informa markets

Optimise your Lead Retrieval

An easy way to convert connections into new business partnerships

"I'm using the app extensively this year for scanning badges, and my favourite part is taking notes on it so that I don't miss out any important takeaways from each meeting."

Allison Matusick, Global Accounts Director, Pharmaceutical Technologies, Corning

What is Lead Retrieval?

At previous events exhibitors using the platform and app generated over
250% more leads

Events are about making connections, generating leads and driving your business forward.

Use the lead retrieval feature on the event platform and app to capture the information of every prospective client who visits your stand, connects with you on the platform or views your sponsored content. You'll never miss a lead again!

You can capture leads in two different ways at Vitafoods:

1. Interacting with attendees online through the event platform:

The contact details of every connection you make on the event platform will be saved and available to download from your contacts list. This includes anyone you have connected with, exchanged messages with or arranged a confirmed meeting with on the platform.

2. Scanning attendee badges onsite through the event app:

By selecting the Scan Leads button on the homepage of the event app, you will be taken to the onsite lead retrieval platform. Here you can scan attendee badges, add your own notes and qualify your leads with customisable questions. You can also export a file of your scanned badges straight to your email from the app or web platform.

What are the benefits?

Say goodbye to binders: reduce admin time as everything is digitalised. No paperwork means you can focus on the conversation with your potential new partners and clients.

Don't miss a connection again: your entire show team onsite can download the app and scan attendee badges during the event

Personalise your lead qualification: Create qualifying questions that work for your company. Once your team members scan a badge, they can use them to assess the potential of their new lead.

Get business done faster: download your leads in two, or several spreadsheets, and share them with your sales team before you've even left the venue

Be more sustainable: ditch paper and start using the app to generate less waste.

Event Platform Leads

Leads collected by interacting with attendees online through the event platform

"We're a team of four people, each responsible for a different market. When we individually use the app to scan contacts, it's great that we can collate everything at the end of the day into one list we can use."

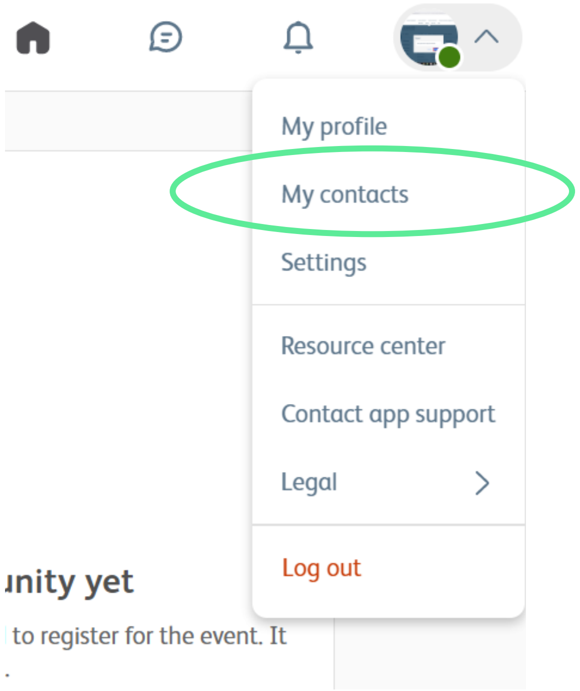
Werner Binder, Key Account Manager, Heinlein Plastik-Technik

