

#### NEW

# For exhibitors Lead Scan Team



# Booking

- "Lead Scan Team" operates through the Online Platform and the App
- "Lead Scan Team" becomes available immediately upon booking in the <u>Advertising-</u> <u>Shop</u>
- An unlimited number of team members can collaborate and share their contacts in a lead pool (real-time) scanning leads collectively as a team.
- **Export:** Download all collected team contacts as a CSV file from the Online Platform / App



### **Back office of the Online Platform**

- The management of **team members authorised to scan** leads is handled through the exhibitor's back office on the Online Platform.
- The main contact person is automatically assigned to the "Contact Person" from the stand registration. This person, along with other team members, can add additional members.
- Anyone who wishes to scan leads must create a profile on the Online Platform, using the same email address linked to their exhibitor pass registration.
- The **networking function of the personal profile** must be activated to become a team member (1).





## Add team members

- That's how it works:
  - Search for the team member's name or email address (1) and add them (2)
- Visibility of team members can be managed in the company profile (③)
- Team members can include **any event participants**, such as exhibition staff, agency members, etc.
- Any member using a **company domain email address** (e.g. "@messe-berlin.de") will automatically share their contacts with the team.
- Team members can be removed using the bin icon (④)





### Share contacts with the team

- Any member using a **company domain email address** (e.g. "@messe-berlin.de") will automatically share their contacts with the team.
- For all others, contact sharing must be manually enabled.
- That's how it works:
  - Select 'Edit networking profile' (1)
  - Activate 'Share contacts with team' (2)

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# Lead Scan Team **Scanning in the App**

• Download the App from the store:



## Download on the App Store

- Log in using the email address you used to generate your exhibitor pass and create your profile on the Online Platform.
- Team members invited via the platform's back office can start collecting contacts right away no license codes needed.
- All team members **share their contacts within the team** (if 'Share contacts with team' is activated), and these are visible to all team members in the app.





# Lead Scan Team Scanning in the App

- That's how it works:
  - Select QR code icon (1)
  - Scan participant badge (2)
  - Add notes as required, which are part of the export (3)

Note: You can see whether the contacts are shared with the team when you open the QR code scanner (④).







# Lead Scan Team **Download in the App**

- The collected contacts—both individual and teamwide (①) - are always accessible through your profile in the App and on the Online Platform
- The export file shows which team member scanned each contact
- Leads can also be **downloaded in real-time** on mobile devices using the **download function** (2)
- Data included in the export (\* if provided in by the participant):
  - Company / Organization
  - Salutation, first name, last name, address
  - Email address and telephone number\*
  - Job title, department\* / function\*, sector
  - Languages, interests\*
  - Notes





### **Download in the Online Platform**

- The leads scanned by the team (①) using the DMEA App can be downloaded in the exhibitor's back office.
- The leads of visitors (with consent), who have visited the exhibitor's page on the Online Platform, can be downloaded under 'Web visitors'.

