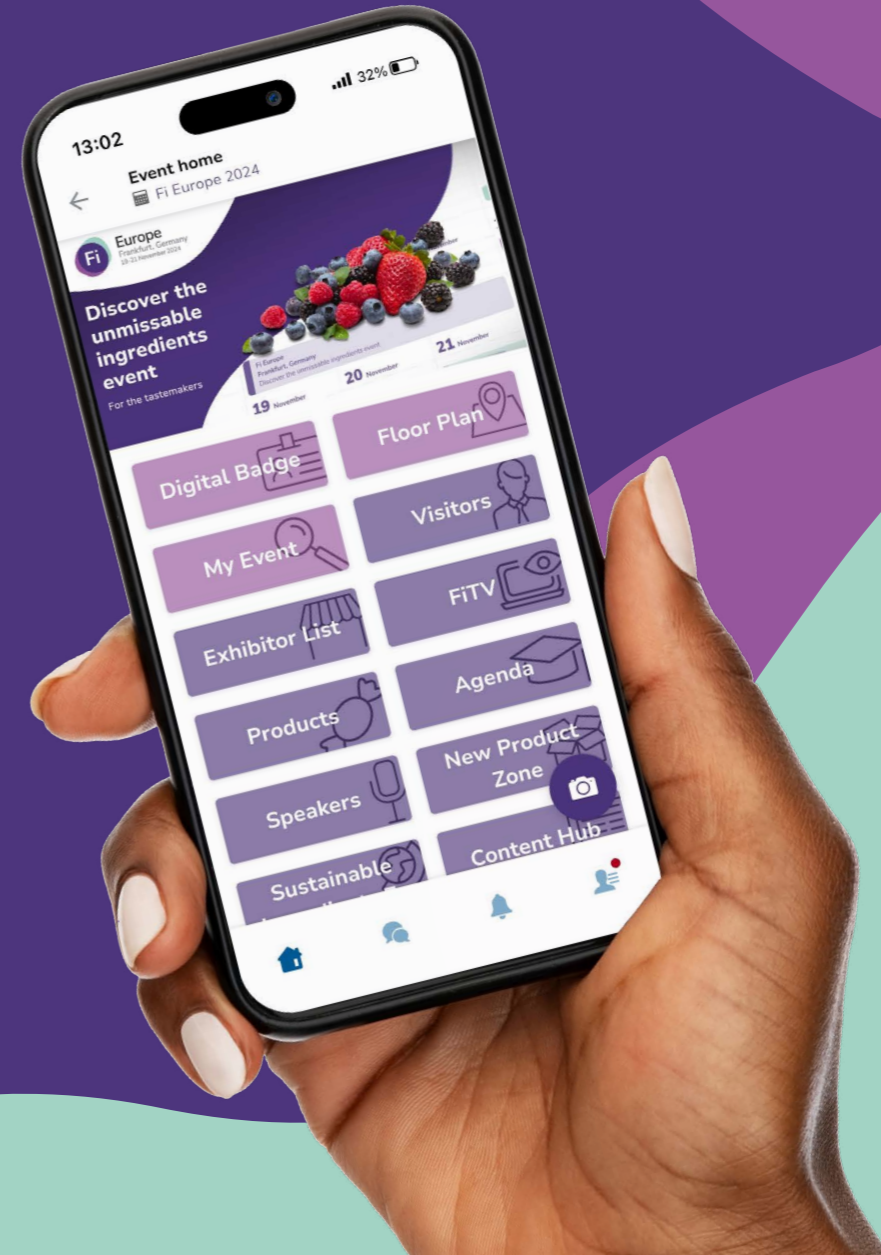# Extra leads.
Extra business.

An easy-to-follow instructional guide for exhibitors to scan badges, qualify prospects and capture contact details with ease.

Fi Europe
Frankfurt, Germany
19–21 November 2024

What are the benefits of lead scanning?

1

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.

