Visit Connect Guide

For exhibitors

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Why Visit Connect?

Visit Connect brings together the physical and digital event spaces to boost real-time lead generation. It enables all participants to plan, monitor, affect and measure event success in real time, to increase engagement, drive interaction, glean maximum data insight and optimise the event experience.

For whom is it designed?

For exhibitors

...who want to ensure no lead is lost, prove exhibiting ROI, reduce their carbon footprint at the event plan and measure their exhibiting experience.

For organisers

...who want to optimise the exhibitor experience, increase pre-registration, drive engagement and interactivity on their show floor, prove exhibitor ROI and have a detailed data intelligence.

When to use it?

Pre-show

- Add staff members to capture leads
- Invite potential prospects to event
- Set up questions you'd like to ask your visitors
- Upload profile & product information

At & post-show

- Scan visitors' badges and collect their information
- Add notes, voice memos, photos and answer the pre-set questions
- Review leads with the other staff members
- Export leads and follow up with them

How to use Visit Connect pre-show?

Here is what you need to prepare before the event to ensure you get maximum ROI with least effort.

STEP 1

Add staff members to capture leads

A. Go the **Event Menu**, choose **Team** and click on **Register Staff**. In this way, you will go through the registration form and add your staff members.

Their level of access is seen under the **Permissions** tab:

- **Admin permissions**
- **Show all leads (letting the other team members see the captured leads)**
- **Allow capture leads (it is ticked by default)**
- **Allow export leads**
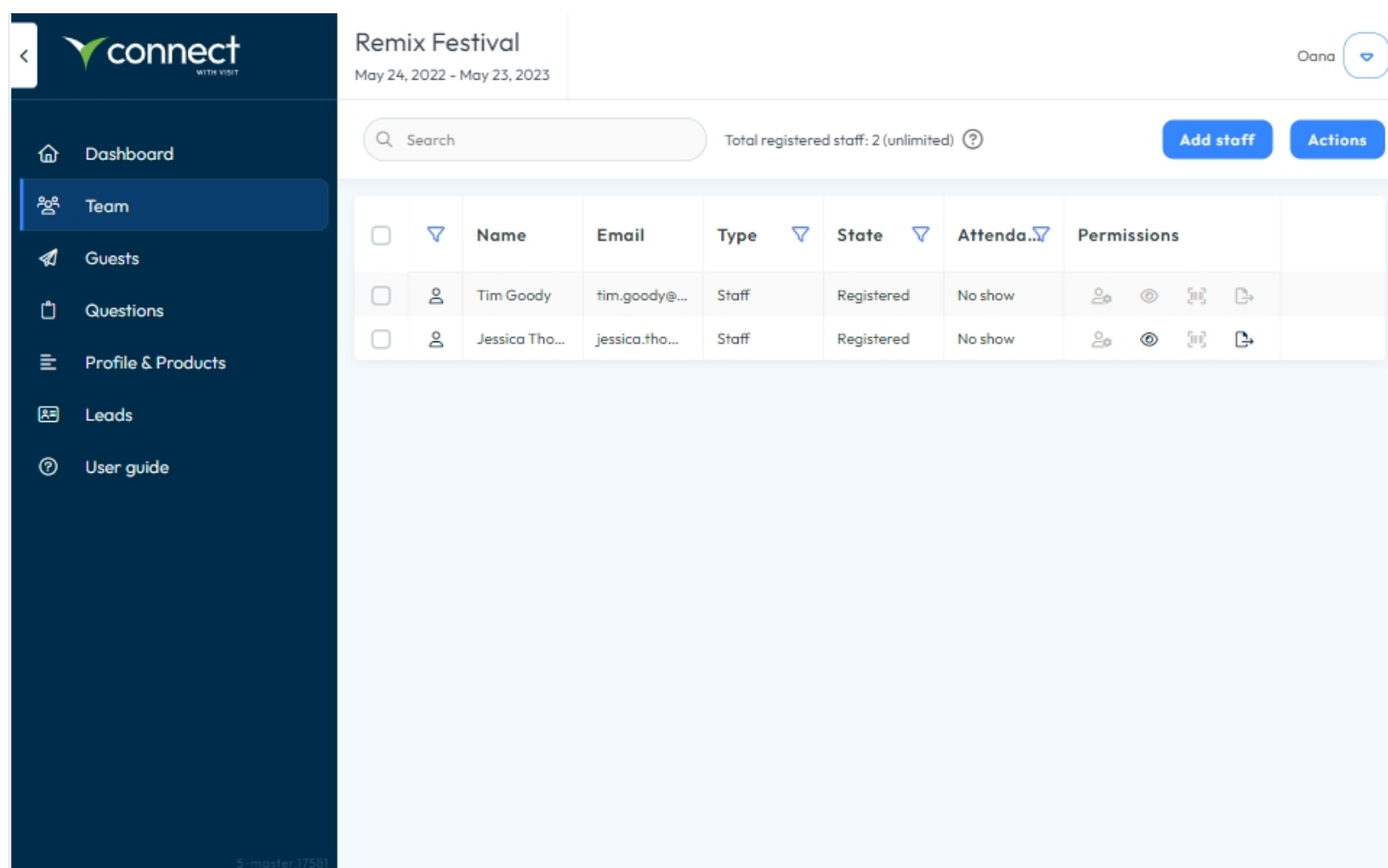
B. Go to **Event Menu**, choose **Team**, click on **Actions** and **Print Licenses**. In this way, a file is presented, and the user can choose to use Visit Connect in their web browser or to download the native app.

