

Fi Food ingredients
Europe

Hi Health ingredients
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22 Nov – 2 Dec 2021
From Anywhere

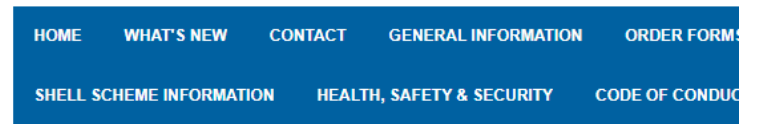
30 Nov – 2 Dec 2021
Frankfurt, Germany



Accessing Visit Connect

Access to Visit Connect

- Each company's main exhibitor contact will need to log into the Exhibitor Manual, and from there select the 'Exhibitor Badge' order form.
- Through this page, exhibitors can get access to the **Visit Connect portal** where staff badges can be registered and where Lead Retrieval can be set up.



The table below shows a number of tasks. The sort order can be changed by clicking on alternative status from the drop down list.

On the task detail page you can make your own notes about each task, which will be helpful services and choice of items such as furniture, floral etc may be limited.

Please remember to keep your task list up-to-date. If you print a form, complete it and fax "Complete".

Please remember to complete your compulsory tasks.

If a form is to be completed via a subcontractor - you can set them an account up

Mandatory Forms

Task
! Exhibitor Badges

Visit Connect Dashboard View

The screenshot shows the Visit Connect dashboard interface. At the top left is the logo for VISIT | CONNECT. To its right is a breadcrumb trail: Event > Dashboard. On the top right, there is a user profile dropdown showing 'Hi, User' and a globe icon for language selection. A dark blue sidebar on the left contains a green 'DEMO EVENT' header, a 'DEMO EVENT' button with a refresh icon, and a menu with items: Exhibitor, Events, EVENT (with a dropdown arrow), Dashboard (highlighted with a home icon), Scan licences, Manage questions, and SERVICE CENTRE (with a dropdown arrow). The main content area features a white callout box with the text 'Get Ready For The Event'. Below this is a section titled 'Get Ready For The Event' containing a bulleted list of tasks: 'Set up your questions', 'Distribute licenses', and 'Set up your digital content'. A 'Top Tips' section follows with a bulleted list of advice: 'Be prepared in advance of the event', 'Brief your staff on how to capture leads with Visit Connect', 'Be relevant with the questions you ask your leads', and 'Click here to view More tips'. The final section is 'Get up to speed with Visit Connect', which includes a bullet point about the 'getting started' section in the help centre.

Event > [Dashboard](#)

Hi, User

DEMO EVENT

DEMO EVENT

Exhibitor

Events

EVENT

Dashboard

Scan licences

Manage questions

SERVICE CENTRE

Get Ready For The Event

Get Ready For The Event

- **Set up your questions** so you can capture better information.
- **Distribute licenses** to your staff so that they are ready to collect leads at the event.
- **Set up your digital content** that will be shared with the leads.

