

Mobile App- Exhibitor Lead Scanning

Option 1



If you do not require qualifying questions or automated emails, you may wish to simply use the scanning feature that all delegates will use under the 'Attendees' icon. You can export your leads directly from the app on your phone using this method.

Option 2



The exhibitor lead scanning feature appears as icons only for those registered as an exhibitor. It offers the **option to configure lead questions and automated emails for your company,** <u>managed via your</u> <u>APPEA 2023 exhibition portal.</u>

- 1. Tap the 'Scan Leads' icon which opens your phone's camera
- 2. Scan the attendee's name badge or QR code on their phone in their app
- 3. Tap the 'View Leads' icon to see the leads you've scanned.
- 4. Enter your question and then tap the 'Submit button.

Setting up questions, auto-emails & exporting your scanned leads

Use your computer to log into your APPEA 2023 Exhibitor Portal and follow the prompts under the 'Lead Management' tab.

н	lome	Manage My Booth	Update Contact Details	Invoice And Payment	Lead Management+	Sign off
Lead Management Setup Lead Management is the process where exhibitors can scan the QR code on an attendees n					Lead Management - Setup Lead Management - Current Leads	
Exhibitions are able to capture details about the attendeee and ask them customised questions during their visit. Please Note: For each attendee you will be provided with their name, position, company name and email address when the badge is						
Scaanned. If you would like to capture further contact details, please ensure you collect this information via the lead question. Once configured, you are ready to start using Lead Management at their stands. The Exhibitor Lead Scanning function will appear as an icon within the event app. Personalised login details will be provided to each team member registered via the exhibitor portal one week prior to the event. All staff who are will require access to the lead tracking function will need to be registered thround this portal, any staff NOT registered via the exhibitor portal for your booth will not have access to the scanning function.						
Ques	tions	Auto Thank You Ema	il Lead Alert Email			
Click	on the	Add New Question bu	Iton to create custom ques	tions. Use the Response	• Ac	d New Question

Type drop down to select what style of response is best for the question being asked. These can be text, numbers, yes/no, ratings and many more. Check the Mandatory box if the question must be completed. Select the Hide check box when you no longer wish to display this question.