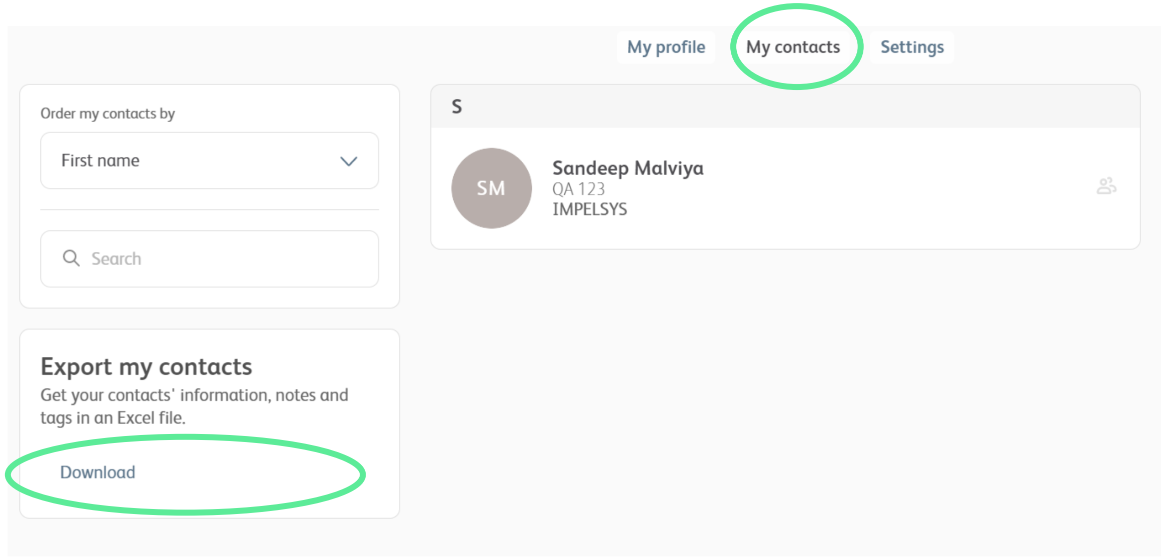
View and download your personal event platform leads

1. Click your picture in the top right corner.
2. Select "**My Contacts**" from the drop-down menu.
3. A list of your event platform connections will appear.
4. Click "**Download**" on the left side of the screen to export your list of contacts into an excel file.

Your export will contain the details of anyone who:

- You have connected with through the platform
- You have exchanged messages with through the platform
- You have a confirmed meeting within the platform

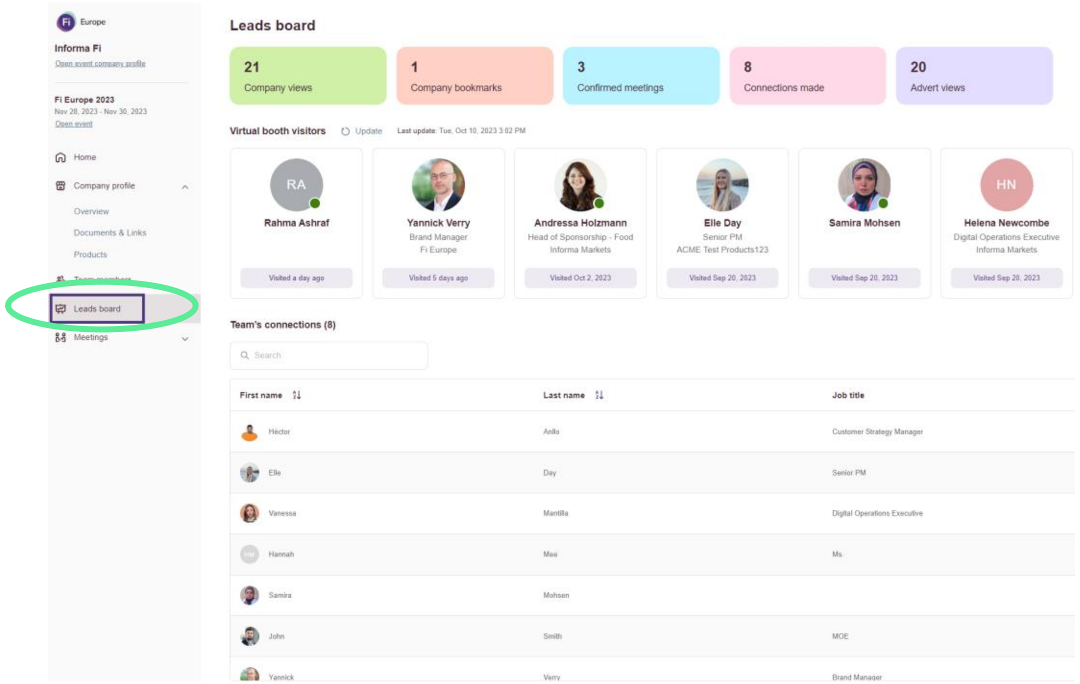




Download your company event platform leads

Please note: this feature is only available for Enhanced and Premium Exhibitors.