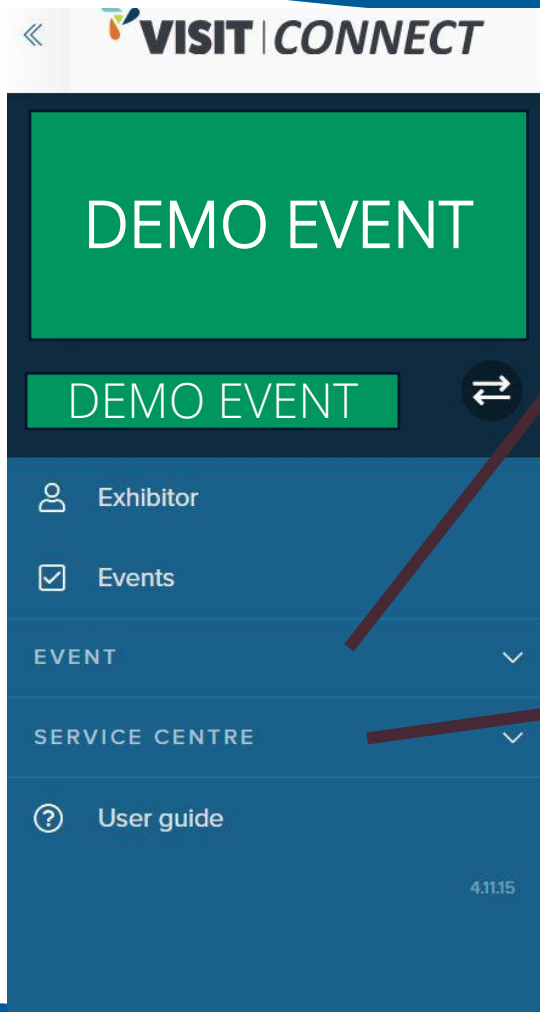
Top Tips

- Be prepared in advance of the event, set your questions, distribute your licences and upload your digital content.
- Brief your staff on how to capture leads with Visit Connect.
- Be relevant with the questions you ask your leads, tailor them to your company.
- Click here to view [More tips](#)

Get up to speed with Visit Connect

- Our Visit Connect Help Centre details how to make the most of Visit Connect, including a handy 'getting started' section and supporting documentation.

Using the Visit Connect web portal menu



Under **EVENT**, you will find the following options:

- **Dashboard** – View a list of your events and see lead collection statistics
- **Scan licences** – View, export, and assign your scan licences
- **Manage questions** – View and configure your (custom) questions
- **Digital content** - View, edit and add digital content you want to share with your leads

Under **SERVICE CENTRE** you have:

- **Exhibitor badge registrations** – View, register, import, export, delete, and send scan licenses to your stand & online staff
- **Leads** – View, filter and export leads collected

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Manage your lead retrieval questions

Setup Questions

Exhibitors can add questions for their leads to answer, which they can set up under **Manage Questions**.



Example questions:

- What is your buying cycle?
- What is your preferred method of contact?
- When are you looking to place an order?
- What is your purchasing authority?
- Who is your current supplier for ... ?
- Are you looking for a particular type of product?
- What products are you interested in?
- What is your total budget?
- Are there any colleagues we should also contact?
- What quantity of product X are you looking to order?

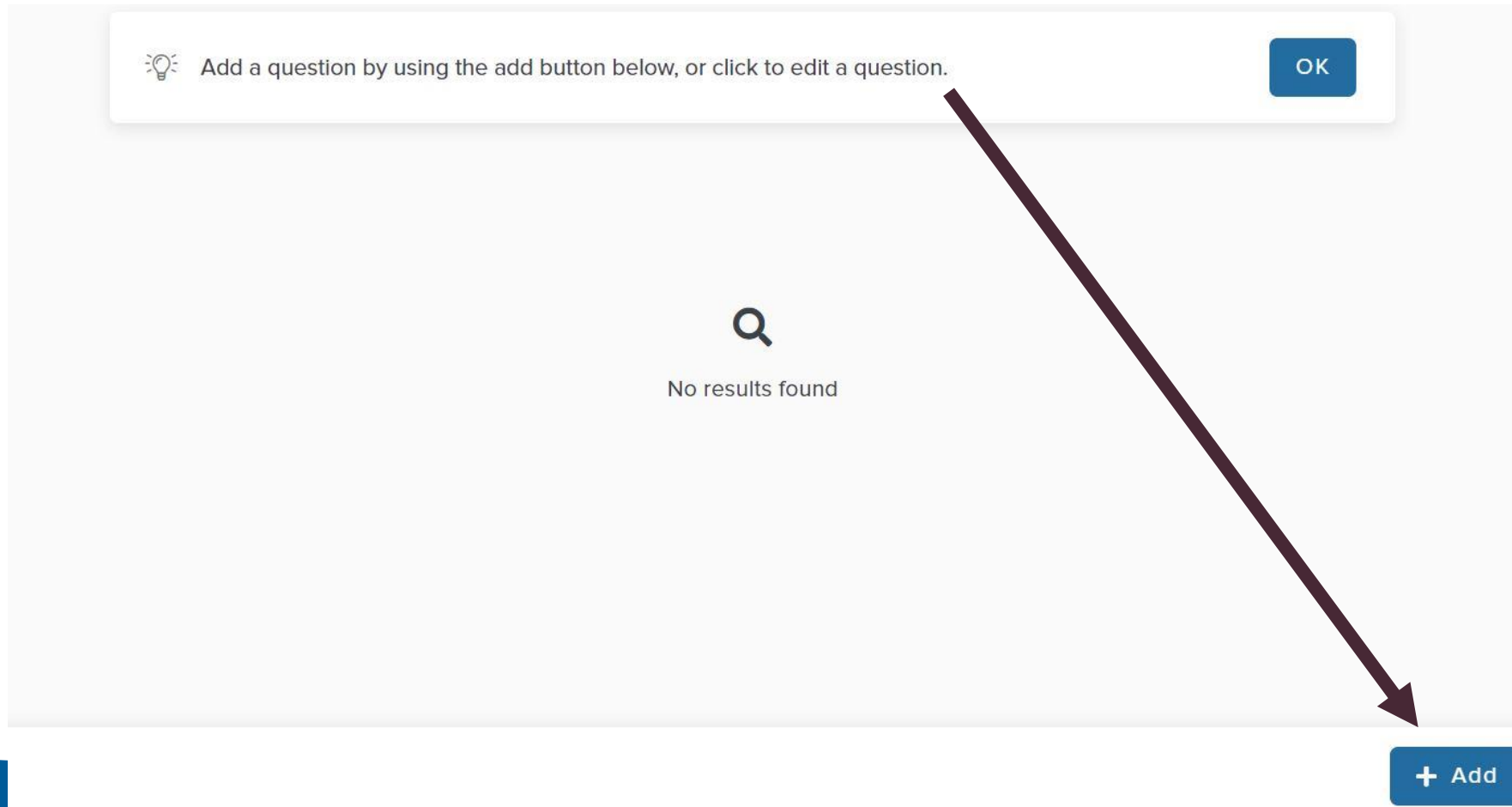
Note: You could also add questions for staff at the show to answer after they have interviewed a lead such as:

