MESSE BERLIN

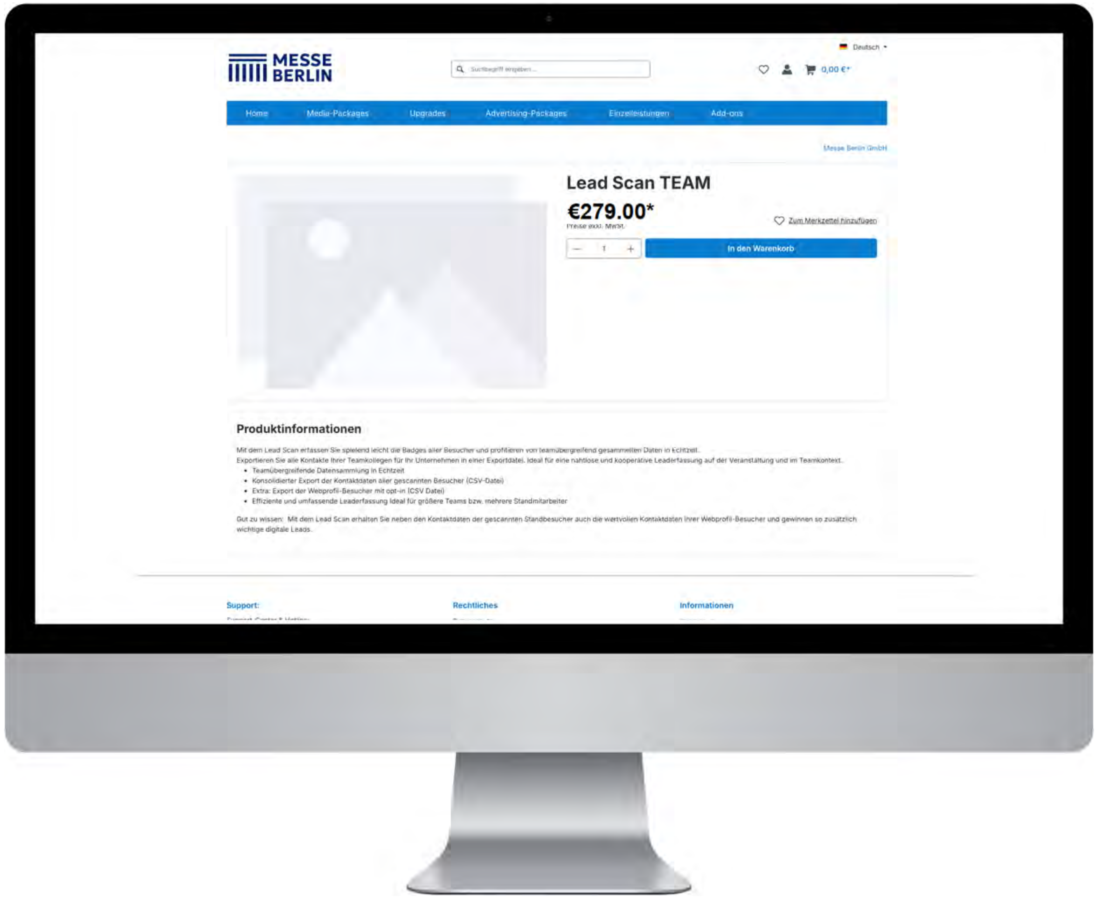
NEW

For exhibitors Lead Scan Team

Lead Scan Team

Booking

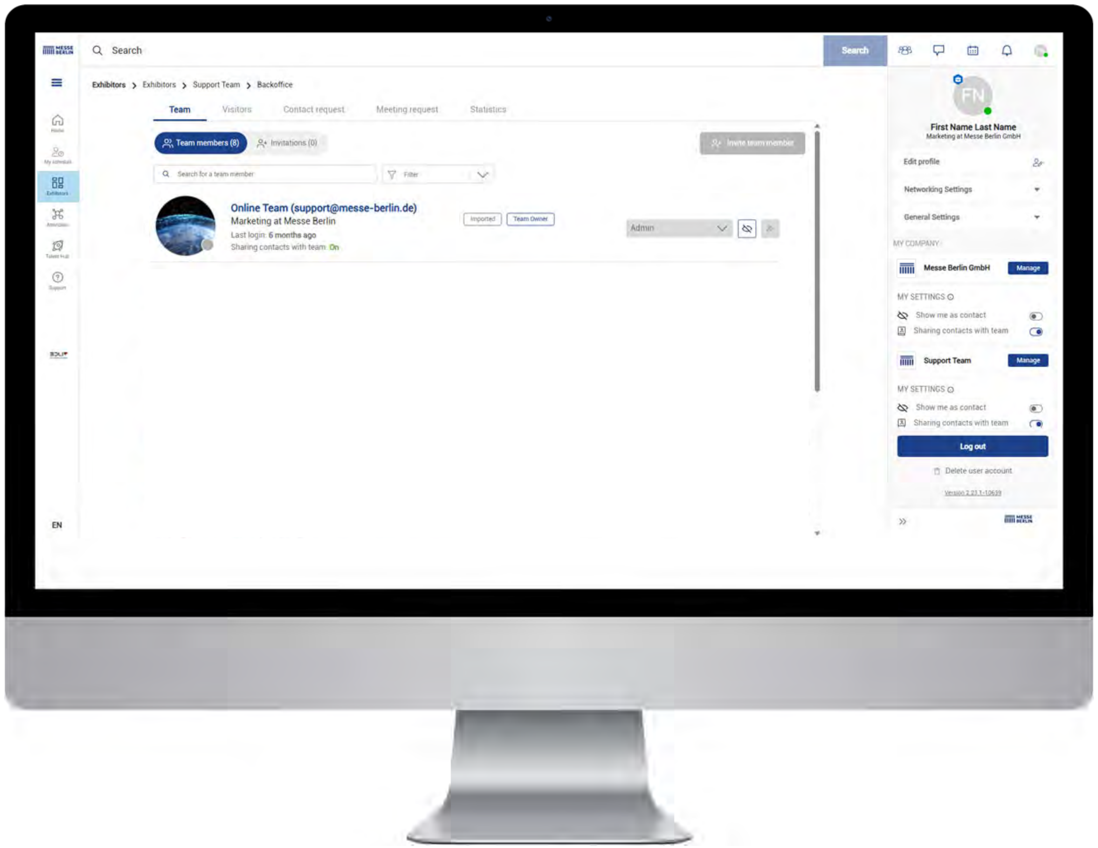
- „Lead Scan Team“ operates through the Online Platform and the App
- „Lead Scan Team“ becomes available immediately upon booking in the Advertising-Shop
- **An unlimited** number of team members can collaborate and share their contacts **in a lead pool** (real-time) scanning leads collectively as a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



Lead Scan Team

Team management in the 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.
- In the back office, the role of ‘**Admin**’ is automatically assigned to the "Contact Person" from the stand application. This person (marked with the tag ‘Imported’), and all authorized persons (role ‘Team Manager’ and ‘Admin’) can add additional people to the team.
- 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.