By scanning the license, the user is given only rights to capture leads.
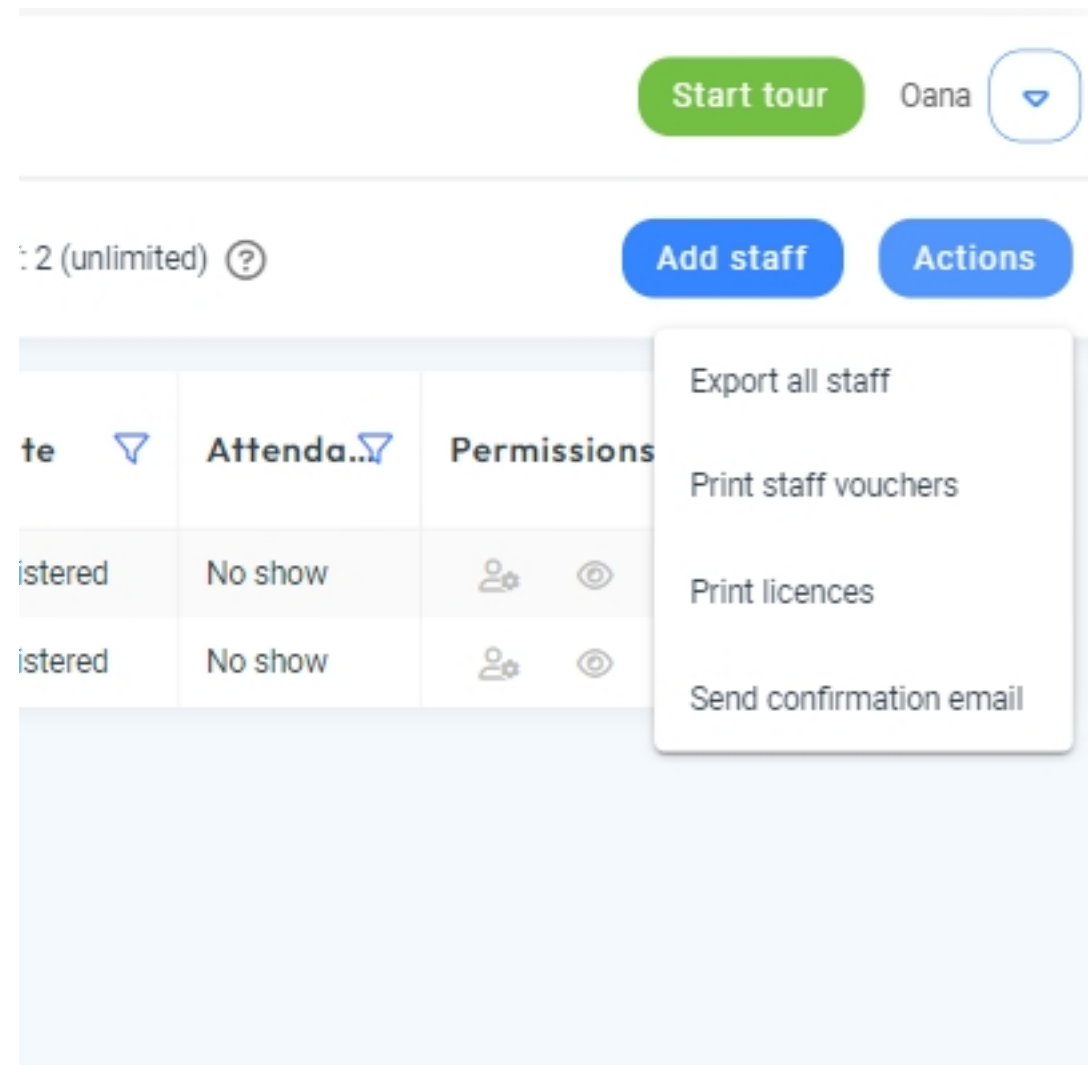
> **TIP**
>
> You don't need an internet connection once you're up and running, but you must ensure the device goes online at the end of the show to synchronize all the lead data back to your account.
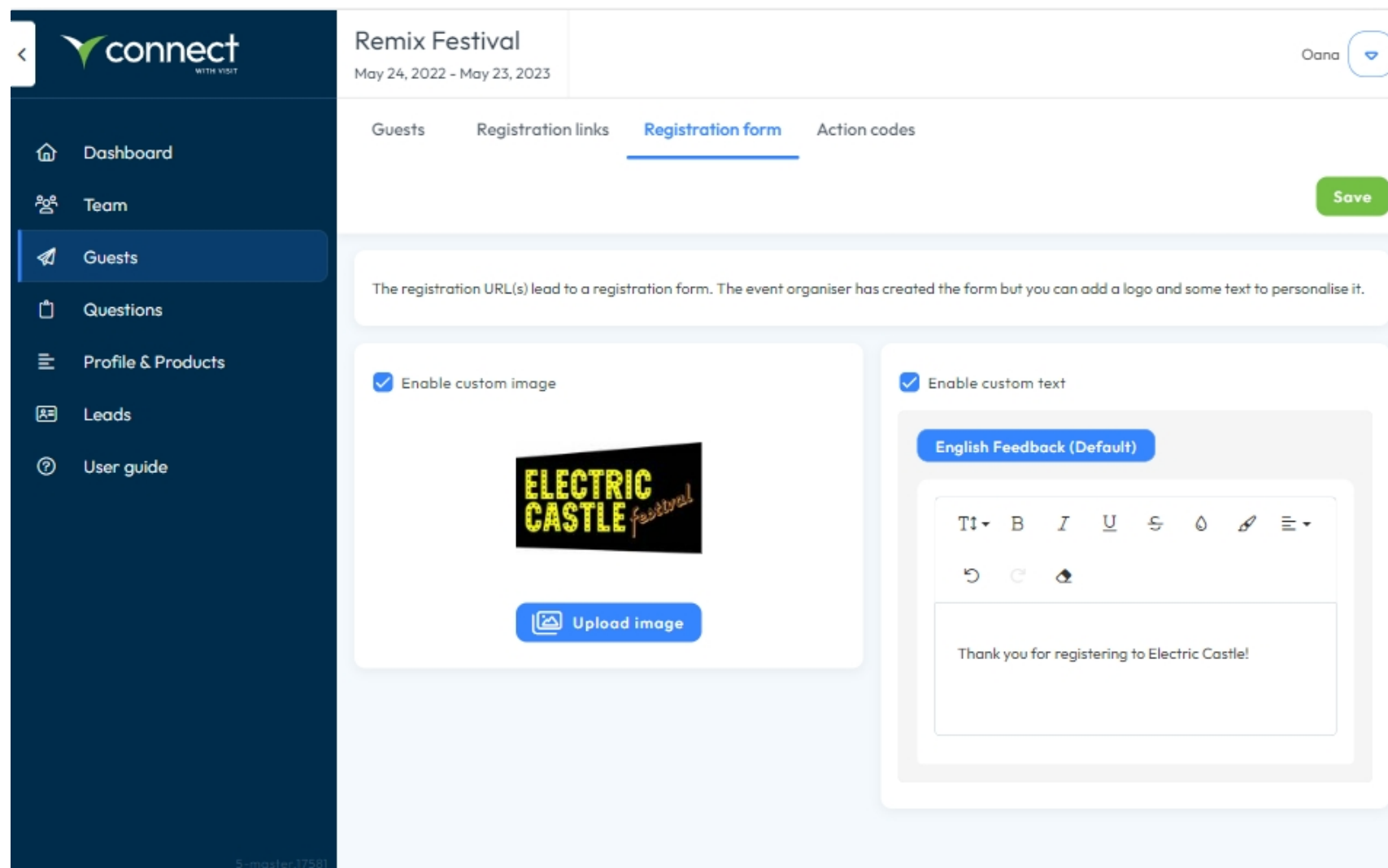
STEP 2