- Is this lead hot, warm or cold?
- Please assign a follow-up action (e.g., send a brochure, send an email, set up a meeting, none of the above, other).

Remember: the better you tailor your questions to your customers and business needs, the more effective your post-event follow-up

Setup Questions

Exhibitors can add questions for their leads to answer, which they can set up under **Manage Questions**:



Setup Questions

💡 Add a question by using the add button below, or click to edit a question. OK

QUESTION NAME
Purpose of your visit


TYPE
Free text ✓ Enabled

Close Save

NOTE:


- The type of answer can be changed from this drop-down menu to include free text, multiple choice or single choice.
- It is recommended to keep your questions to 10 maximum and rank by importance for ease of asking the questions to the potential lead

Setup Questions

 Add a question by using the add button below, or click to edit a question. OK

QUESTION 1

Purpose of your visit

 Record has been saved

+ Add

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Digital Content (QR Codes)

A second way to collect leads

- Scanning a visitor's badge is one way to collect their information and secure them as a lead. A second way is to include QR codes on your stand.
- Within Visit Connect, assign QR codes to your company overall or to specific products and let visitors give you their contact information when they scan these QR codes that you have positioned around your stand!



Visitor arrives at your booth



They scan your QR codes/you scan their badges




They collect content and you collect them as a lead

Setting up Digital (QR) Content


Under **Digital Content**, exhibitors can upload content (information about their business, products, services) and generate QR codes, which they can add to their booths. Visitors have access to the content when scanning the QR code on their booth.

The screenshot shows the 'VISIT | CONNECT' interface for 'Event > Digital content'. The top navigation bar includes a back arrow, the logo, the event name, and a user profile dropdown showing 'Hi, User'. A left sidebar contains a 'DEMO EVENT' header and a menu with 'Events', 'EVENT', 'Dashboard', 'Scan licences', 'Manage questions', 'SERVICE CENTRE', and 'User guide'. The main content area features a light blue box with a lightbulb icon and text: 'To share digital content with visitors, you must upload it to a content container. Create a content container by clicking the '+Add' button in the bottom right corner. Edit the content by selecting items from the list.' Below this is a card for 'Laura Test Account' with the subtext 'Company content'. At the bottom right, there are 'Export' and '+ Add' buttons. A red arrow points from the 'OK' button in the top box to the '+ Add' button at the bottom.


