



LEAD RETRIEVAL OF FIRA BARCELONA



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1. What is Lead Retrieval and how does it work?

Lead Retrieval is a new contact manager with which you can scan, follow up and obtain detailed information on the visitors to your stand. Lead Retrieval is a scanning system with two components: The Mobile Scanner and the Web Portal.

The mobile scanner scans the visitors' passes and all the contact information is available (and downloadable) via the Web Portal.

2. When is the Mobile Scanner used, and what for?

Mobile Scanner:

- It is used **during the event** to scan the passes of visitors to the stands
- It enables you to capture contacts effectively (*real-time synchronization of all the info*)
- It helps you to rate and classify the captured contacts (*surveys and tags*)
- It enables you to contact visitors in real time (*sending of messages and documents*)
- You can view basic statistics on the scanned contacts via the Mobile Scanner. The full data are available on the Web Portal.

How does the scanning work with the scanner?

Move the mobile scanner towards the visitor's pass and the information will be automatically scanned and transferred to the system in real time.

3. When is the Web Portal used, and what for?

Web Portal:

- **Before the event.** It is used to configure the service for the event: you can define surveys, create tags and load documents. The surveys, tags and documents will automatically appear on the Mobile Scanner app for use during the event.
- **During the event.** The scanned contacts can be tracked in real time via the Lead Retrieval Administrator account. There are statistics and several reports for measuring the success of the event and the contacts obtained.
- **After the event.** All the contacts and their information are available on the Web Portal via the Lead Retrieval Administrator account and can be downloaded onto an Excel file. All the information (surveys, tags, notes) will also be reflected in the contact exports. The Web Portal is available on any internet browser via a computer.

4. Why use Lead Retrieval? What benefits does it have?

The most important benefits:

- Lead Retrieval saves time and increases efficiency (*during the events the stands are usually crowded and it is difficult to manage the contact-making manually*)
- It reduces the possibility of error-making when writing down the contacts
- It enables you to capture more info than with a business card
- It allows you to contact the visitor immediately, in real time
- It works like a contact classification tool

Fira's Lead Retrieval is not just a contact scanner, it also helps you to obtain more detailed information on the visitors to your stand. By using Lead Retrieval's advanced features you can obtain a broader profile than a business card would provide.

You can capture data such as:

- The visitor's first name and surname
- Company and job position
- Contact details: email address, telephone number
- You can conduct surveys and obtain information on the visitor's interests
- You can classify the visitor profiles with tags in order to have more personalized contact immediately after the event
- You can contact the visitor immediately by sending documents (catalogues, videos) in real time

5. What data can be captured with Lead Retrieval?

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- Contact details: email address, telephone number
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6. How the advanced features of Lead Retrieval work: SURVEYS, TAGS, DOCUMENTS, NOTES

- Surveys

How important is the contact for your business? What products is he/she interested in? What does he/she know about your business? Use Lead Retrieval to obtain more comprehensive information on visitors, conduct surveys with unlimited questions and get to know your potential customers. After the event you can use all this information for a more personalized follow-up.

How does it work?

You can create survey forms on the Web Portal with a wide range of question types: single answers, multiple choice or free text before the event. The surveys are available on the Mobile Scanner and can be conducted just after scanning a contact.

After the event you can use this information for personalized follow-ups of your contacts.

- Documents

Is your visitor highly interested in finding out more details about your products? Or maybe he/she already wants to place an order? Send your product catalogue or an order form while you are talking to the visitor. Lead Retrieval enables you to send several formats of the documents or links, including real-time video links, via the Mobile Scanner.

How does it work?

You can upload files (PDF, Word, Excel, PowerPoint, .zip, .rar, etc.) or links (videos, web pages) via the Lead Retrieval Web Portal before the event and send the documents to your contacts during the event.

- Tags

You can sort the scanned contacts into the categories you have previously defined in order to facilitate the contact analysis and to perform personalized follow-ups after the event.

There are a large number of visitors to your stand and not all of them will be potential customers. To filter and classify the high-quality contacts you can create tags such as "Interested in product A", "Interested in product B", "Not a potential contact", "Perform immediate follow-up". Tagging the contacts will help you to segment your visitors more effectively and perform more personalized follow-ups after the event.

How does it work?

The tags can be created on the Lead Retrieval Web Portal before the event. Tag your contacts after scanning their passes during the event.

- Text Notes

Take notes of any important information on your visitors after scanning their passes.

You've spoken to one of the visitors and he/she is very interested in your products. Maybe you'd like to arrange a meeting with this contact once the event is over? Make a note of this contact. The note will appear in the exported file of all the contacts after the event.

How does it work?

Scan the visitor's pass and make the note.

Or search for the contact in the list of all the scans and add the note there.

The note is private, only visible to you (not to the visitors).

- Statistics and reports

Receive information on the contact-capturing process and the performance of your team at any time and from any location.

Mobile Scanner: View the scan statistics in reports with different filters via your Mobile Scanner.

