

Making the Most of Lead Retrieval

A guide to maximizing lead capture and event ROI















Lead Retrieval Pricing



Ready to pay? Contact <u>events@aviationweek.com</u> for details on how to pay or for any questions.

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Lead Retrieval Package

All team members can scan leads from their device.

Customised Questions

Include company specific qualification questions for your team members to complete after they have scanned the lead.

Download QR codes for your product listings that once scanned onsite, will create a lead for you to follow up with.



Overview





With ExpoPlatform you can generate leads before, during and after the event, and follow up with them in real-time through our platform, including our event app, resulting, on average, in 3 times more leads per exhibitor than badge scanning alone.







Key Platform Features Include:

- Our dashboard showing who is interacting with your company profile, products and team members
- Our event app which includes the ability to scan badges, categorize leads, rate leads and make notes, including offline scanning of badges
- Ability to download leads
- Ability to equip all of your stand personnel with lead retrieval
- Ability for visitors to request onsite meetings and send messages
- Ability for exhibitors to scan badges or attendees to scan company/product QR codes
- Ability for visitors to favourite companies and products

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Scanning Badges

Step 1: Download the event mobile app and log in using your exhibitor or team member credentials.

These are the same credentials that you use to log into the web platform.









Scanning Badges

Step 2: To scan a badge, choose Scan Badges from the menu or click the scan icon.

This will open your camera so you can scan the badge. When the camera is pointed at the badge, it will automatically scan. (Note-depending on your permission settings you may be asked to give the app permission to use the camera or may need to tap within the scan window to grant permission)

Step 3: After scanning add details and notes on the next screen.

On this screen you can add:

- What type of lead they are (Potential Partner, Potential Client, Supplier, Other)
- What type of client they are (New/Old)
- If they've been contacted (Yes/No)
- Lead Rating (1-5 stars)
- Any notes about the lead

Depending on how the organizer has configured visitor registration and configured the event app, you may also be able to see the lead's interest categories, purchasing power and other details







Scanning Rating and Exporting Screen

Step 4: Click Save











Exporting Leads From the Mobile App

Each person can view the badges that they've scanned by navigating to Scan Badges in the app.

On this screen, there is an Export link in the upper right that can be used to export the leads.

This will trigger an email to the user with an attached spreadsheet of leads which includes (depending on organizer configuration):

- Name
- Star Rating
- Email
- Company
- Position
- Notes added
- Products the lead was interested in
- Type of client (new/old)
- Address
- Time of scan
- Phone





Exporting Leads From the Website

Leads can also be downloaded from the website.

- When accessed using the exhibitor profile this download will include all web and all scanned leads for all team members.
 Because this file contains all leads, the downloaded spreadsheet will have an additional column for Lead Owner.
- When accessed using a personal profile this download will include all web and all scanned leads for just that person.





Pre-Event Networking to Generate More Leads





Company Interactions Dashboard

When logged in with an exhibitor profile or as an admin team member accessing the company profile, this version of the Dashboard page is displayed.

To navigate to the this page click on Settings in the left navigation, then click Dashboard at the top of the new navigation that appears.

At the bottom of the Dashboard page you will see a list of who has interacted with your profile and who your team has scanned onsite.

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Interactions displayed are:

- Company profile page viewed
- Page favourited
- Meeting requested
- Product viewed
- Product favourited
- Scanned at stand

On this page you can:

- Click into a person's profile to see additional details about them
- Page View all leads from both the website and mobile
- Add a person to your favourites
- Send a message
- Send a meeting request
- Scanned at stand

Discovering Potential Contacts

To get started, visit the **Attendee List.**

To navigate to the Attendee List from the Profile section, click on Settings then click on Attendee List in the new left navigation that appears.

This is where you can start building your pipeline of future valuable contacts, conversations and customers. Make sure to brief your teams on how to browse attendees with the easy-to-use filters.

Available filters vary depending on organizer configuration but can include:

- Countries
- Participant categories
- Organization
- Primary activity

- Markets active in
- Activity categories
- Interest categories

Each person's profile card can be clicked into for additional details about that person. There are also icons that allow you to add the person to your list of favourites, send them a message, or send them a meeting request.





Search for Specific Contacts

To get started, visit the **Attendee List.**

To navigate to the Attendee List from the Profile section, click on Settings then click on Attendee List in the new left navigation that appears.

The Search box is in the upper left of the page and the list can be searched by:

- First Name
- Last Name
- Company
- Position

Each person's profile card can be clicked into for additional details about that person. There are also icons that allow you to add the person to your list of favourites, send them a message, or send them a meeting request.





Saving and Viewing Favourites

You can save a person, company or product to your list of favourites by clicking the star icon on the profile card.

An item that you have already favourited will have a solid star while a not yet favourited item will have a hollow star.

