surface, not a static file.

## Match the destination to the attendee moment

A QR code on a lobby sign, sponsor wall, or room door serves a different job. The page should answer the question people have at that exact location.

- Use lobby signage for schedule, check-in, and venue orientation.
- Use room signage for session details, speaker bios, and live changes.
- Use sponsor boards for sponsor links, offers, or lead capture routes.

## Plan the live-change window

Event content changes after signs are approved. A fixed code works only when the page behind it has an owner and an update rhythm.

- Assign one content owner for the event day page.
- Review agenda, room, and sponsor changes before doors open.
- Keep emergency or last-minute instructions above lower-priority content.

# A practical scan decision matrix.

## COPY AND CONTEXT EXAMPLES

LOBBY CODE

### Scan for today's schedule

Directs attendees to the broad event operating page.

ROOM CODE

### Scan for speaker details

Keeps the scan tied to the room context.

RISKY DESTINATION

### A static PDF packet

Hard to update and often too dense for people walking through a venue.

## PASS / RISK SCORECARD

### Location fit

Pass: The page answers the question attendees have at the sign location.

Risk: Every sign opens the same generic event homepage.

### Update ownership

Pass: One person owns live schedule and room changes.

Risk: No one knows who edits the destination after print.

### Scan reliability

Pass: The code works from realistic distance and lighting.

Risk: The design was tested only as a screen mockup.

# Make the next print decision visible.

Answer these before approving the next print run or expanding a QR placement.

QUESTION 1

**Which signs need live updates after print approval?**

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QUESTION 2

**What is the single most important action for each scan location?**

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QUESTION 3

**Who owns page updates during setup, doors-open, and teardown?**

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## FINAL LAUNCH CHECK

- Confirm the page opens schedule, location, RSVP, or check-in details first.
- Leave room for last-minute schedule and room changes after print.
- Use the same destination for sponsor, speaker, and venue updates when possible.
- Test scans from realistic distance and lighting conditions.
- Assign one owner to review page content during the event.

 Turn this into a live QR destination with Linkstac.

<https://linkstac.com>