Invite potential prospects to event

Go to **Event Menu**, choose **Guests**, click on **Registrations Links** and add a name and a description for your personalized link.
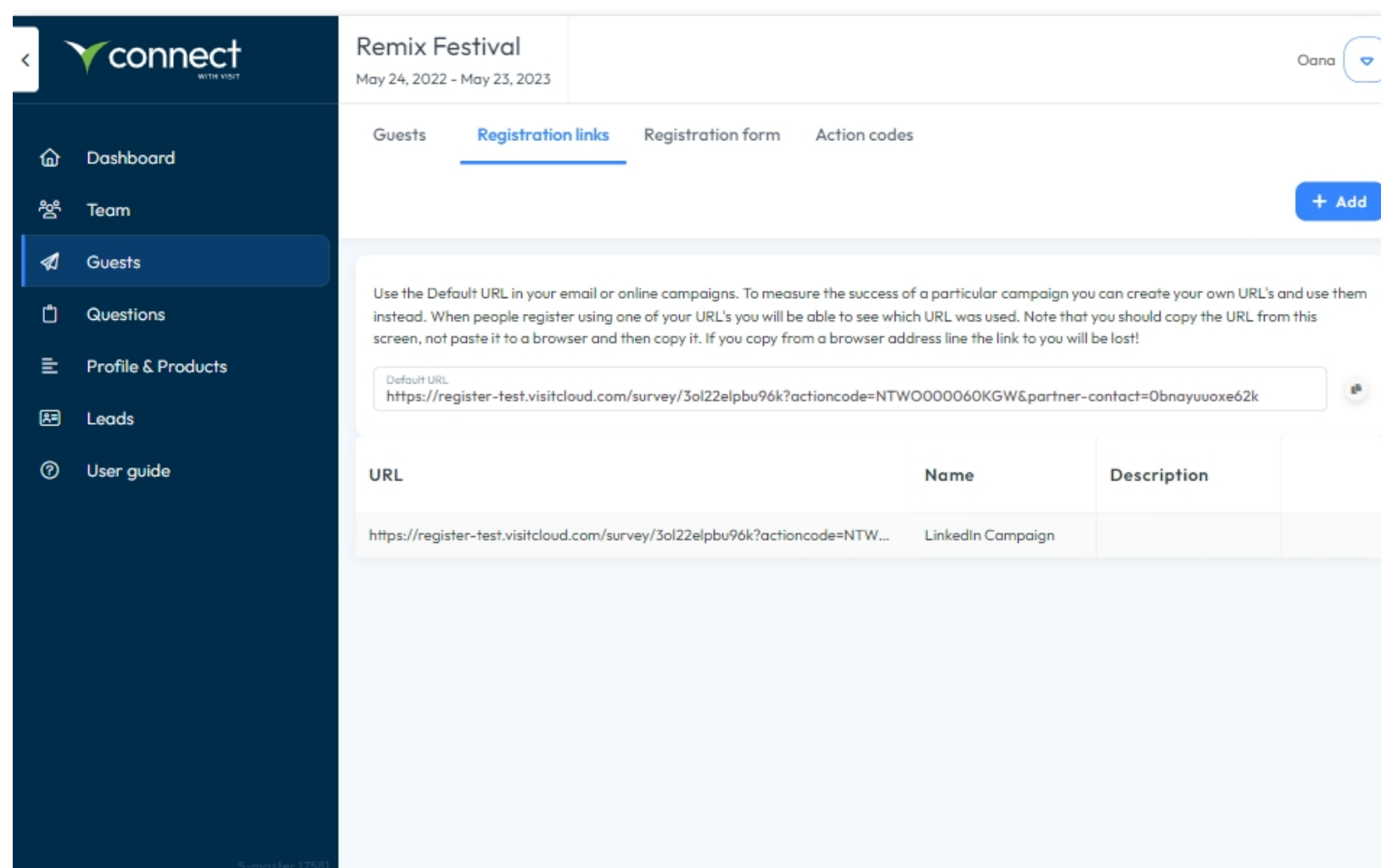
You can also personalize the registration form by adding a custom image and a custom text:
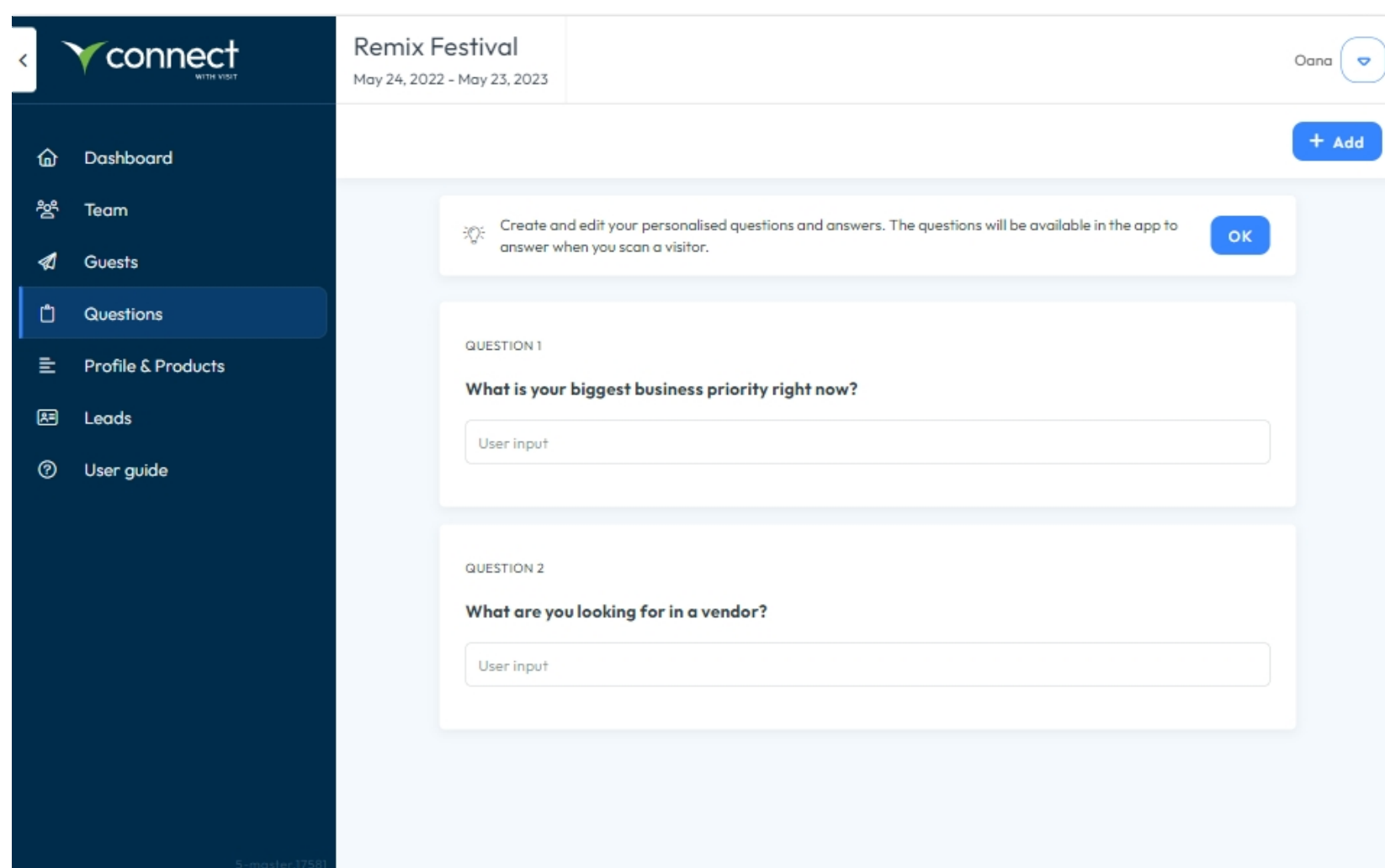
STEP 3

