



THE EVENT ORGANIZER'S GUIDE TO LEAD RETRIEVAL



BARTIZAN CONNECTS

Introduction

This white paper aims to provide event organizers with a basic understanding of lead retrieval technology along with a high-level description on how it operates. The report will also explain the benefits of lead retrieval to event industry key stakeholders: exhibitors, event organizers and attendees.

Event technology and why it is integral to your next event

In this age of digital dazzle, the use of digital technology at trade shows is now an integral part of event planning that adds to the success of a well-produced event. Event organizers look to event apps and software to help engage their exhibitors and attendees. The event industry's primary value proposition will always be face-to-face. But increasingly technology and enhanced data collection and analysis has become more important to all event industry participants.

Lead retrieval is the ideal technology to facilitate meaningful connections made at an event. It is a digital solution to capture, manage, and identify quality leads. By offering lead retrieval to exhibitors, event organizers are not only providing them with a means of calculating ROI (Return on Investment), they are also creating exhibitor/attendee satisfaction while collecting valuable data to help plan, market and execute future events.

What is a lead and why are they important?

A sales lead is a potential sales contact, an individual or organization that expresses an interest in your goods or services. One of the primary reasons vendors exhibit is to collect leads which will then subsequently result in a sale. It is often the job of sales department to pursue and close leads and their approach to dealing with leads gathered on the show floor can affect the company's trade show or event ROI.

Lead retrieval, or digital lead capture, is a system designed to help exhibitors quickly and easily capture and qualify leads on the show floor and at various show functions. It is especially useful for large trade shows or conferences.

Published reports indicate that 70% of sales leads captured at an event are not followed up by a salesperson. This is due to various reasons including shortage of manpower, difficulty of profiling and targeting prospects, or misplacement of prospect business cards. A quality lead retrieval solution can make follow-up more effective and increase the percentage of leads that are followed up by a salesperson.

What is a lead retrieval system and how does it work?

The most common lead retrieval system in the mobile age is a mobile app. Exhibitors download the app from iTunes or Google Play at any time for free. When the exhibitor purchases the app from the lead retrieval provider, they are emailed an activation code for the app and a user name and password for an online web portal. Once the activation code is entered, the exhibitor's lead retrieval app is "live" for the specific event they are attending.

Prior to the event, show organizers transfer the attendee data to the lead retrieval app provider. If the lead retrieval app is integrated with the event organizers registration software, the attendee data is automatically uploaded into the on-line web portal both pre-show and on-site. If not, the event organizer will email the attendee data to the lead retrieval provider to be uploaded into the lead retrieval provider's online web portal. If there are on-site registrants, their data would be emailed during on-site registration and after on-site registration closes.

Using the lead retrieval app exhibitors can capture lead information in several ways. An exhibitor can type in a unique number or scan a barcode with that same unique number on an attendee badge. The app then relates that number back to

the attendee database to pull up the attendee's information. Most exhibitors prefer scanning over typing in a number.

The barcode can also contain all the attendee's data encoded right in the barcode itself. So once the exhibitor scans it, they capture all the information right from the badge. There are advantages and disadvantages to using both.

The advantage to encoding a unique number only that relates back to the attendee makes it impossible for an unauthorized user to scan the barcode and capture the attendee's data. The barcode, usually a QR code or 1D barcode, is also easier to print and easier to scan.

The advantage to encoding all of the attendee's data in the barcode, usually a PDF-417 barcode or something similar, is that all of the data is right there in the barcode itself. It eliminates the need to transfer the registration data to the leads retrieval provider. If, for some reason, a lead retrieval app needs an Internet connection to function, this could solve that. It is a denser barcode so it is harder to print and to scan. We recommend encoding the unique number only.

Lead retrieval apps let exhibitors collect trade show leads using their own devices, eliminating the need to rent equipment, and cutting costs for event participants. It also removes the need for shipping, and, depending on the size of the show, may even remove the need for an on-site technician. The lead information is uploaded to the lead retrieval provider's online web portal in real time. With superior lead retrieval apps, an internet connection is not needed to capture leads on the show floor or elsewhere.

Features to look for in a lead retrieval solution

A good lead retrieval app will have customizable fields such as action items, follow-up actions, survey questions, and will allow for voice or text notes. The ability to add qualifiers is an important feature. Key qualifiers can include: type of business, number of locations, annual sales, level of decision-making authority of

the badge holder or purpose for attending the show. Superior lead retrieval apps will allow these fields to be customizable at any time, even during an event.

Once the lead information is collected, a well-designed system will allow the exhibitor to not only view and download the data, but also to sort and filter the data to create customized reports that meet the exhibitor's needs. These reports should be able to be exported to all popular file types (i.e., Word, Excel, PDF).

A lead retrieval system should be compatible with other event technologies. For example, an API integration with top event registration platforms is ideal. Of course, good technical and customer support (and conveniently available) cannot be overstated.

Some companies may have their own app, but without a good developer kit provided by the lead retrieval provider, those exhibitors will not be able to scan the attendee badges and capture their information.

Lead retrieval benefits for exhibitors

Exhibitors come to events to network and sell. Lead retrieval amplifies both networking and sales opportunities. Because good lead retrieval apps collect attendee data with or without WiFi connectivity, exhibitors can collect leads anytime, anywhere. Whether you're on the hotel shuttle bus to an off-site event, in a restaurant, or at the hotel bar, it offers exhibitors 24-hour lead retrieval capabilities from any location. Information is scanned into the exhibitor's device, later to be uploaded when a device has connection capability.

