

Visit CONNECT – How to Guide

All exhibitors at Fi Europe have access to Visit Connect Lead Retrieval to allow you to both actively and passively gather leads during the in-person event.

Below you can find a short summary of the steps, and you can find the full more detailed guide [here](#).

Pre-Event Setup

Pre-event Visit CONNECT and the Lead Retrieval and QR codes needs to be set up by the main stand contact.

- 1) Login to Visit CONNECT via the Exhibitor Manual.
- 2) Under “Digital Content” you can upload a wide variety of content (brochures, videos, forms etc) and then generate QR codes for this content, which you can add to your booth onsite. When attendees scan the QR codes onsite, you will receive the leads.
(Note – you can only use the QR codes that you generate via Visit CONNECT, otherwise you will not receive the leads).
- 3) Export and print out the QR codes and use them as part of your stand design onsite or on other marketing collateral.
- 4) Under “Manage Questions” set up the questions that you can ask people who scan your QR codes
- 5) Ahead of the event, make sure that all your team have licenses for the Lead Retrieval. All registered stand personal should automatically have a license but you can check this under Scan Licenses. Also ensure that all team members know how to use it.
- 6) Ensure that all team members download the Event App [here](#). The app includes a link to your digital event badge, and also the QR code scanning for scanning visitor badges onsite.

During the Event

- 1) To enter the venue your digital badge will be scanned. This can be found in the app under My Badge and Lead Scanning.
- 2) Use the QR code scanner in the app to scan visitors’ badges. Once you scan a badge, you can record the visitor’s answers to your predefined questions, attach notes, images or voice memos to the leads.
Please note – you need to use the QR code scanner in the event app in order to gain these leads.

Post Event

- 1) In Visit CONNECT you will find a full list of all the leads collected, both from actively scanning badges, and also from the passive leads gathered from visitors that scanned the QR codes on your stand.
- 2) Ensure that you follow up in a timely manner with all leads gathered at the event.