1. Click your picture in the top right corner.
2. Select "**Exhibitor Centre**" from the drop-down menu.
3. Select "**Leads Board**" from the left-hand menu
4. Click "**EXPORT ALL**" from the top right corner



Your export will contain:

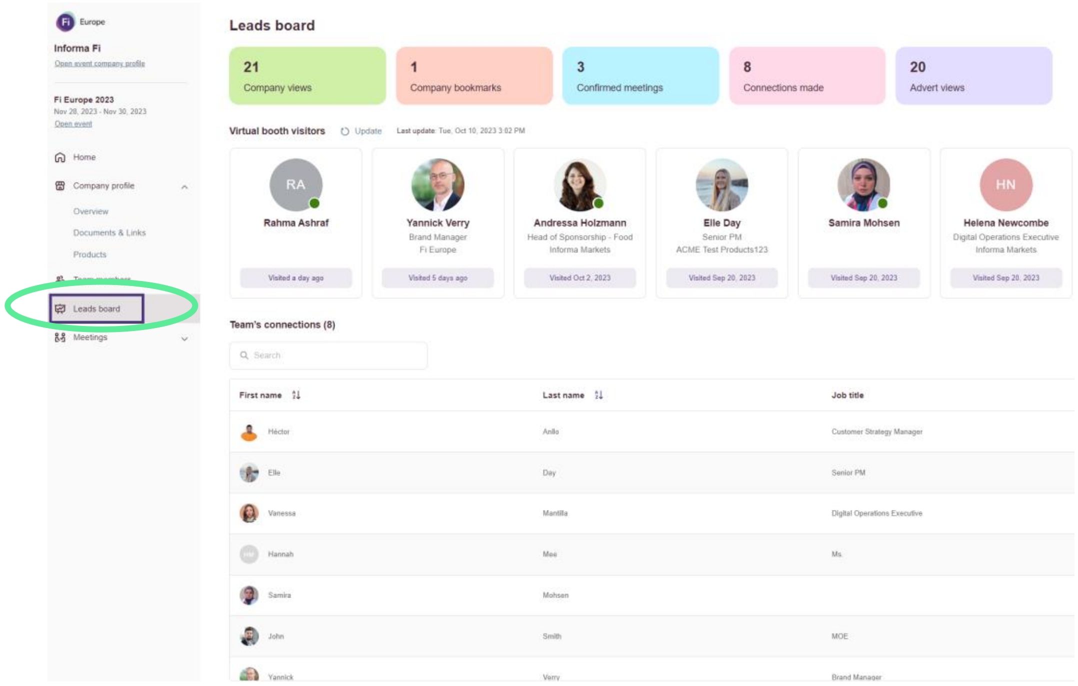
- The event platform leads from all company team members
- The details of anyone who has watched a company sponsored content session online
- The details of anyone who has registered for a company sponsored onsite session

Your personal leads are not automatically shared to the company leads file, you will need to toggle this option ON:

1. In the exhibitor centre, select "**team members**" from the left menu
2. Click the pencil icon next to your name
3. Toggle "**share your leads with the team**" ON.

As part of the leads and analytics provided to Exhibitors, you will be able to see Virtual booth visits statistics on the Exhibitor Centre homepage.

There, you will see a display with the most recent visitors to your booth. The visitor's name is clickable, and clicking on a name redirects to the Attendee's profile in the Event App where you can then reach out to them.