Web Portal: Are you interested in your team's contact-scanning performance while you're at your office? You can always access the Web Portal and view the contact-capturing process by using the advanced options for reporting and statistics. You can also view the scan results of each team member.

7. What data are necessary to access my Lead Retrieval account?

To use Lead Retrieval you will need 2 sets of login data:

- For the Web Portal use the **Administrator** login data (username and password)
- For the Lead Retrieval Mobile Scanner use the **Company Code** (6-character code).

8. What is the Administrator user? How can I obtain the login data?

At the moment of purchasing a Service Licence you will be asked for the name and email address of the person who will be responsible for the Lead Retrieval service during the fair or event. This person will be assigned the role of Administrator and Fira will use his/her email address for correspondence related to the Lead Retrieval service, including providing information on the credentials for accessing the service.

Only the Administrator can access the Web Portal and configure it.

9. What is the Company Code? How can I obtain the login data?

To connect to the Mobile Scanner app you will use the Company Code.

This code will be provided to the LR administrator, who will be responsible for distributing it among the team members who use it.

The Company Code is the access code all users accessing the Mobile Scanners will need to enter when logging in. Users cannot access the Lead Retrieval Mobile Scanner app without the Company Code.

Fira Barcelona will send the Company Code to the Lead Retrieval Administrator, who will be responsible for distributing it among the team members who use the Lead Retrieval Mobile Scanners.

10. How do I download the contacts after the event?

To download the contacts after the event, the Administrator user has to access the Web Portal and download the Excel file containing all the information recovered during the event. The Web Portal is available for up to three months after the event.

11. What does the Lead Retrieval Mobile Scanner rental service include?

The Fira Barcelona Lead Retrieval service includes:

- Access to the Web Portal via the Internet
- Access to the scanning application and all its features
- Mobile Scanner rental (an Android mobile device configured for use with internet connectivity (4G SIM) throughout the event, a mobile charger and the Lead Retrieval application)
- Customer service before, during and after the event via email and telephone
- On-site customer service during the event at the exhibitor's stand
- Delivery of the Lead Retrieval Mobile Scanner before the event and collection on the last day of the event (contact the LR team to arrange the above)

12. How do I process the Lead Retrieval order?

There are two ways of processing the Lead Retrieval order:

- Access the AEX (eCommerce of the event) and process the order in the Lead Retrieval section
- Fill in the Lead Retrieval order form and send a signed copy by email to the Fira Barcelona contact person (ServiFira or Lead Retrieval team)

13. What should I do after placing the order? How and where can I collect the Mobile Scanners?

Once the order has been processed, the Lead Retrieval team will contact the Lead Retrieval Administrator to provide the login data (the username and password for the Web Portal and the Company Code for the Mobile Scanner application).

We will also request the preferred times for the delivery of the service (the delivery will be made before the event).

The delivery will be made directly at the stand, the exhibitor won't have to go and fetch it from anywhere. The device will also be collected directly from the stand; we will come and collect it on the last day of the event at the time indicated by the exhibitor.

14. What kind of support exists during the event?

The customer service is available by phone and email and, if necessary, the on-site support will go directly to the stand.

15. I need to contact the Lead Retrieval team urgently, how can I do so?

Email address: leadretrieval@firabarcelona.com

Tel: +34 93 233 2773

16. How does the typical Lead Retrieval use process work?

Before the event:

1. An exhibitor can place the order by:
 - Filling in and signing a LR order form and sending an email to a Fira agent
 - Entering the order in the AEX (eCommerce of the event)
2. Once the order has been processed, the LR team will get in touch to confirm the placement of the order.
3. The LR team will also send the following data to the exhibitor/customer:
 - Login data for the Lead Retrieval Web Portal for the Administrator user
 - Code to access the scanning app on the Mobile Scanner (Company Code)
 - Instructions on how to configure the Lead Retrieval service
 - The exhibitor is requested to indicate the date and time for the delivery of the scanner (the delivery is made directly to the stand before the event; we try and do so at the arranged time, but there is the chance of slight variations)
 - Provision of all the necessary contact details for the customer service before, during and after the event.
4. The exhibitor has to confirm the date and time for the delivery of the device to the Lead Retrieval team.
5. Before the event the exhibitor has to access the Web Portal with the Administrator user and create the surveys and tags and upload the documents. This configuration is not mandatory, but we recommend it to enable the exhibitor to extract the maximum amount of data and classify them during the event.
6. Before the event it is essential for the Administrator to distribute the Company Code among the team members who will use the Mobile Scanners during the event.

During the event:

1. The contacts are scanned during the event. All the information is synchronized automatically and immediately (in real time) and is available/visible to the Administrator on the Web Portal.
2. Each Mobile Scanner will have a sticker on the back with the customer service phone number to resolve any queries. We will also provide customer service via email. In special cases we will also have on-site support agents who will go directly to the stands to resolve any incidents.
3. On the last day of the event the LR team will collect all the Mobile Scanners directly from the stands.

After the event:

1. The Administrator user has to access the Web Portal and download the information captured during the event onto an Excel file.



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