

# Lead Management

Precisely plan communication after the fair



Collect and maintain  
information on potential  
customers **directly**  
at the stand.

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## Use the new Lead Management, to collect and maintain information on your potential customers directly at the trade fair stand.

Lead management is a tool used at trade fairs to collect and maintain information about potential customers (leads) directly at the trade fair stand. This leaves more time for personal exchange on site and sales and marketing activities can be optimally coordinated directly after the trade fair.

### 4 reasons for the use of Lead Management

1

**Effective lead capture:** Information from trade fair visitors is captured simply and efficiently.

2

**Lead classification:** Leads can be classified and prioritised based on their interests and the likelihood of them becoming customers.

3

**Measuring trade fair success:** It can be analysed how many leads were generated and which strategies or offers were most effective.

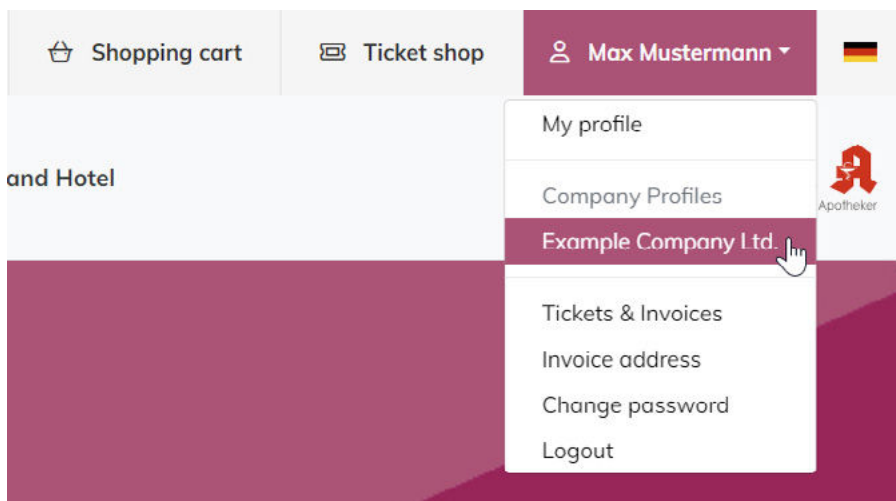
4

**Easier integration with CRM systems:** The recorded data can be exported and imported into a CRM system. This eliminates the need for manual data entry after the fair.



## Here's how it works

Registration at [www.expopharm.eu](http://www.expopharm.eu) is required for use. After registering, you will find a separate menu item in your personal menu for each exhibitor or brand profile. Clicking on this menu item will take you to the management options for the corresponding company or brand. Then click on the button „Lead Management“. You will find detailed instructions at [www.expopharm.de/download-area](http://www.expopharm.de/download-area).



## These features are available

### Scan

To capture a new lead, simply scan the QR code on the visitor ticket with the camera of your mobile device. The data collected includes title, name, place of work and email address..

### Create a lead user

Determine here who in your team is authorised to use Lead Management.

### File upload

Here you can upload information such as product flyers. Once you have submitted the information to an interested party, the system automatically places a tick next to the document.

### Contact form with fields of interest

Here you have the option of defining topics and assigning them to the data records.

### Export Partner Leads

All scanned leads are exported as an Excel file.

## What do I do with the data?

With the captured leads, you can specifically plan your communication after the trade fair. This way you ensure that the lead only receives relevant information. Your sales team can personalise their activities, while your marketing team gets the context for targeted email campaigns.

## Important notes and technical requirements

- + Lead Management is available to you from now on.
- + No special hardware is required - you only need a mobile device. We recommend a tablet or, if applicable, a smartphone.
- + Make sure that your stand has internet access. To ensure secure WLAN use, it is possible to purchase a 4-day ticket at a price of € 80 per user/device. A separate access code will be issued for each device. This measure ensures individual security and access control for the users.

## Notes on data protection

The processing of personal data of visitors, which also includes the scanning or use of personal data or identity documents, is only lawful pursuant to Article 6(1) sentence 1(a) of the General Data Protection Regulation (GDPR) if the visitor(s) have voluntarily given you their express and unambiguous consent to do so.

Within the scope of our obligation to protect personal data, we would therefore like to remind you of the essential provisions of „Art. 6 para. 1 p. 1 lit. a GDPR“:

1. personal data may only be processed with the explicit consent of the persons concerned.
2. clear and comprehensible as well as voluntary consent must be obtained from the person concerned before data is scanned, processed or used.
3. consent may not be made dependent on the performance of a contract or the provision of a service (prohibition of linkage).
4. you shall inform the person concerned about the purpose of the data processing and his or her right to withdraw consent at any time.