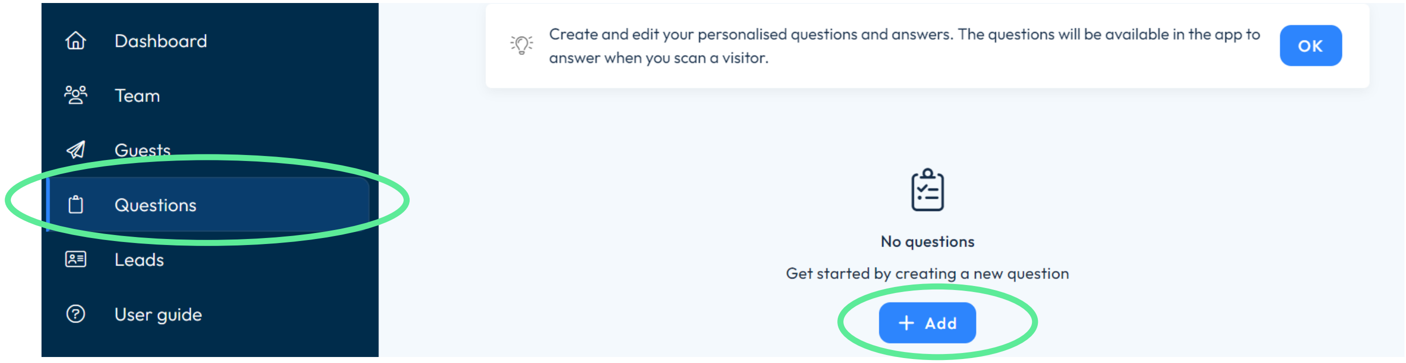
Onsite Leads

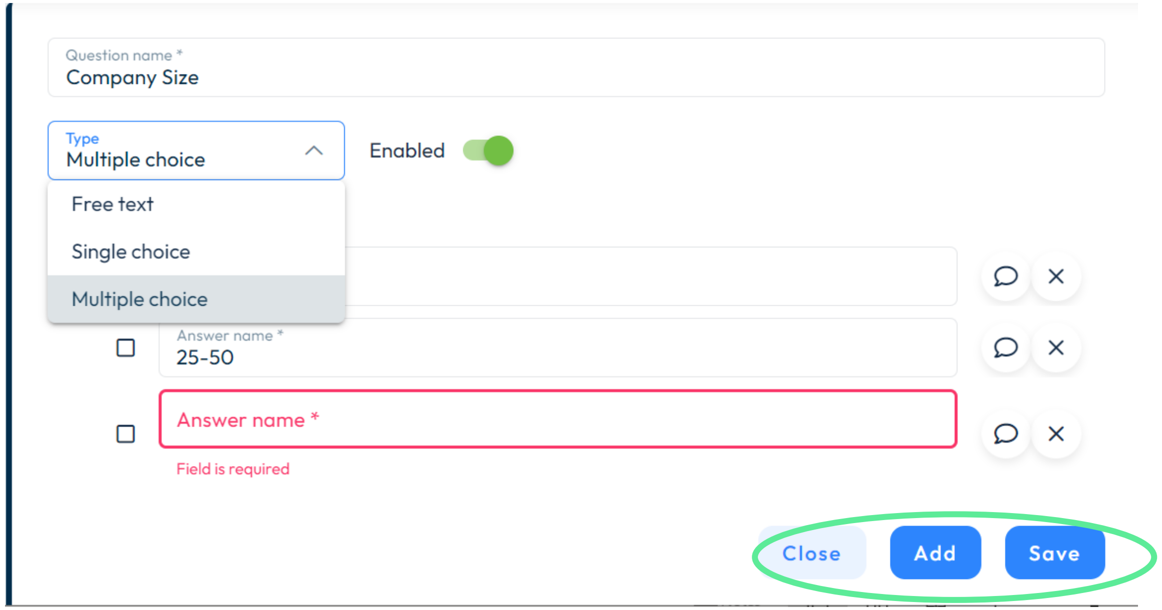
Leads generated by scanning badges onsite with the event app

Prepare your company's qualifying questions (for admins only)

Only the company admin has permission to edit the company's qualifying questions. These must be prepared before the start of the event.