Setting up Digital (QR) Content




« **VISIT | CONNECT** Event > Digital content > [New content](#) Hi, 


DEMO EVENT


DEMO EVENT 


Events

EVENT 

-  Dashboard
-  Scan licences
-  Manage questions





SERVICE CENTRE 




-  User guide

 Personalise your content by adding a name, logo, and uploading digital content. Click the 'Add attachment' button below to start uploading attachments you want to share.

General information

Upload your logo

B *I* U ~~S~~    


  

Type something

Attachments


No attachments added

Setting up Digital (QR) Content

« **VISIT | CONNECT** Event > Digital content > Content detail Hi, 



to start uploading attachments you want to share.

DEMO EVENT

DEMO EVENT 






- Events
- EVENT
 - Dashboard
 - Scan licences
 - Manage questions
- SERVICE CENTRE
 - User guide




General information



NAME
coffee cups


SUMMARY (MAX 100 CHARS)

B *I* U     

Attachments

Image



Setting up Digital (QR) Content



DEMO EVENT

DEMO EVENT



Events

EVENT

Dashboard

Scan licences

Manage questions

SERVICE CENTRE

User guide



To share digital content with visitors, you must upload it to a content container. Create a content container by clicking the '+Add' button in the bottom right corner. Edit the content by selecting items from the list.

OK

Laura Test Account

Company content



coffee cups
Product content

Export

Add

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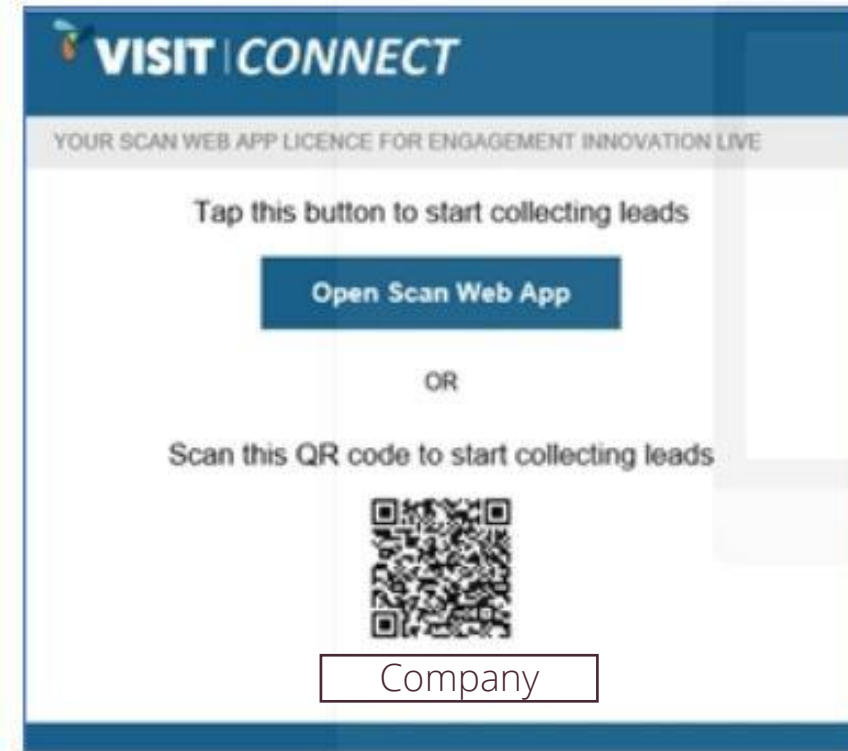
Sharing Scan Licenses

Sharing Licenses with your Stand Staff

- All stand personnel should have access to lead retrieval automatically. If you need to manually share, then in the system you can send an invitation email to your relevant stand personnel.
- An Email will be sent to the staff member who can access Visit Connect via the QR code or the button in the Email

What Next?

- The app is now open with the licence activated. You're ready to collect leads!



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Visit Connect – Web App

Lead retrieval with scan app

Information of a visitor who is a potential lead is shared with an exhibitor when the exhibitor scans their (digital) badge. The scanning is done through Visit Connect which can be accessed directly through the event app (when logged in) or through the Visit Connect scan app.