2

Don't miss a connection again

Your entire show team onsite can download the app and scan attendee badges during the event.

3

Personalise your lead qualification

Create qualifying questions that work for your company. Once your team members scan a badge, they can use these to categorise their leads.

4

Get business done faster

Download your leads in spreadsheets, and share them with your wider team before you've even left the venue.

5

Be more sustainable

Ditch paper and start using the event app to generate less waste & accelerate your business sustainably.

What are lead qualifying questions?

A lead is an individual serving as a potential sales prospect for your company. As an exhibitor, you have the option to incorporate specific questions for your leads to respond to, allowing you to categorise them into different groups and take prompt action accordingly.

These questions are customised based on the unique goals, products, or services of your company. By using custom lead qualifying questions, your business can gain deeper insights into a lead's needs, interests, and purchasing intent.

This feature can also be used to add questions for your team to answer after their conversations.

- Is the lead hot, warm or cold?
- Assign a follow-up action (send brochure, send email, set up meeting)

Examples of lead qualifying questions

❯ **What products are you interested in?**

❯ **What is your purchasing authority?**

❯ **When are you looking to place an order?**

❯ **What is your total budget?**
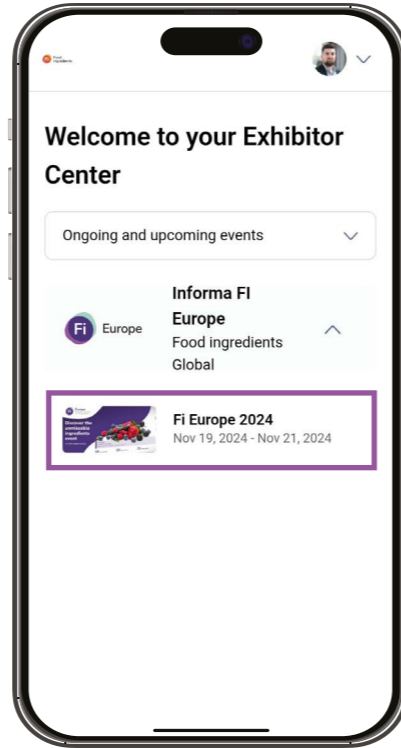
❯ **What is your preferred method of contact?**

Setting custom lead qualifying questions
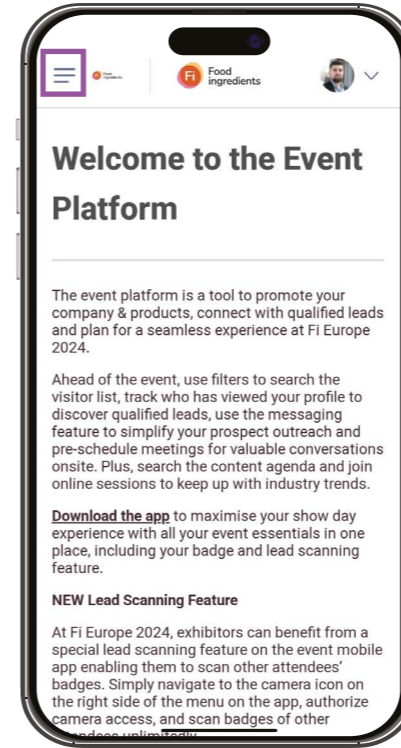
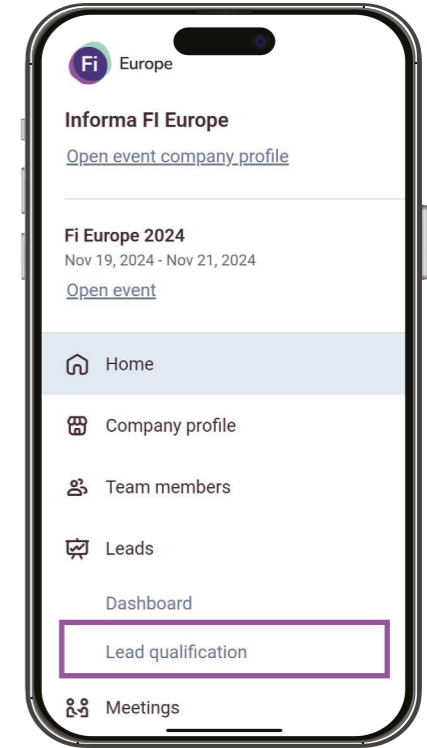# Setting custom lead qualifying questions
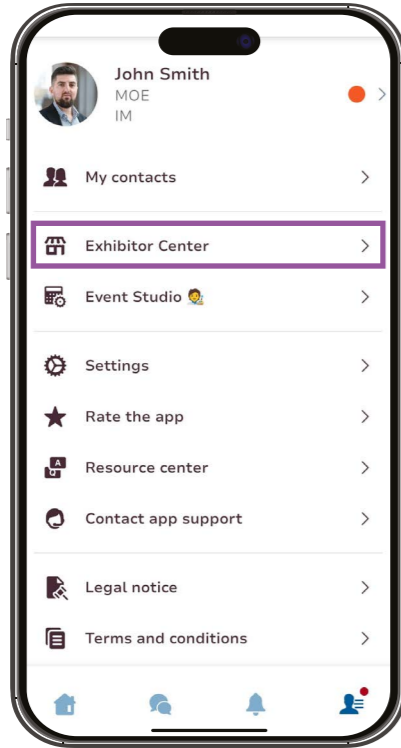
Step 1:
Click on '**Exhibitor Centre**'

