Barcodes are known to have been around for as long as we can remember. The barcodes on our everyday items are only a predecessor of the more advanced technology – QR codes. QR codes or Quick Response codes are not only found on everyday grocery items, they can also be seen in our magazines, and even on our phones. QR codes are made up of small black and white boxes which can be scanned using a QR scanner. It works similarly to the barcode scanner that is found in supermarkets.

The two bits of technology that make up QR codes are as follows:

* A camera within the device that scans the QR code.
* An application that converts the scanned image into information.

QR codes are now an integral part of the smartphone technology that we use today. Moreover, there are built-in QR code applications already present within smartphones.

**Where to use QR codes for events?**

QR codes are extensively used throughout the events right from the planning stage till the event execution itself. Here are some examples to help you understand the practical application of QR codes:

1. **Printed material:** Printed material has a very short lifespan. A lot of events require hard copies of the material which will be used before or during the event. Suppose you are getting a brochure or event plan printed for a large group of people. Adding a QR code to the printed material will help the recipients access updated information and all they have to do is access the code at the back-end.
2. **Advertisement:** In case you are using billboard, bus, or train advertisement to attract prospective buyers, you may add a QR code as well. The QR code will help users gather information and will attract traffic to your website.
3. **Tickets:** Using QR codes on tickets can improve the check-in process and make all [transactions](http://www.cardzgroup.com/ContactLessSmartCard.html) more secure. Each attendant will have a unique QR code that can keep a track of all the people who are attending. Thus, it prevents fraudulent activities.
4. **Participation badges:** Having QR codes on participation badges will help them exchange data easily via their smartphones and will eliminate the need of exchanging business cards.

**How to generate a QR code for events?**

Generating a QR code is a simple task. Here are some ways to do it:

1. If you want to direct people to your website through your QR code then you need to shorten the website link through a software program or tool like bit.ly that shortens the URL. Once you have done that, add .qr at the end and you have successfully generated a QR code!
2. If you wish to generate a QR code for your event tickets then you may use software like Eventbrite to generate QR codes and check in the participants.

**Some tips when generating QR codes**

* Once you have generated your QR code make sure that it is working correctly and holds the correct information.
* If you are directing users to a web page, make sure that it is optimized for mobile screens.
* Don't limit your audience to only those who have a QR scanner on their phones. Adding a direct link is a good alternative for those who are not familiar with using this technology.
* If your QR code is printed on permanent objects like billboards, magazines, etc. then make sure that you keep the QR code "alive" even after the event. You could even use the existing QR code to market new events, products, or services.

Generating and using QR codes is easy. Once you start using them there is simply no going back. Make your events better today with QR codes!