Some may argue that business cards are a sustainable manner of networking. Business cards do not allow for the wealth and depth of data that lead retrieval does. Plus, the data is saved and backed up digitally. There's no risk of losing them or the hassle of typing in 50 or 100 business cards into your CRM (Customer Relationship Management) system. Custom qualifiers could contain purchasing authority, buying timeline, company size as well as other useful data. Now, with

real-time data transfer for lead retrieval, salespeople back at the office can follow up on leads while exhibitors are still on the show floor.

Too often, following a trade show, salespeople are handed a list of leads with the instruction to start “dialing for dollars”. If a sales representative makes fifty calls without success, there is a good chance that he or she will not make a fifty-first call. The remaining leads will be set aside, gathering dust, until the day when they are fed to a shredder.

A lead retrieval system, on the other hand, can provide an exhibitor with reports that can be filtered using specified data and qualifier criteria to quickly identify the best leads. In this way hundreds, or even thousands, of leads of uncertain potential can be filtered in minutes to produce the handful that truly have the greatest potential. For buyer shows, a lead retrieval system that helps exhibitors provide attendees with post show offers can help sales even when the attendee didn't make the purchase on the show floor.

Cited by one exhibitor using lead retrieval, “By qualifying a lead, not only do I have the contact info for the person who stopped by my booth, but I can also pick up the conversation right where it left off. This doesn’t mean I will make a sale every time, but it does get me a lot closer. And it’s so much easier than making a cold call.”

Exhibitors that convert leads into sales and can show ROI are highly likely to return for future events. They are also likely to generate favorable word-of-mouth buzz.

Lead retrieval benefits event organizers

The event organizer has access to all leads collected by exhibitors. With a superb lead retrieval system, users will be able to generate reports – with colorful, useful graphs and charts – and provide actionable, in-depth metrics about event

attendees and booth visitors. Event planners can uncover what is working for exhibitors and what isn't and deliver more ROI.

The organizer should be able to view attendee activity aggregates that include such headings as job title, readiness to purchase, location by state or ZIP code and level of decision-making authority.

Organizers can get an accurate picture of show floor activity with real-time information showing attendee traffic by minute, hour and day. Traffic flow reports allow event organizers to see what times the show floor is the busiest. If the organizer sees that there is very little traffic in an aisle on the show floor, a walk-through to determine the cause may be in order. The traffic report can give the show organizer a better idea on how many attendees have been at the show every day and how many came in just for one day. This information can help the show organizer plan to extend or shorten the duration of the show.

When the organizer begins marketing a future event, the reports generated at previous events will serve as a testimonial. Rank exhibitors based on booth traffic to know which booths had the most traffic. Sort through all the attendee data, including which booths were visited, to gather statistics that enables them to better target and market to attendees. The organizer can show prospective exhibitors and sponsors empirical evidence to support its claims that exhibiting, and sponsoring are excellent investments.

In addition to providing added value for exhibitors, lead retrieval is often free to show organizers and can be used to generate incremental revenue.

Lead retrieval benefits for attendees

Even attendees can benefit from a robust lead retrieval system. Attendees come to trade shows to meet with potential new vendors and explore new partnerships and business opportunities. They are often frustrated by lack of exhibitor follow-

up post event. The more response they receive from exhibitors the more likely they will judge an event as a success.

Event organizers can alleviate this frustration by providing exhibitors with a lead retrieval system with post-event networking capabilities. Such a service allows tradeshow attendees to follow up on exhibitors using an innovative software application that compiles exhibitor contact information. Trade show attendees who have their badges scanned using lead retrieval can receive free post-show access to the list of the exhibitors they visited at the show. Attendees can download this information to share with colleagues and contact exhibitors directly after the event.

This service, commonly known as “reverse lead retrieval”, provides an additional opportunity for attendees and exhibitors to connect. When connections are successful, attendees are satisfied, and exhibitors are happy. If exhibitors and attendees are satisfied and happy, chances are they will return to the event the following year.

Conclusion

Event organizers who want to help their exhibitors analyze ROI should provide them with a qualified and dependable software solution. A big part of that event software solution is a superior lead retrieval app that can capture and qualify leads. This will provide a tangible ROI for exhibitors and event organizers, as well as other tangible benefits to attendees.

About Bartizan Connects

Bartizan Connects offers mobile lead retrieval system apps and session attendance tracking apps for trade shows, consumer shows, conferences, and expos. We’ve helped thousands of event organizers help their exhibitors form

relationships and exchange information. We have also helped thousands of event organizers increase exhibitor attendance and participation at their events.

In 2008, Bartizan Connects decided to blow up all assumptions about traditional lead retrieval. Following guidance from extensive surveys and focus groups, Bartizan Connects' design team determined how the lead retrieval user experience could be best improved.

The result was iLeads – the original lead retrieval mobile app.

The iLeads app is just the starting point for a powerful, integrated lead generation and follow-up system. iLeads links exhibitors to secure web-based show reporting software to identify the best leads in minutes. Bartizan Connects' main focus is to make lead gathering at trade shows and conferences easier and more useful for its clients.

Learn more about iLeads

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