Step 2:
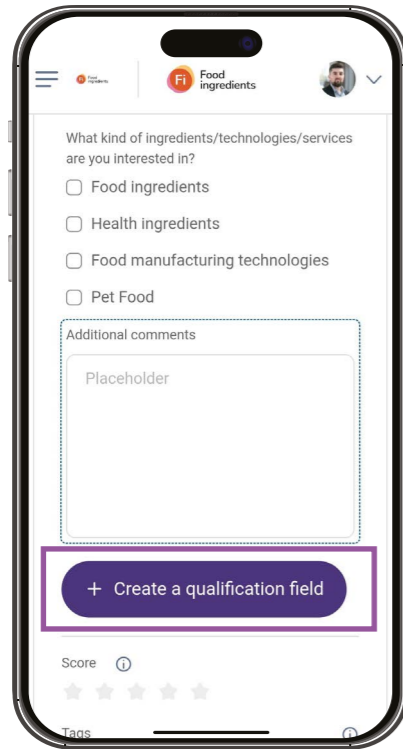Select **Fi Europe 2024**

Step 3:
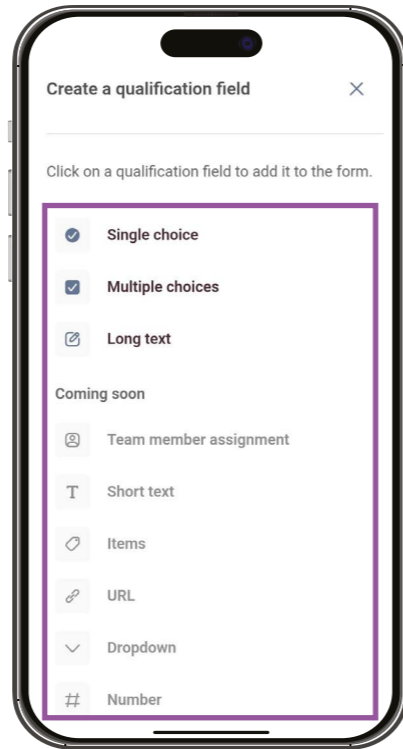Click on the **menu icon** in the top left