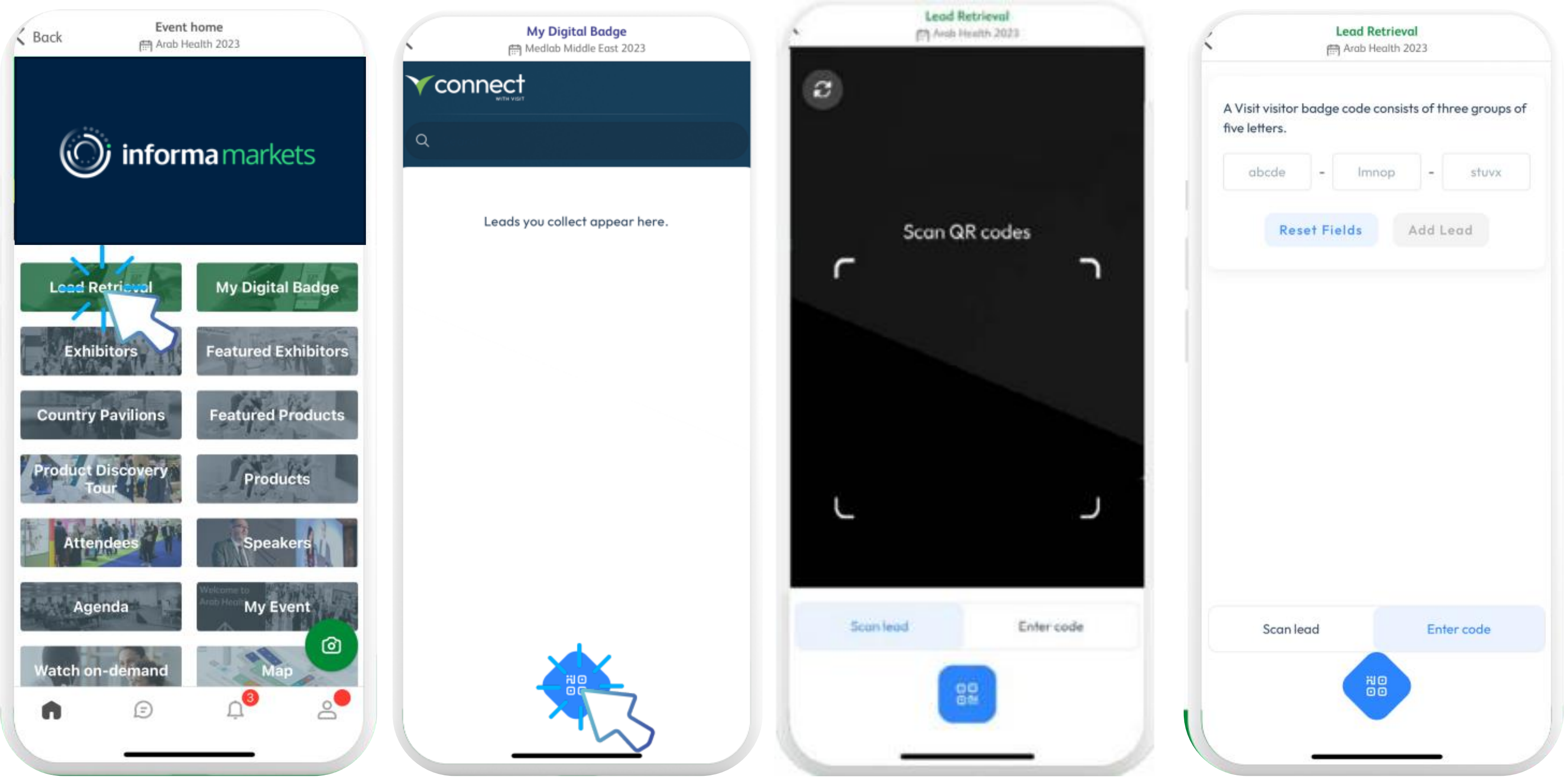
1. Access the Onsite Lead Retrieval Platform via the Exhibitor Manual
2. Select "**Questions**" from the left-hand menu.
3. Click "**+Add**" to create a new question.
4. Fill in the question name and select the question type.
5. For multiple choice questions, you will need to specify the answers, use the "**Add**" button to add answers.
6. Once you are finished, click "**Save**".