Set up questions you'd like to ask your visitors

To get the most out of your lead collection, you can set up questions in advance to ask your visitors. This helps you gather clear and consistent information about your leads and speeds up the time to process.
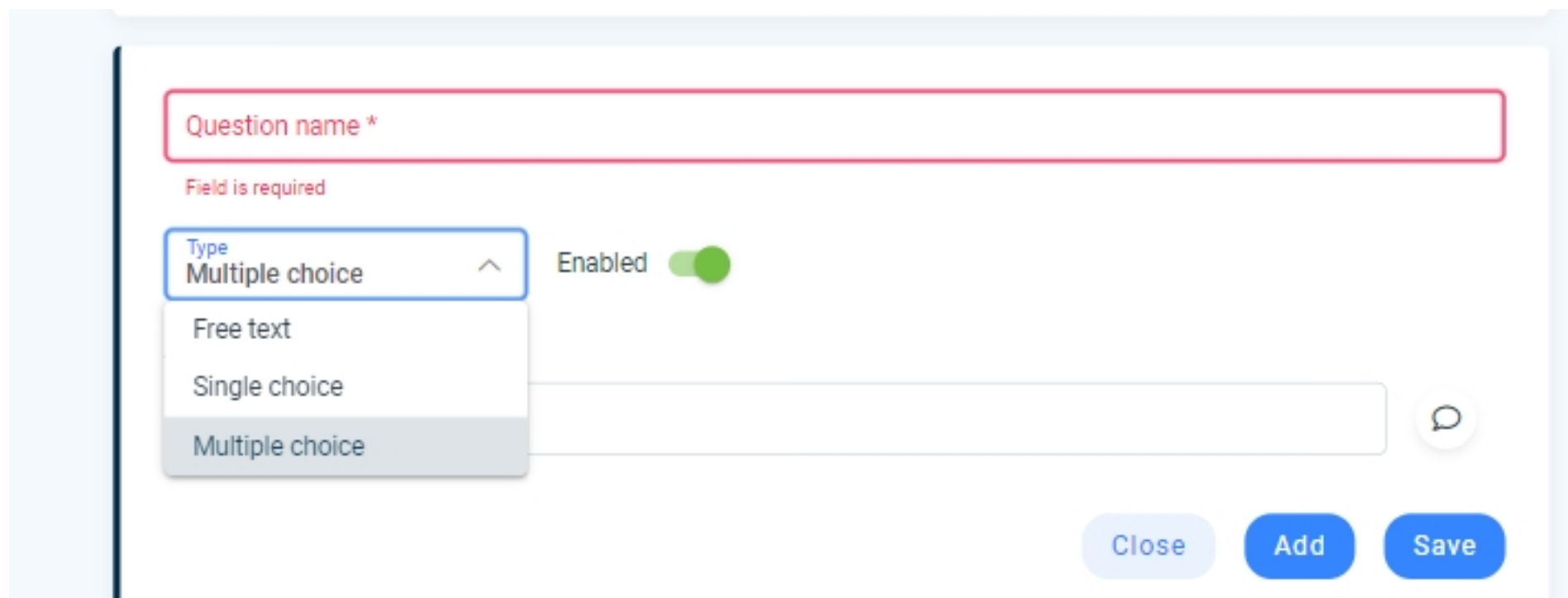
Here's what you need to do

Go to **Event Menu**, click on **Questions** and then, just add your questions:

There are three types of questions:

- **Multiple choice:** answers are checkboxes. Respondents can select one or more.
- **Single choice:** answers are radio buttons. Respondents can select one.
- **Free text:** answers are a text box. Respondents can enter any text.

> **TIP**
> You can also enable / disable a question by toggling the enabled setting to disabled. It appears pale blue when enabled, and grey when disabled.

STEP 4

Upload profile & product information

You can add content such as white papers, URL links, brochures, images and other documents, to share with visitors through a Touchpoint or Scanpoint. Visitors collect the company details and product information by tapping their badge on the Touchpoint or scanning the QR code with Visit Discover.

In return, you will collect their contact details and you will see who is interested in your profile.

Go to **Event Menu**, choose **Profile & Products** and click on **Add** and select the container.

Visit Connect calls each collection of content a "content container".

There are two levels of profile and product information. Each container has a label stating the content type:

- **Profile content**

If you have no product content, you can choose to load just the company profile content. You can also upload multiple products depending on your business portfolio and needs.