Step 4:
Click on '**Lead qualification**' under Leads
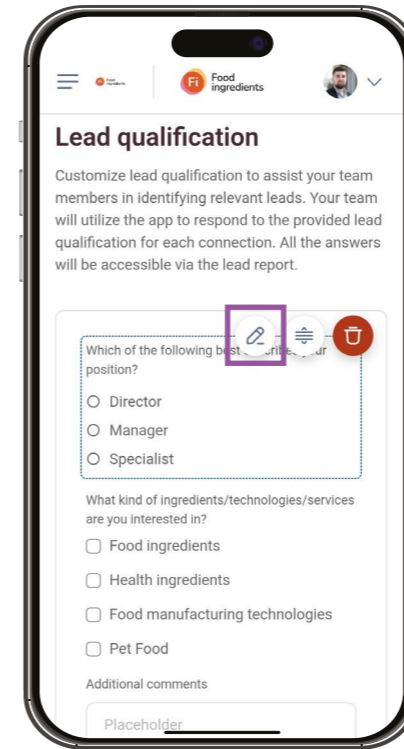
Setting custom lead qualifying questions
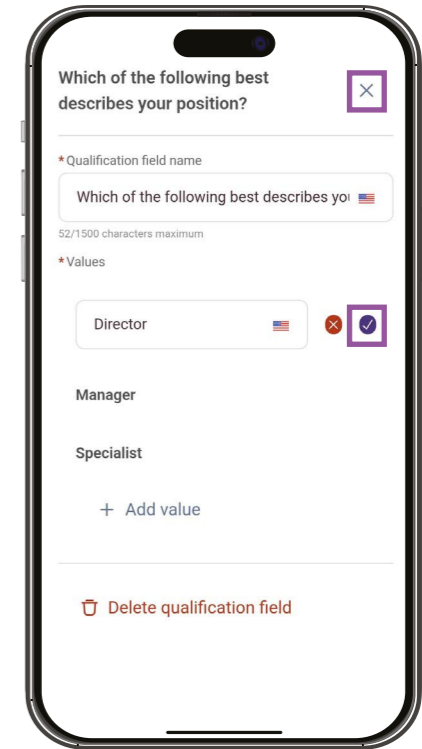

Step 5:
Click on
'Create a qualifcation field'

Step 6:
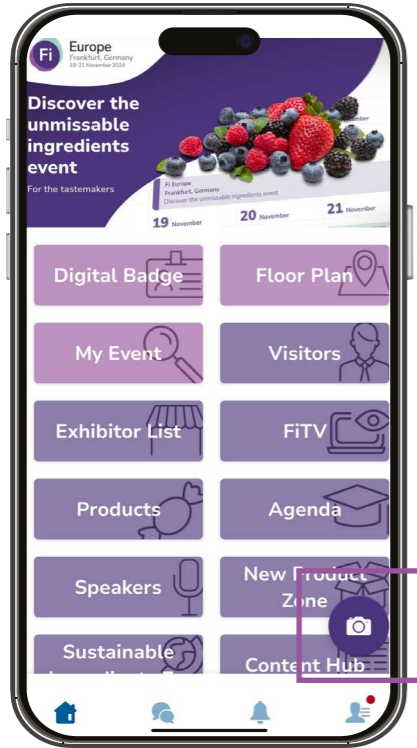Choose the **preferred type of question**

Step 7:
Click on the
pen icon to edit

Step 8:
Click on **purple tick box to save,** and then click on the **cross on top right**