Scan badges onsite

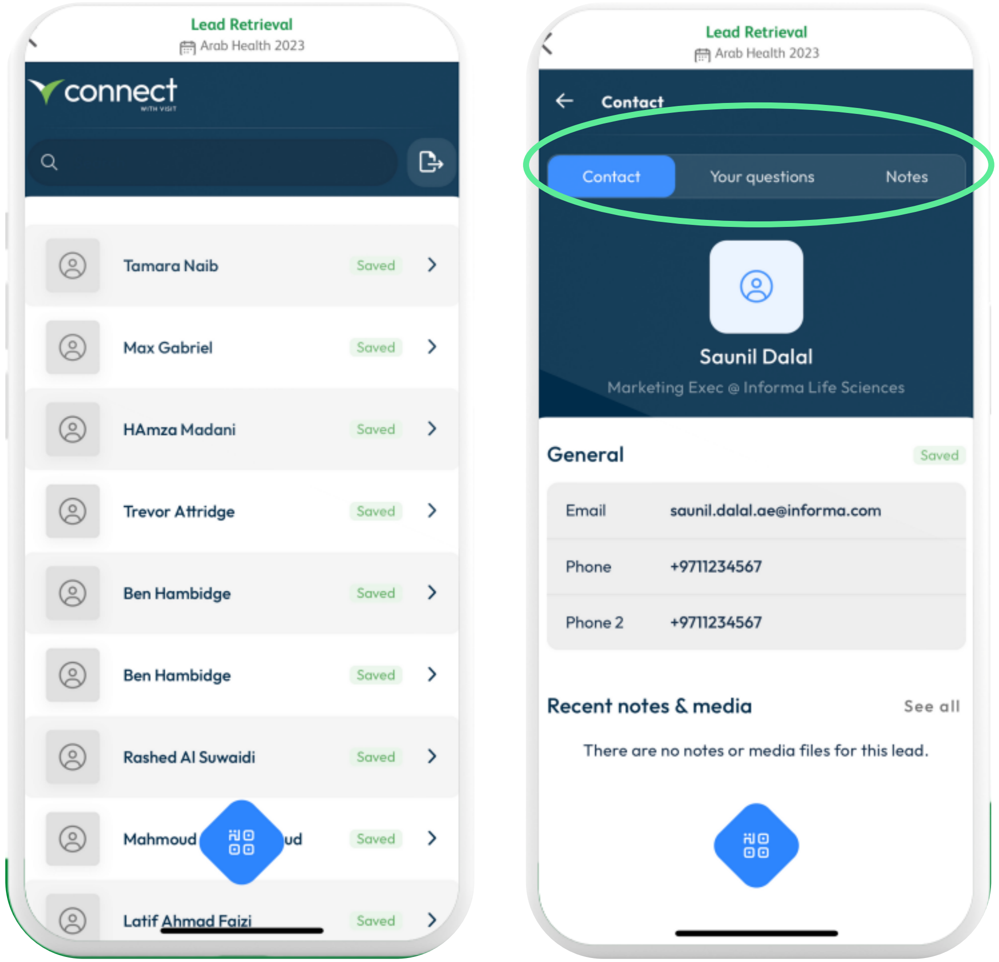
1. Download the app
2. Log in and select “Scan Leads”
3. Click on the blue, “scan leads” button at the bottom of the screen.
4. Allow the application to access your camera then point it directly at the attendee badge



Manage your onsite leads

The event app empowers you to qualify your leads in real-time, so you can prioritise the most promising prospects immediately. You can edit each lead, add your own notes and answer qualifying questions all in one place.