You can use the scan app to:

- Collect leads by scanning the QR codes on visitors' badges
- Record visitors' answers to questions
- Attach text notes, images and voice memos to leads
- Copy a lead's contact details to your device contacts



Alternatively, you don't need to install an app. The web apps work through the web browser of your device. And once you're up and running, it will keep working even if you lose internet connection. When you reconnect, all the data collected will be synced to the Visit Connect server.



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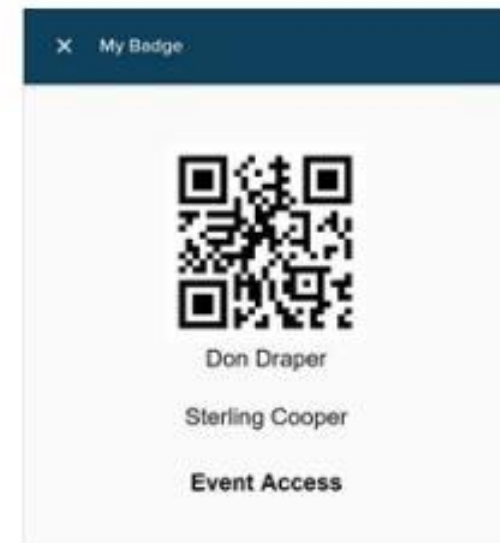
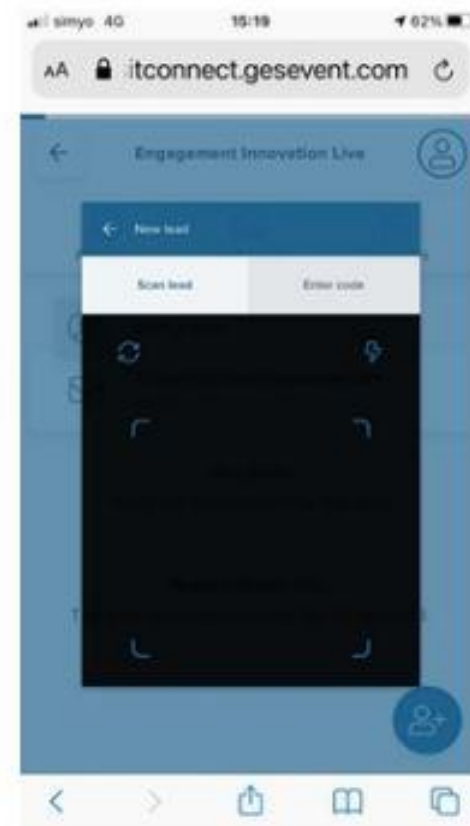
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Collecting Leads In-Person

Collect Leads

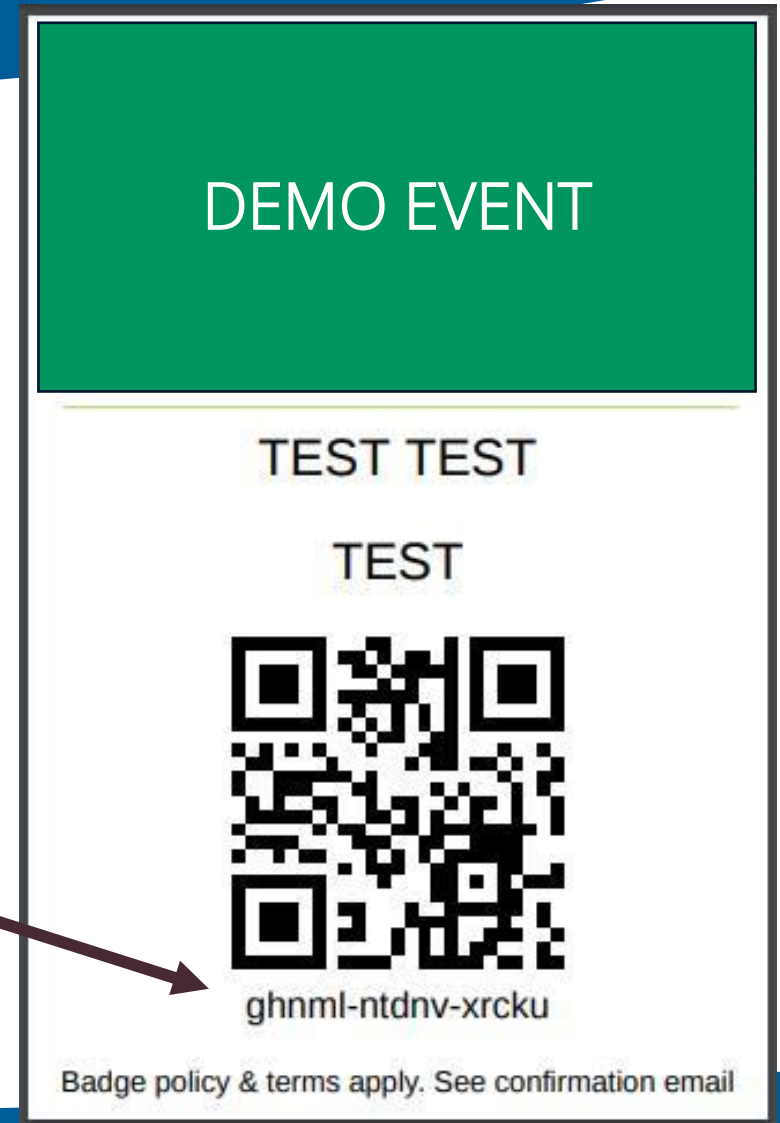
1. Tap the Add leads button in the bottom-right corner of your screen
2. Allow the app to use the camera on your device
3. Scan the QR code on the visitor's badge
4. If the scan succeeds, your device may vibrate or make a sound, depending on the device settings