Scanning badges on-site

Scanning leads at the show

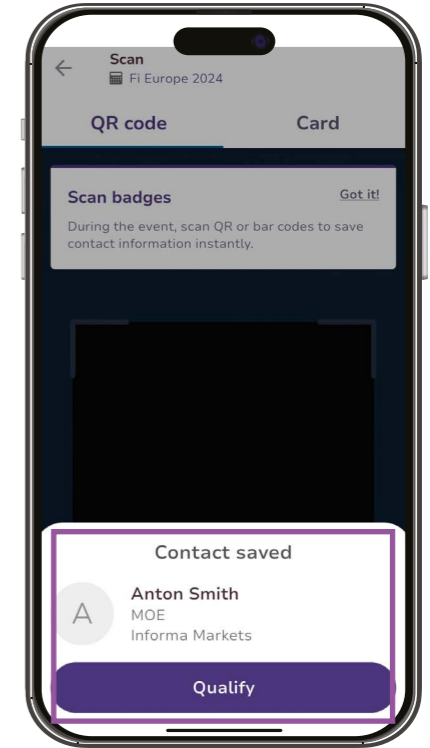
Step 1:

Click on the **camera icon** in the bottom right
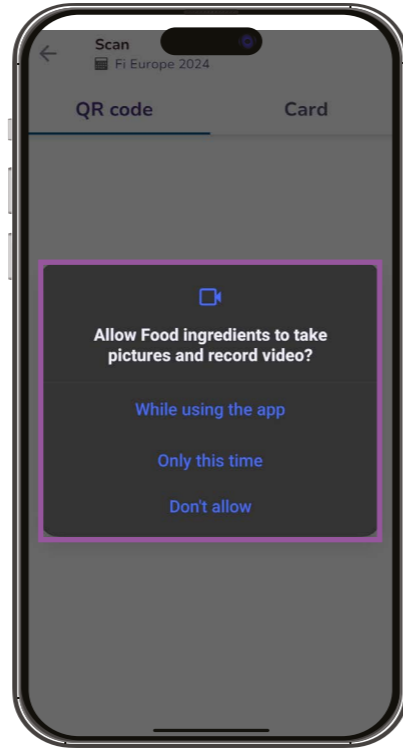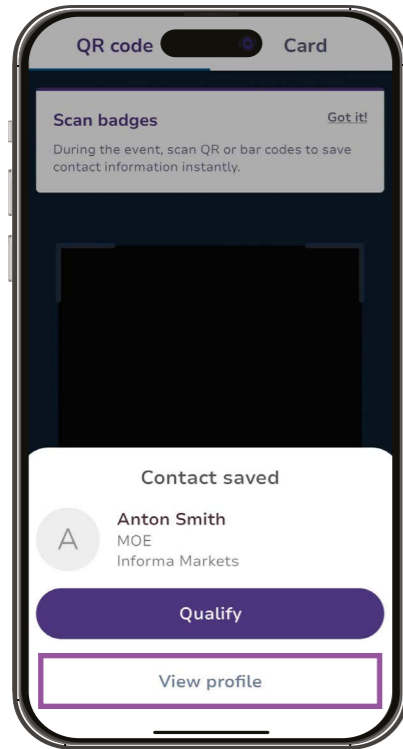
Step 2:

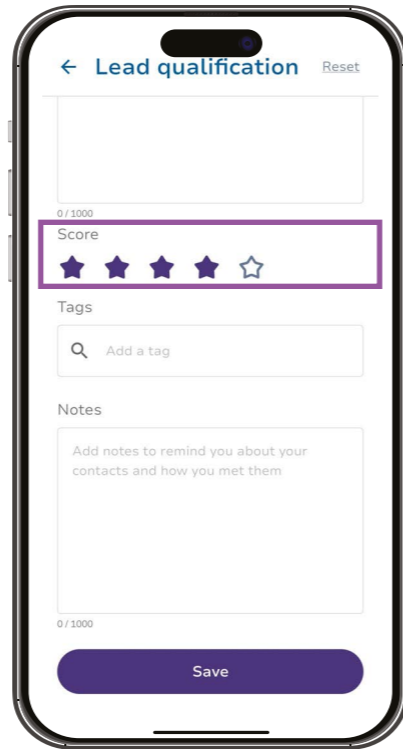Grant camera **permissions**
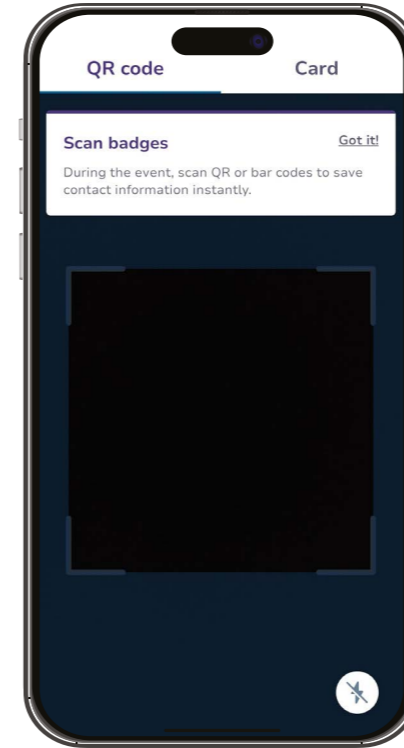
Step 3:

