

Lead Insights

Onsite Best Practice Checklist

Welcome to your personal onsite checklist for maximizing your success at Informa Connect events! To give you the best possible onsite experience and maximize your ROI, your event is enhanced by several digital platforms and innovative technologies. You can find all the information about these tools and instructions to help you get set up below. We hope you have a great event !

Use Lead Retrieval in the ConnectMe app

The ConnectMe app provides mobile access to the Visit platform's features, including badge scanning for capturing leads at your booth.

- **Access Features:** Download the ConnectMe app via the link provided to your email. Log in to access features, including badge scanning for Lead Retrieval.
- **Lead Scanning:** Click "Lead Retrieval" and use the blue square button to scan visitor badges. Add answers and notes to each lead via the dashboard.

Display Your QR Code at the Booth

You will be provided with a QR code onsite to display at your booth.

- **Engage Visitors:** Display the QR code on your stand to direct visitors to your virtual booth and collateral, capturing more interaction data.

Monitor Your Lead Insights Dashboard

Informa's Lead Insights platform provides real-time updates, allowing you to track leads as they come in and prioritize follow-ups during the event.

- **Real-Time Monitoring:** Use Lead Insights to track leads as they come in. Send meeting requests through the app to engage with virtual booth visitors.
- **In-Depth Lead Information:** Navigate to the "Leads" tab to view detailed lead profiles. Add notes and share insights with your team.