- **Product Content**
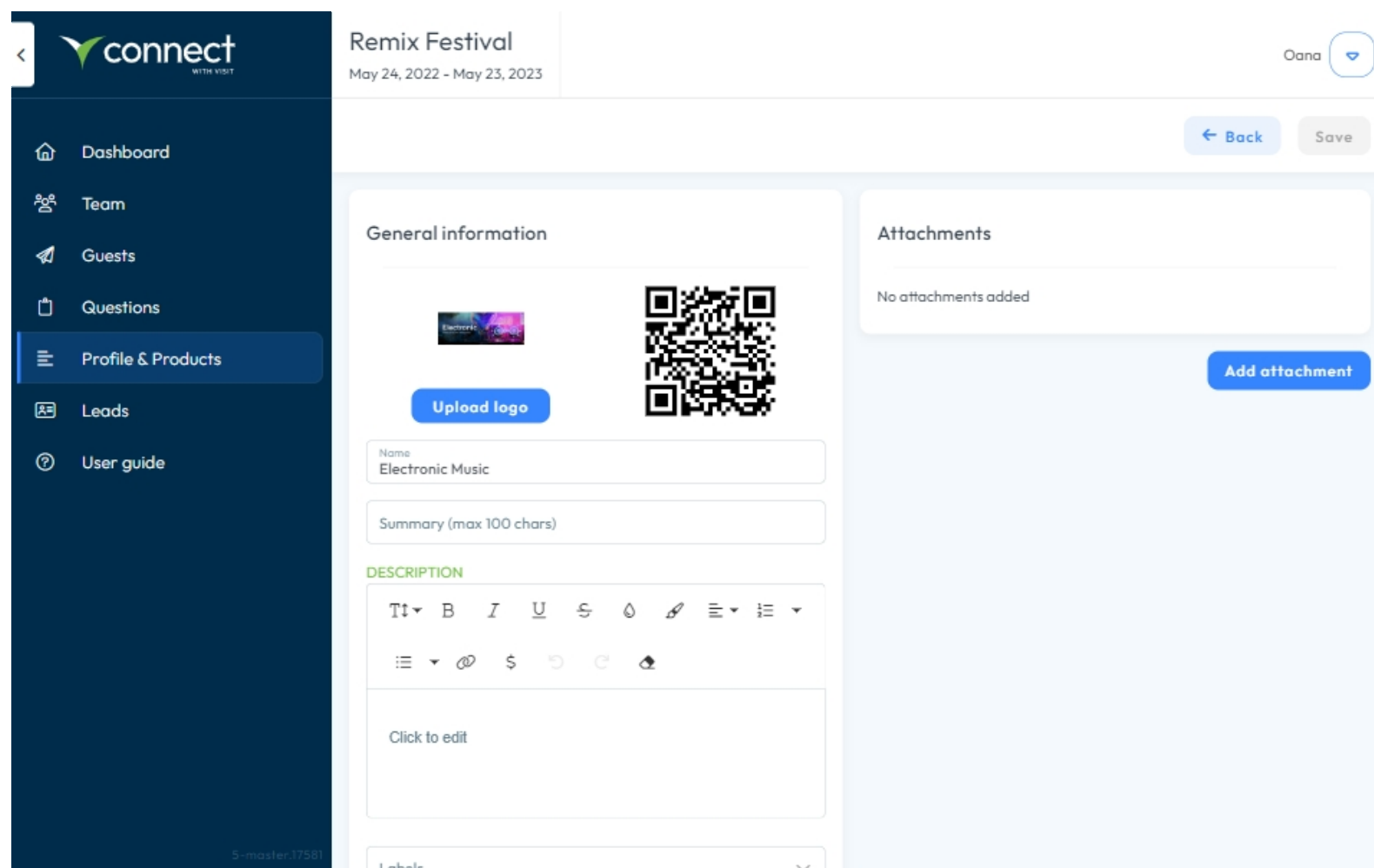
Below, see a visualization of the 2 levels of content:
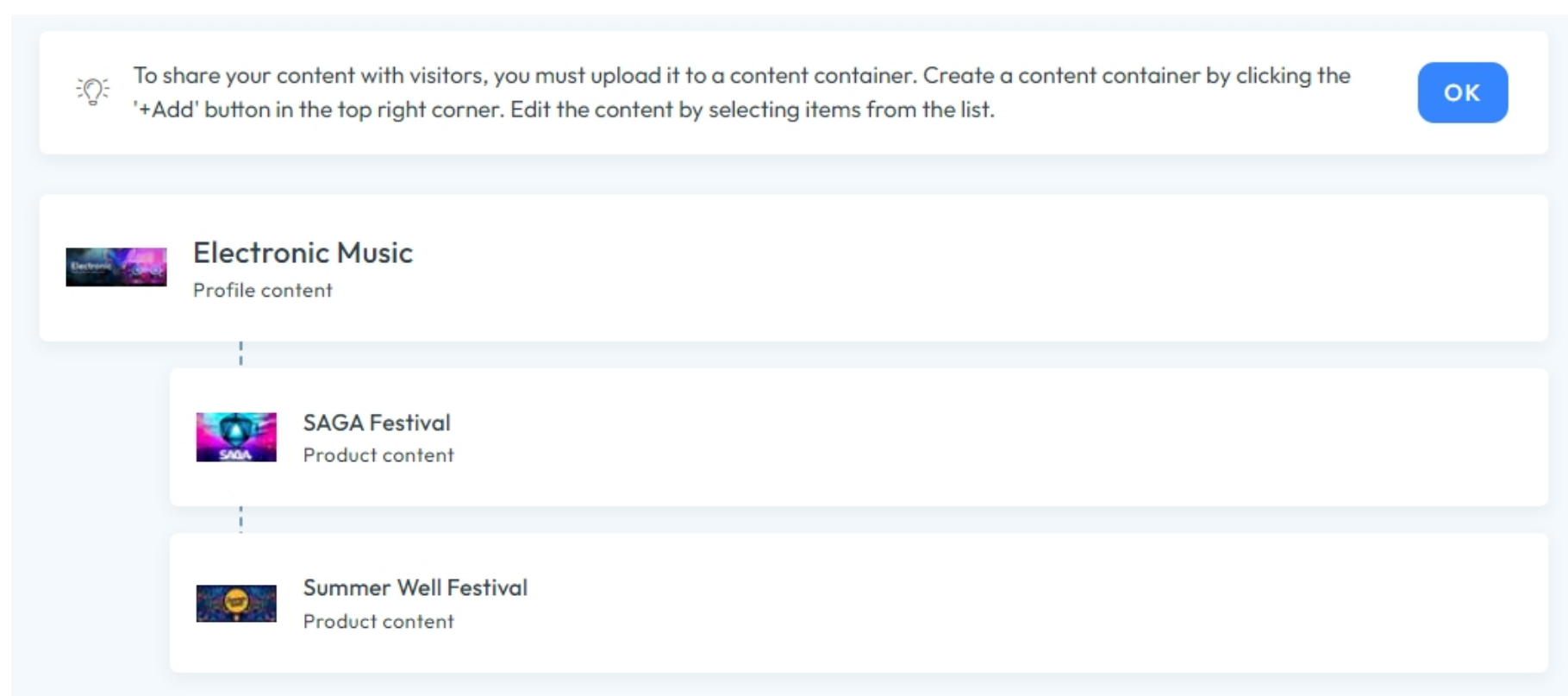
If you use touchpoints, the number of product content containers available to you depends on the number of touchpoint licenses you have. Each touchpoint is associated with a container.

You can have unlimited product content containers with Scanpoints. You do not need to buy Scanpoints licenses. The event organiser must enable Scanpoints for the event. Contact the organiser for help if Scanpoints (QR Codes) are not available.

How to use Visit Connect at & post-show?

During and after the event, you can view and manage the leads you collected.