Collect Leads

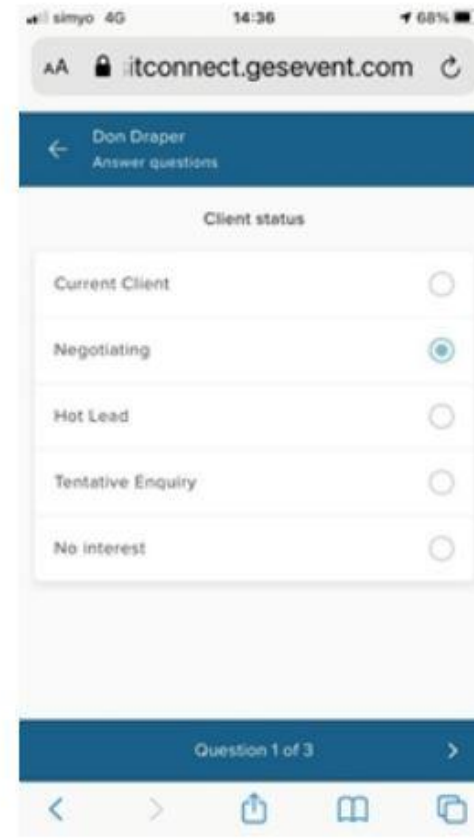
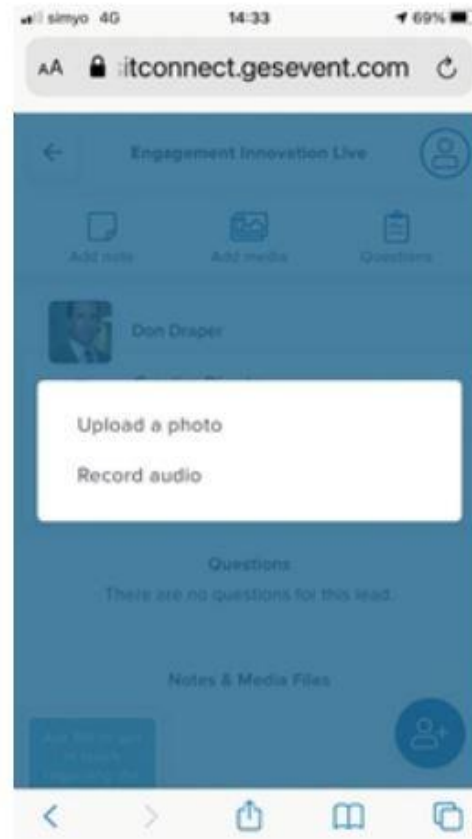
If the scan fails, you can manually enter the visitor's 15-character code on the **Enter code** tab.

This code is three groups of five letters printed on the badge.