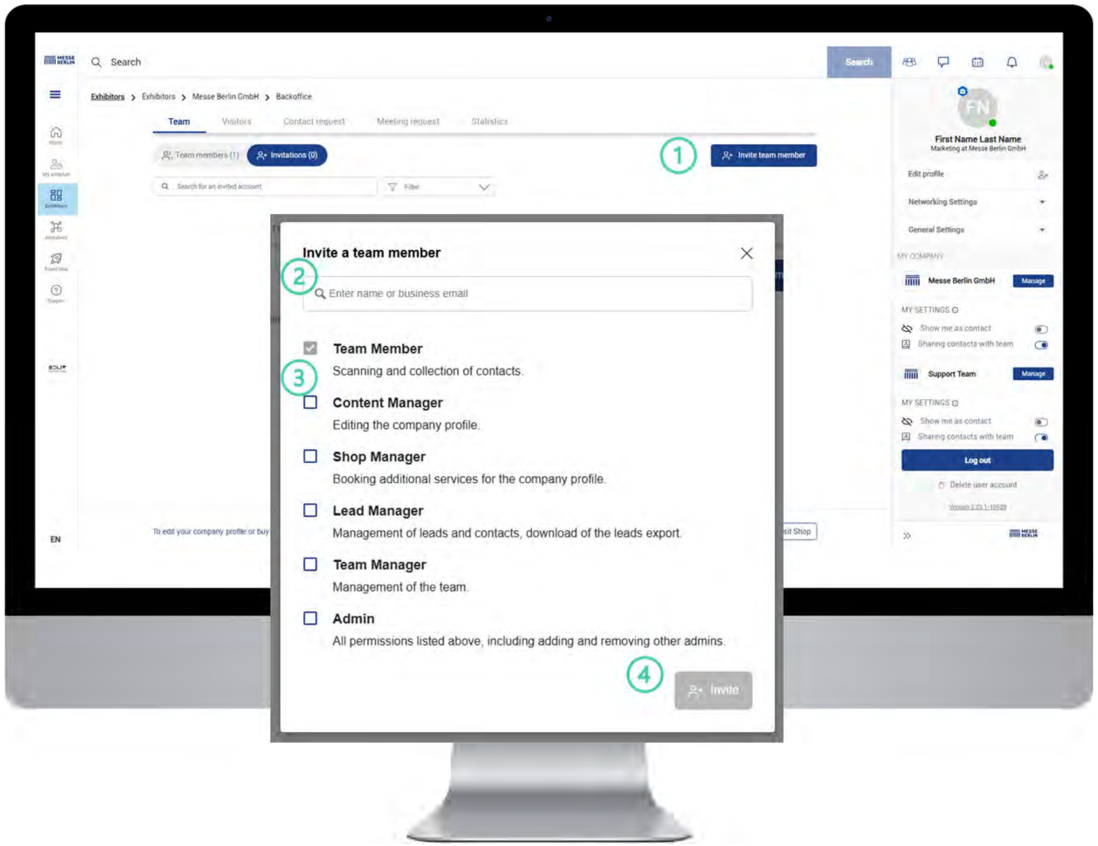


Lead Scan Team

Add team members

- That’s how it works:
  - Click on the **‘Invite team member’ button** (1) , enter the email address, and press Enter, or search for and select the name of the team member (2), then select the permissions (3) and click on the “Invite” button (4).
- Team members can include **any event participants**, such as exhibition staff, agency members, etc.
- The invitation initially grants the following permissions:
  - Content Manager > Edit company profile
  - Shop Manager > Book additional services in the advertising shop
  - Lead Manager > Download lead export
  - Team Manager > Invite and manage additional team members
  - Admin > All of the above permissions

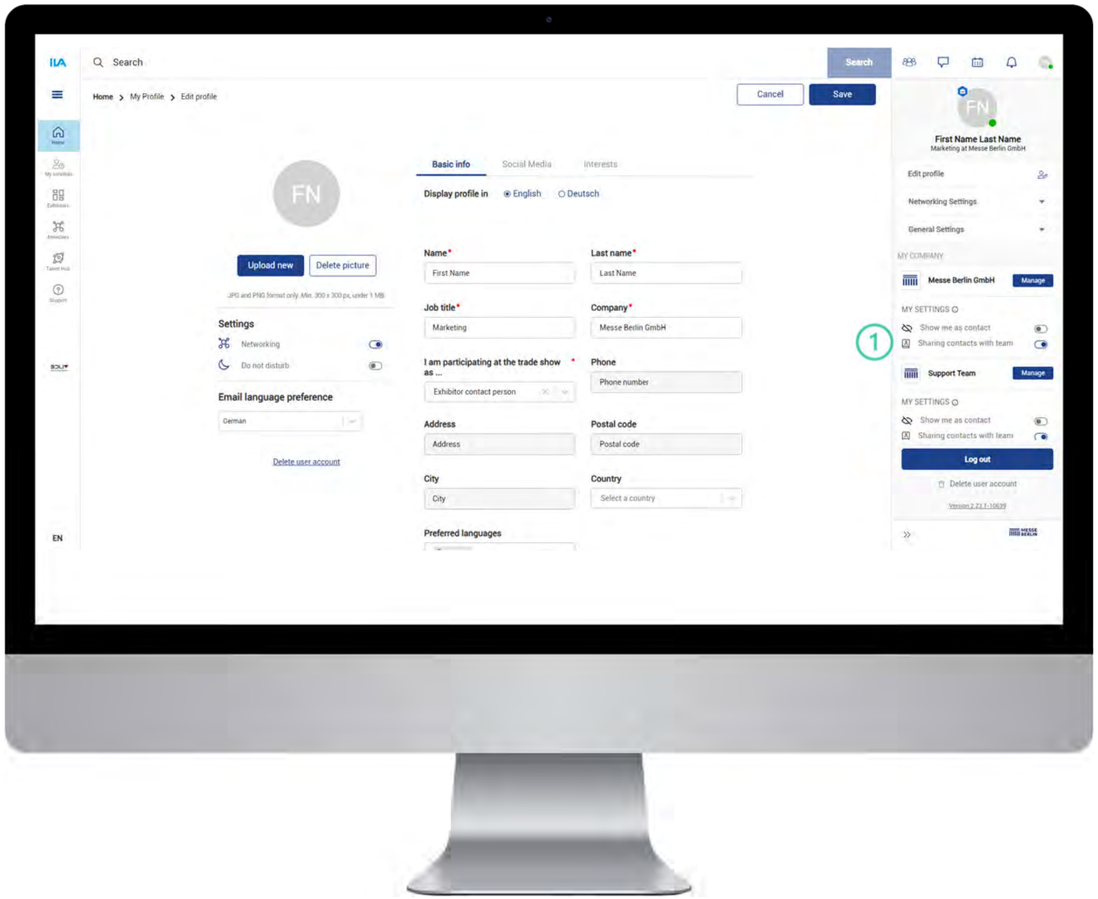
  Permissions can also be changed later.