Point the camera at a badge...

and you have successfully captured your lead's contact details!
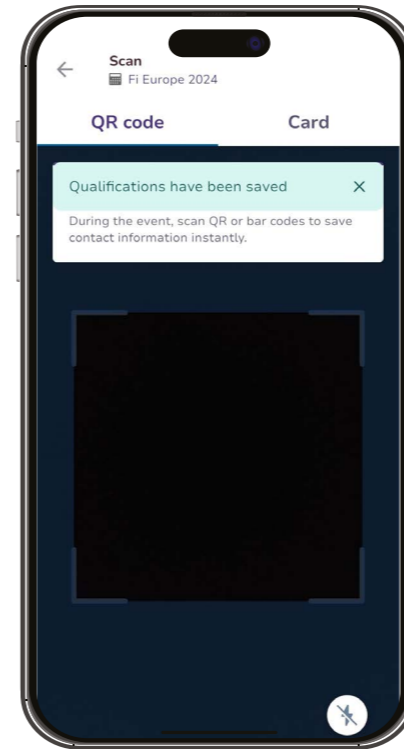
Scoring leads generated at the show
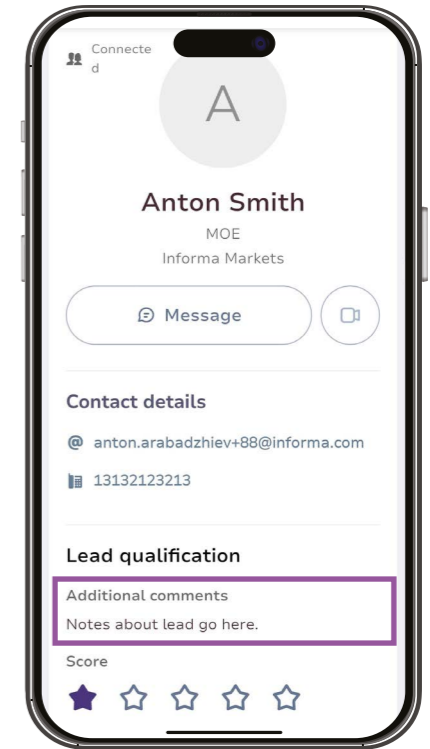

Step 1:
Click on
'**View profile**'
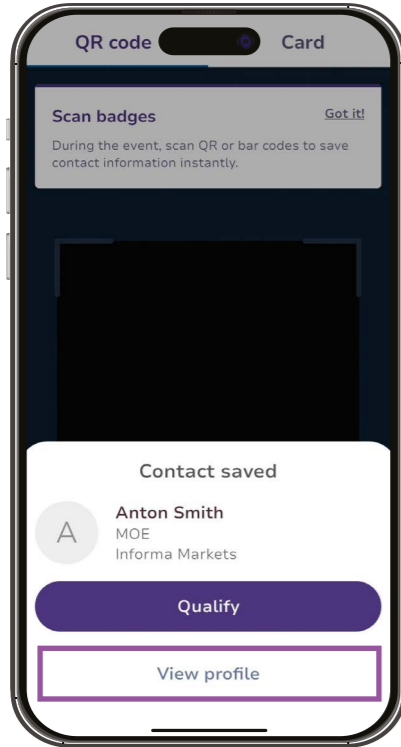
Step 2:
Score your
lead's **potential**

Successfully
scored!