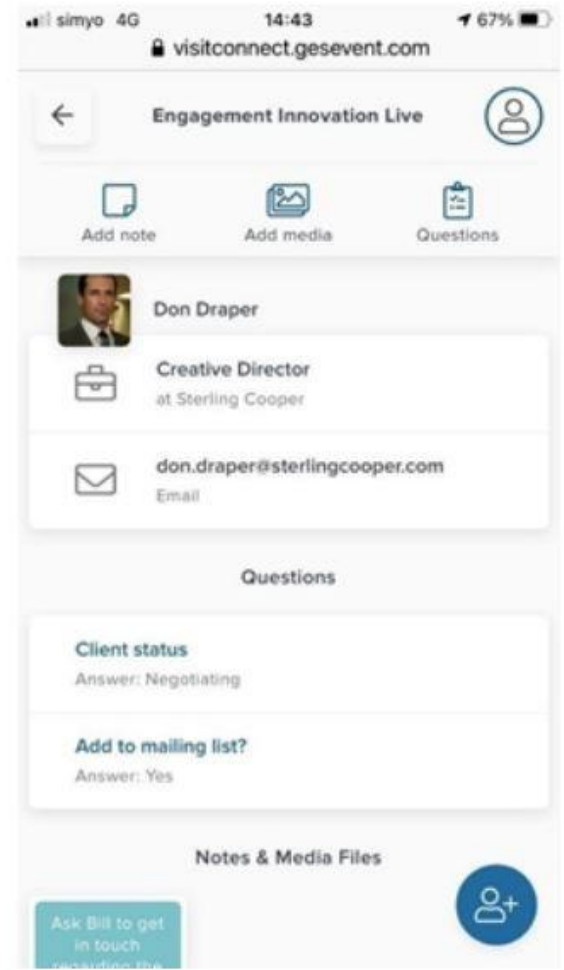
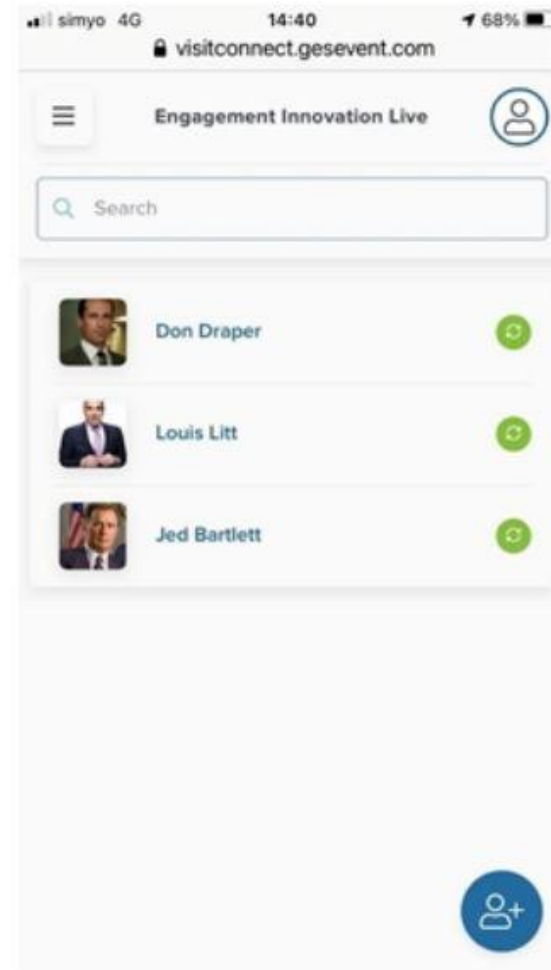
Collect Leads

After adding the lead, you can enter answers to questions which were setup pre-event and attach memos, images or notes.



Review Leads in App

In the main screen of Visit Connect, you can see a list of all the leads collected. Tap on one to see the details, and you can continue to annotate after the visitor has left.