Lead Scan Team

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:
    - Activate 'Sharing contacts with team' (1)



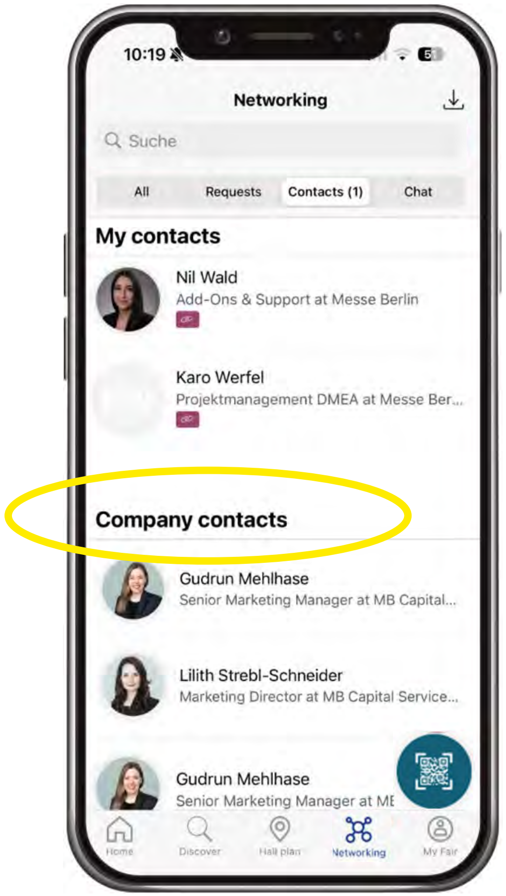
Lead Scan Team

Scanning with the App

- Download the App from the store:

  Download on the App Store | GET IT ON Google Play

- **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 'Sharing contacts with team' is activated), and these are visible to all team members in the App.