Step 3:
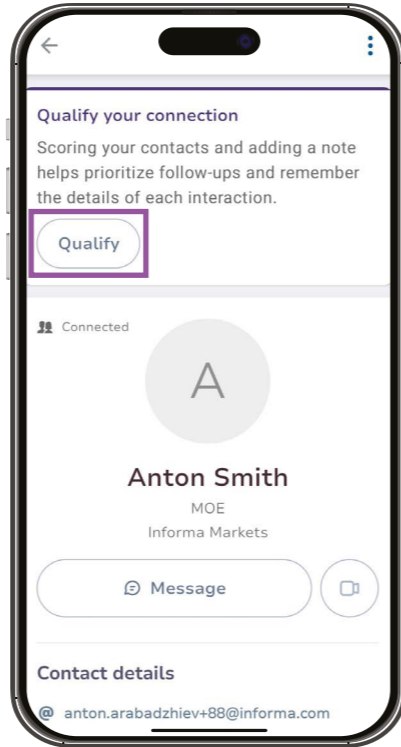**Add notes**
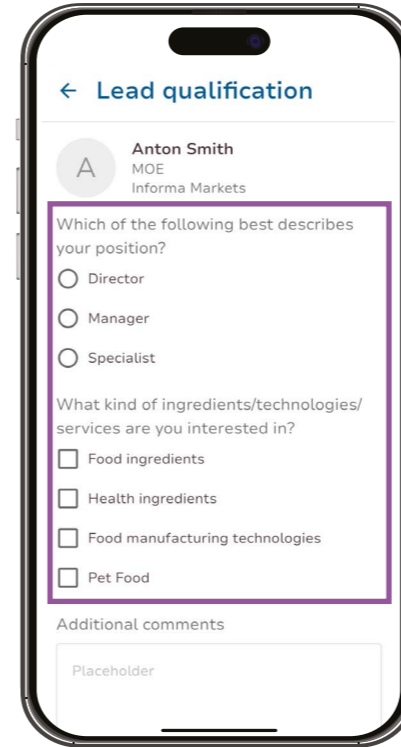for more details

Qualifying leads generated at the show

Step 1:
Click on
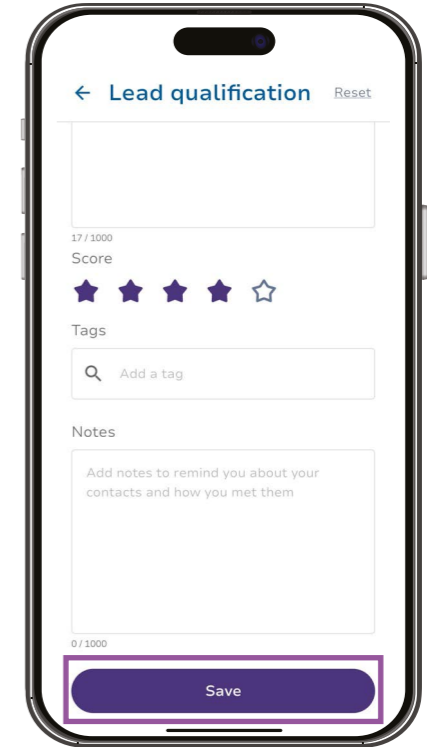'**View Profile**'

Step 2:
Scroll down to
click on '**Qualify**'