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Accessing your leads

Retrieving your lead data from the app

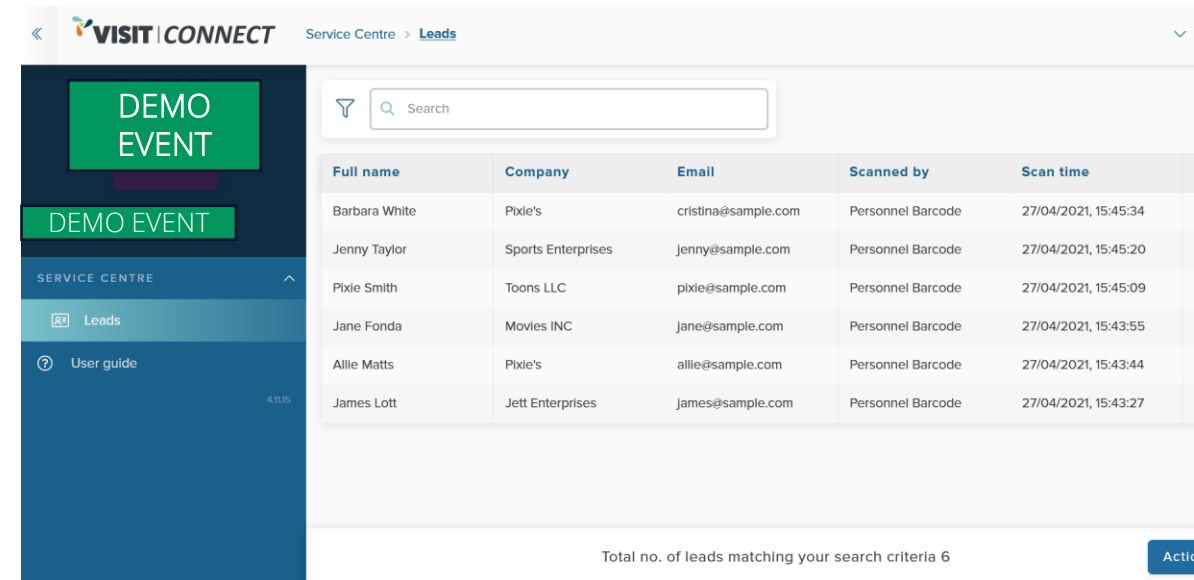
Visit Connect app: Perform a manual sync

- Connect your device to the internet (be online) and open the Visit Connect app
- Go to the **Leads** page and swipe down to start synchronising your leads
- Wait until you see the message "All leads are synchronised", then close the app
- Log in to your Visit Connect account in the web portal (<https://visit.gesevent.com/>) and verify that all the leads are visible and have been synchronised
- You can synchronise your leads as often as you want, and we recommend that you ensure they are synchronised daily



Accessing your leads in the Visit Connect web portal

- Log in to your Visit Connect account in the web portal
- Click **Leads** in **Service Centre** in the side menu to see a list of all the leads that have been collected during the event
- The columns FULL NAME, COMPANY, and EMAIL show the leads' contact details as entered on their event registration form. The list also contains these columns:
 - Scanned by: This tells you the method the lead was collected
 - Scan time: The date and time at which the lead was collected and by which staff member.



The screenshot shows the Visit Connect web portal interface. The top navigation bar includes the logo and the text 'Service Centre > Leads'. A search bar is located at the top right. The main content area displays a table of leads. The side menu on the left shows 'DEMO EVENT' and 'Leads' selected.

Full name	Company	Email	Scanned by	Scan time
Barbara White	Pixie's	cristina@sample.com	Personnel Barcode	27/04/2021, 15:45:34
Jenny Taylor	Sports Enterprises	jenny@sample.com	Personnel Barcode	27/04/2021, 15:45:20
Pixie Smith	Toons LLC	pixie@sample.com	Personnel Barcode	27/04/2021, 15:45:09
Jane Fonda	Movies INC	jane@sample.com	Personnel Barcode	27/04/2021, 15:43:55
Allie Matts	Pixie's	allie@sample.com	Personnel Barcode	27/04/2021, 15:43:44
James Lott	Jett Enterprises	james@sample.com	Personnel Barcode	27/04/2021, 15:43:27

Total no. of leads matching your search criteria 6

Exporting Leads

- You can use the Visit Connect web portal to export leads to an Excel workbook or .csv file for follow-up or import into a CRM.
- In the menu, click **Leads**.
- In the bottom-right corner, click **Actions** -> **Export all leads**.
- Click **DOWNLOAD** and choose where to save the file to your computer and select Save.
- You can now open the export file in Microsoft Excel, or import it into any software that supports this file format (see [Leads export file](#)).

