

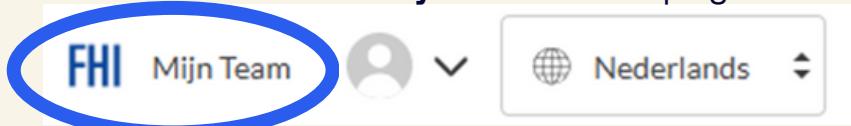
Create questions or categories for during lead scanning

FHI exhibitors can use the lead scanner in the event app.

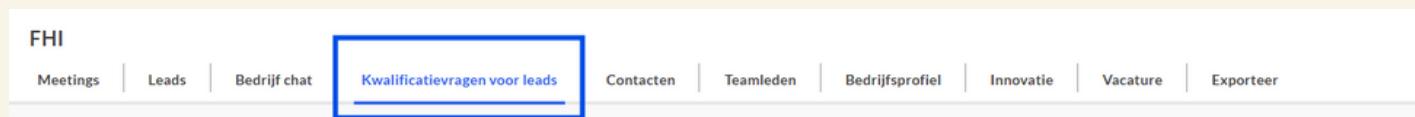
With the event app, you scan the badge of visitors at your booth. Your booth staff can set in advance what you want to know about the visitors, by setting questions or categories. This is called: lead qualification. The completed questions or categories can be found in your export afterwards.

Login via a web browser to the event app. Here you have created a team and added your stand personnel.

Click on 'My Team' at the top right.



Here you will see a bar with different options:



Through 'Lead qualification for leads' you add questions to your team. These questions are the same for all stand personnel.

At the bottom you have a button with '+ New question'.



Under 'Question' you enter a question or title of a topic, which is important for your lead qualification. Where it currently says 'Paragraph,' you have a choice of three options.

Paragraph: Can you type a comprehensive answer below your question.

Single selection: Can you create several options of which you can only choose one during lead scanning.

Multiple selection: Can you create different options of which you can make multiple choices during lead scanning.

Once you have created a question, you can click the '+ New Question' button again for the new question. You can decide how many questions you want to add to your lead qualification.

At the event you scan the visitors with the mobile app. After the event you find the completed lead qualifications in your export. And through the completed questions you can easily find your perfect leads.