Step 3:
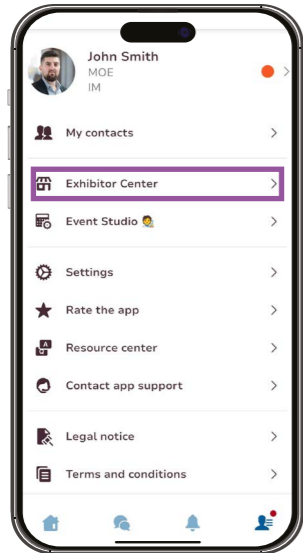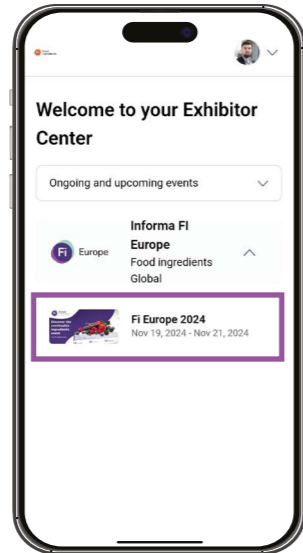Select answers
to qualify the lead

Step 4:
Click '**Save**'
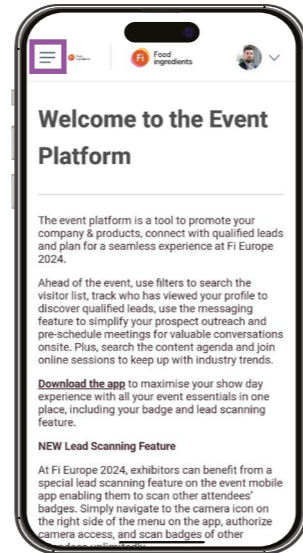
Downloading leads generated at the show

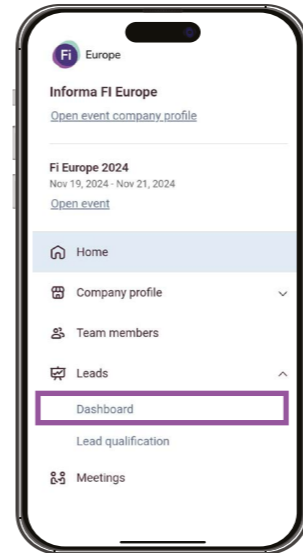# Downloading leads generated at the show

Step 1:
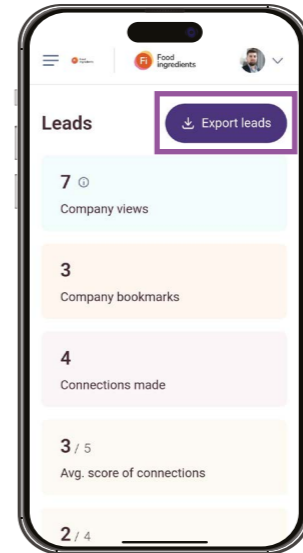Click on
'**Exhibitor Centre**'
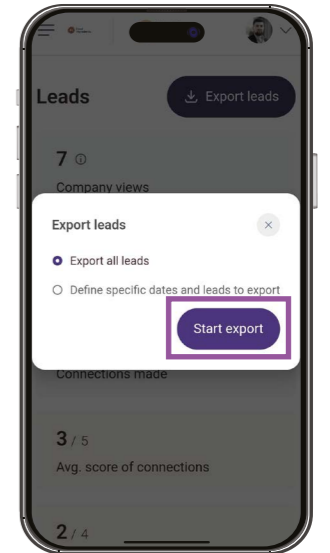
Step 2:
Select
Fi Europe 2024

Step 3:
Click on the **menu icon** on the top left

Step 4:
Click on '**Dashboard**' under Leads

Step 5:
Click on
'**Export leads**'

Step 6:
Click on
'**Start export**'

Download the Fi Europe 2024 app to begin scanning!

Need assistance?

Contact the Fi Europe 2024 customer service team on
ficustomerservice@informa.com

Fi Europe
Frankfurt, Germany
19-21 November 2024