1. Log in to the app and select "**Scan Leads**"
2. On the homepage of your lead retrieval you can view all of your scanned leads
3. Click any of your leads to edit their details
4. Use the tabs at the top of the page to answer qualifying questions or add your own notes

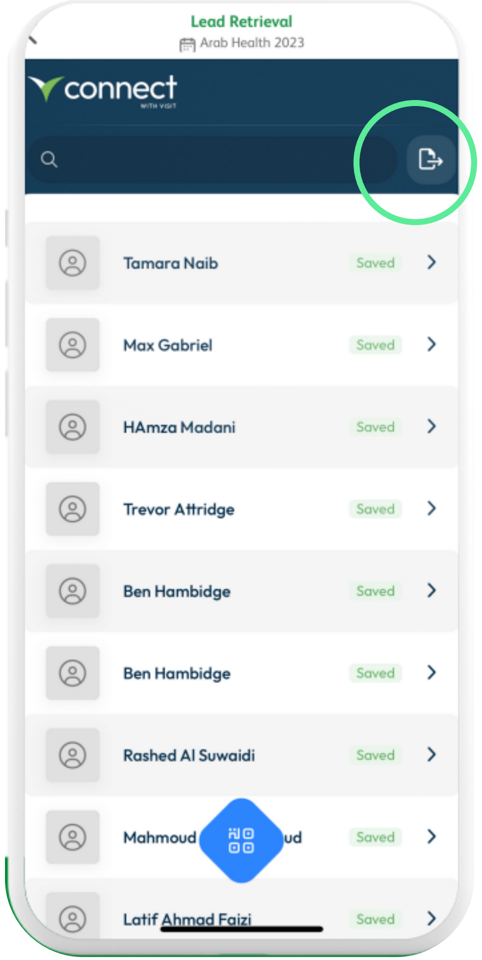


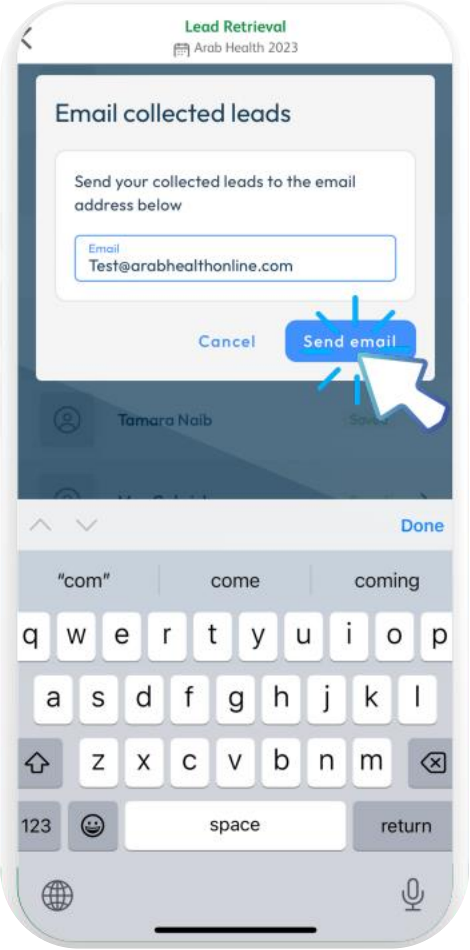
Download your onsite leads

The leads you collect onsite can be exported to an excel file and sent straight to your email. This file can then be shared with your sales team to follow up with those important calls.

This will export a list of the contacts you have scanned onsite at the event.

1. Log in to the app and select "**Scan Leads**"
2. Select the **download icon** in the top right hand corner
3. Enter the email address where you would like to receive your leads and click "**send email**"





Maximise your event ROI, start your lead retrieval journey today.

Login to the platform:
Click here