To navigate to your list of favourited items from Edit Profile, click Settings and then click on Favourites in the new left navigation that appears.





Sending & Viewing Messages

Throughout the platform you will see a this Message icon on all company, product and people cards.



To send a message, click on the icon and begin typing your message.

At the top of the page, to the left of the profile picture, you'll see Messages and Notifications. When you receive a message, it will appear in Messages and you will also receive a notification under Notifications.

You can all see and search all of your messages by clicking on the profile picture in the upper right, then choosing Messages in the Networking section of the drop down menu.

From this page you can also create group chats.









Requesting a Meeting

Throughout the platform you will see a this Meeting icon on all company, product and people cards.



To request a meeting, click on the icon and begin filling out the form.

In the first step you'll be asked for:

- Subject what is the purpose of the meeting?
- Message a short message about why you want to meet
- Others you wish to invite (optional) Invite others to join your meeting using their email address
- Location to meet (online or at event)
- Duration of the meeting

In the second step, you'll be asked to select a date and time for the meeting and then your meeting request will be sent to the other party when you click the Request Meeting button..

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20	21	18	24 26	27	Online Room × × 15 min	×
our meeti	ing is from 11:15 to 11	1:30, 20 Jul			Search by email	
					Aminahope@gmail.com	
9:00	Not available	09:15 - 09:30	Not available	09:45 - 10:00	Meeting tags*	
0:00	Not available	Not available	Not available	Not available	New business × Existing business ×	~
1:00	11:00 - 11:15	11:15 - 11:30	11:30 - 11:45	11:45 - 12:00	Subject*	
					Partnership Discussion	
2:00	Not available	Not available	Not available	12:45 - 13:00	Message*	
3:00	Not available	13:15 - 13:30	13:30 - 13:45	13:45 - 14:00	Hello!	
4:00	14:00 - 14:15	14:15 - 14:30	Not available	14:45 - 15:00	May I have a meeting with you?	
5:00	15:00 - 15:15	15:15 - 15:30	15:30 - 15:45	15:45 - 16:00		

Request meeting



Viewing & Managing **Personal Meeting**

On the My Meetings page, you can see all of your meeting requests along with the status of each.

To navigate to My Meetings, click on the profile picture in the upper right, then click on My Meetings in the drop down menu under Networking.

On this page you can accept or decline a meeting request, as well as reschedule or cancel a confirmed meeting.

There is both a list view and a calendar view.

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MRO

Notifications Profile ~ My Schedule 🗘 Sync to calendar 🖉 Add blocked time 👎 My Schedule Create an instant meeting room which will be available for X minutes + Create Instant Meeting You can share the link with others registered for the event to allow them also to join this room Emerson Levin ~ Head of Sales Velocift MAY MAY Additional dates 18 17 Preview profile C Download Leads E Filters -NETWORKING MEETING REQUEST Confirmed Chat Transcript **PROFILE INFO** SkyBrief Leadership Forum E Tuesday, 13 May 2025 Focused, high-level meetings to align aviation leaders on key developments. ACTIVITY LEGEND (09:30 - 09:40 | Asia/Singapore △ Tuesday, 13 May PARTICIPANTS FORM YOUR SIDE: STARTS IN Confirmed Meetings Eleanor Pena ♀ Conference Hall №1 Floyd Miles Chief Experience Officer.Velocift Marketing Coordinator, Veloci 156 Horart Street Hackensack ... Incoming Meetings +3 participants ~ Join Room (DEMO) PARTICIPANTS FROM OTHER SIDE Pending Meetings 👗 Created by Organizer **Christine Brooks** Daren Benson Chief Experience Officer, Aviora Marketing Coordinator, AeroNexis Reschedule Sessions to Speak/Moderate ADDITIONAL FILE +2 participants 🗸 Cancel Meeting Events to Speak/Moderate The New-To-Curls Routine Roadmap Events to Attend Round Table Sessions **BLOCKED TIME** Round Table Sessions to Moderate 营 Tuesday, 13 May 2025 AeroMeet Global Exchange Optional Sessions (10:30 - 11:00 | Asia/Singapore An essential gathering for aviation professionals to connect, share, and grow. CREATED BY: TEAM MEMBERS: Glamed Edit Eleanor Pena Floyd Miles Chief Experience Officer,Velocift London, United Kingdom Delete +3 members ∨

EXHIBITORS ATTENDEES NEWS SESSIONS SPEAKERS FLOOR PLAN MY SCHEDULE



Viewing & Managing Your Team's Meetings

On the Team Meetings page, you can see meeting requests for all of your team members, along with the status of each meeting request.

On this page you can view meeting requests by:

- Status
- Team Member
- Date

There is both a list view and a calendar view.

As a reminder an overview of meeting requests count and top performing team members can be found on the company dashboard page.

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+2 participants

The New-To-Curls

Routine Roadmap



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