First, you need to scan the visitors' badges you are interested in:
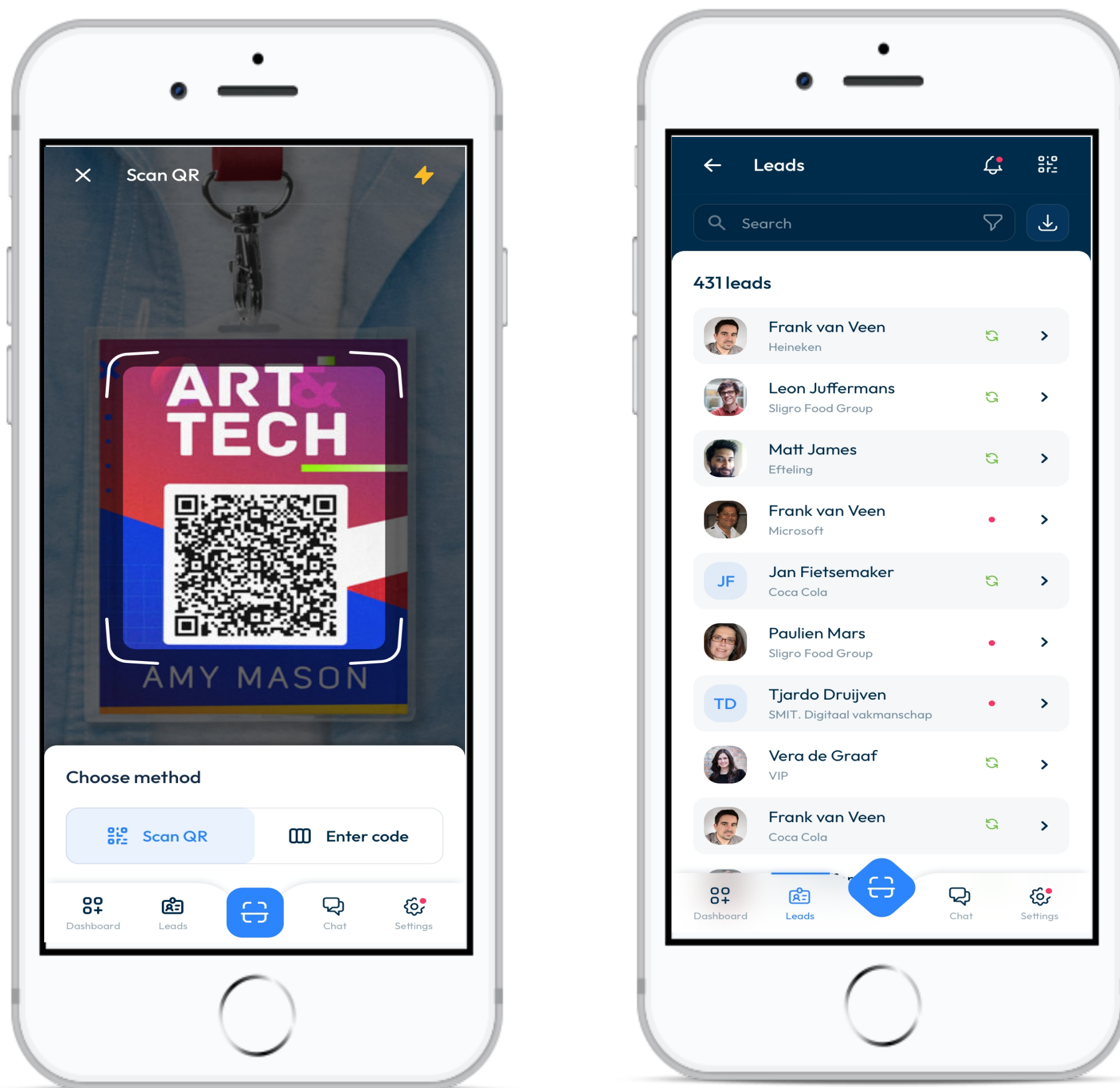
The information captured will appear in the Leads section. Depending on the permissions set for your team members (Show all leads - enabled), you can also view what other team members have scanned.
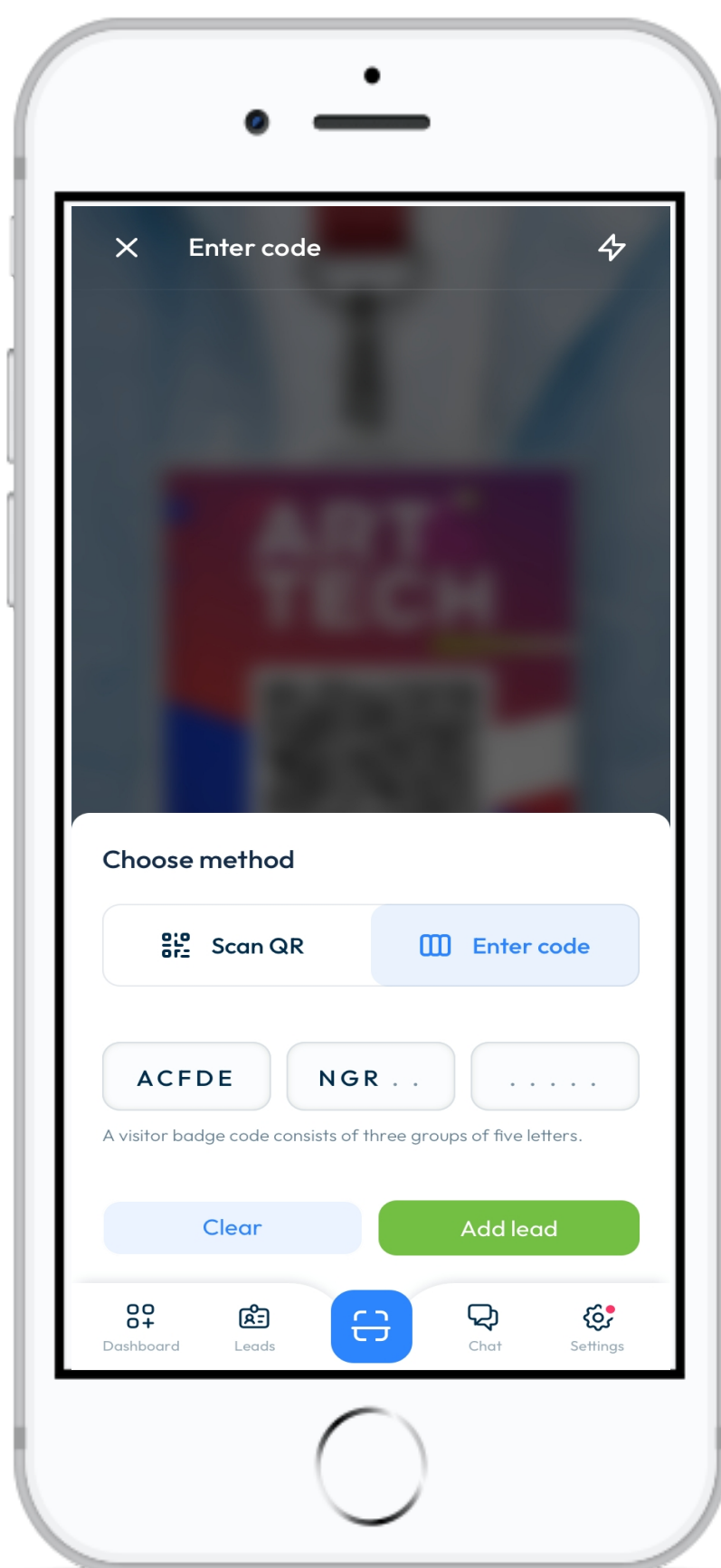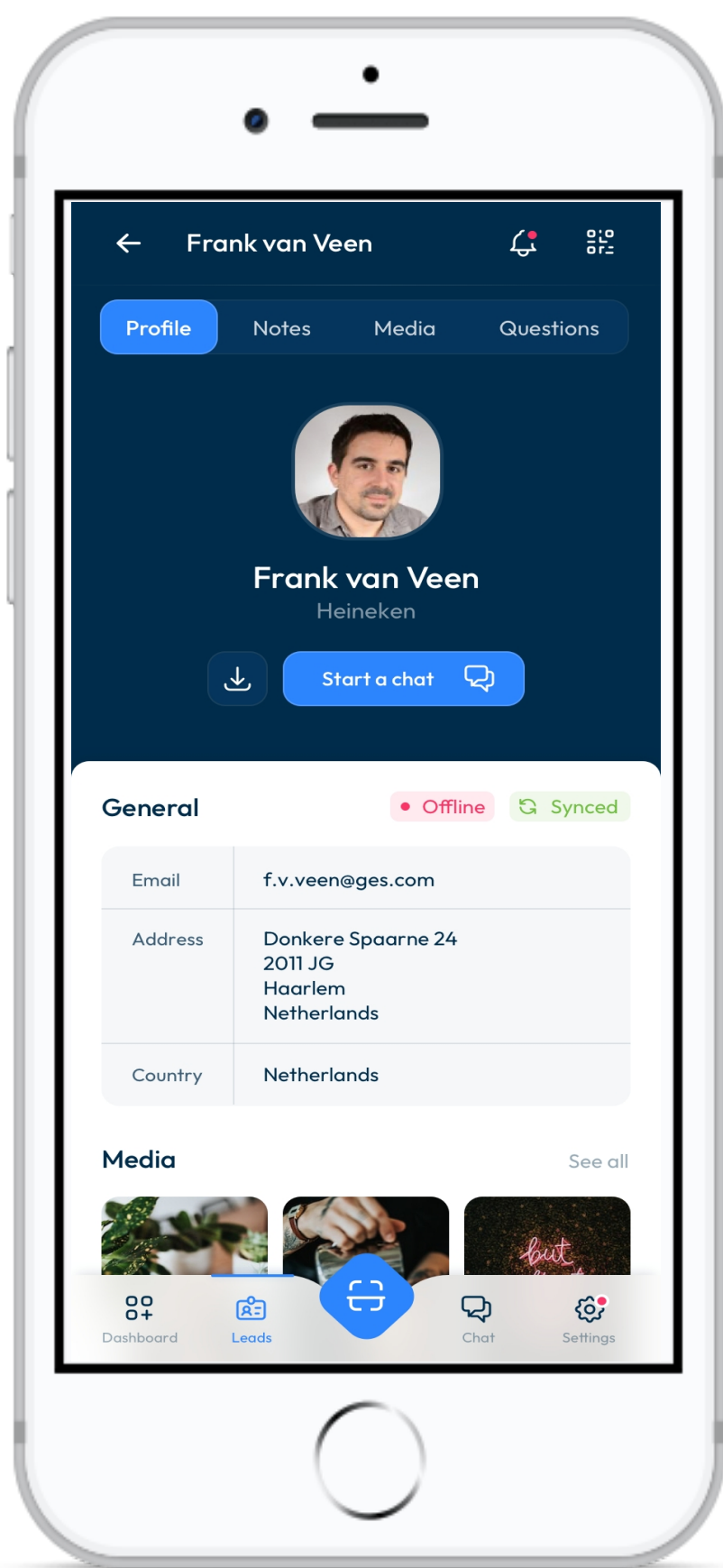
Second, you can add notes, media (photos or voice memos) and answer the questions pre-set by you.

PLEASE NOTE

If the scan does not succeed, you can manually enter the visitor's 15-character code on the Enter code tab. This code is three groups of five letters printed on the badge.

STEP 3

Review & export leads by clicking on the Event Menu and selecting Leads. Tap on one to see the details, and you can continue to annotate after the visitor has left.

> **PLEASE NOTE**
> You are responsible for ensuring GDPR and other regulatory compliance when handling visitors' personal information.

STEP 4

Synchronise lead data

If Visit Connect has internet access, it automatically synchronises data to Visit Connect Portal.
The app will continue to operate without an internet connection, but you must ensure that a connection is made by all devices at the end of the show to ensure all data is collected to your account.

To do a manual sync

- Connect your device to the internet.
- Open the Visit Connect scan app.
- Wait until you see the message "**All leads are synchronised**".

See you on your next event!

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