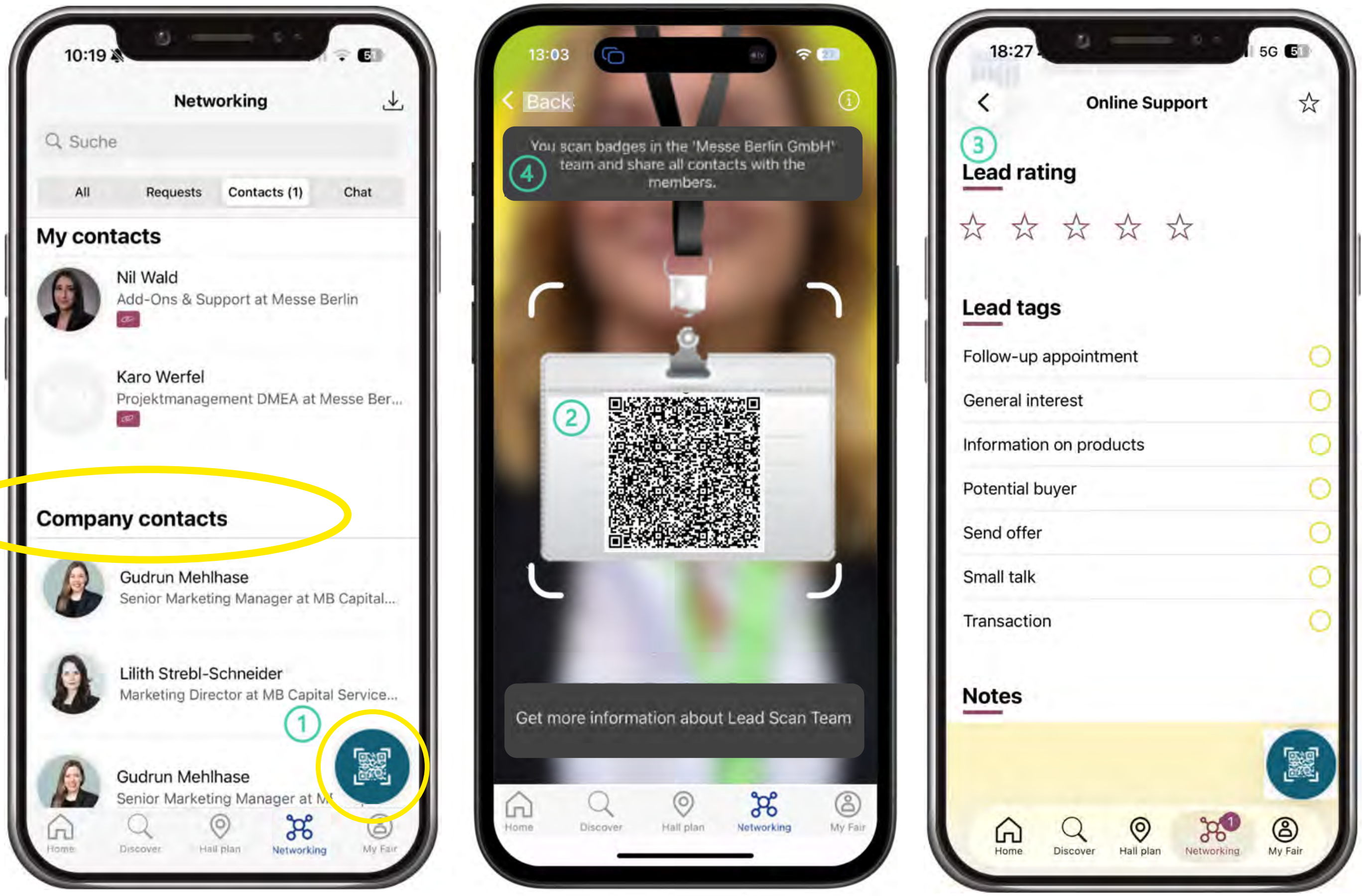


Lead Scan Team

Scanning with the App

- That's how it works:
    - Select QR code icon (1)
    - Scan participant badge (2)
    - For the scanned lead, you can do the following (3) :
        - Rate the lead with 1–5 stars
        - Add one or more tags to the lead
        - Add notes

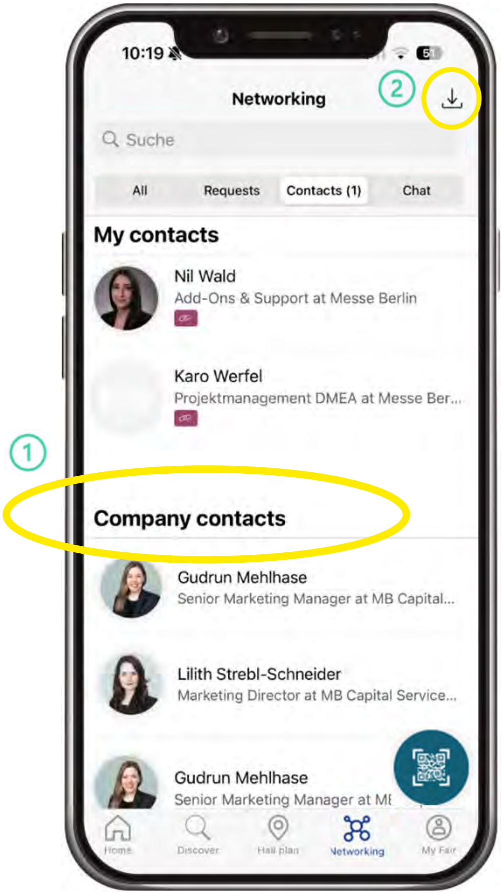
Note: You can see whether the contacts are shared with the team when you open the QR code scanner (4).



Lead Scan Team

Download in the App

- The collected contacts - both individual and team-wide (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
    - First name, last name, address
    - Email address
    - Job title, Department / Function*
    - Languages, interests*
    - Lead rating and tags
    - Notes



Lead Scan Team

Download in the Online Platform

- The leads scanned by the team using the App can be downloaded (1) 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'.