

Bett and Ahead by Bett 2023 - Content Session Data

How can I get data from my content session this year?

If you have a session in any of the theatres in Bett and Ahead by Bett you will need to use your own devices and collect the data from your session yourself. You will need to purchase an app licence for the Visit Connect app from Visit by GES. You then download the app onto any mobile phone or web-connected device with a camera in real-time to scan badges. You can use the app across multiple phones and devices at the show, and you can use the same devices you have been using on your stand.

How will this work at the show?

- The theatres will be cleared between sessions with a break
- Bett will be scanning visitors upon entry into the theatre and the sponsor will be permitted to scan visitors when exiting the theatre. Content sponsors will only be permitted to scan their own content session attendees
- Sponsors should have 2 scanning representatives to stand at the theatre exit, they should be present from the beginning of the session. They can begin to scan visitors exiting their session once their talk has started
- We recommend your scanning representatives be in branded clothing to show that they are collecting on behalf of your organisation, however, each theatre will also have sponsor sashes if you need them. This is to ensure they stand out as being from your organisation and distinguishable from the Bett representatives in the theatre
- Sponsors will need to bring their own devices with the app downloaded to scan badges with them to their session
- Bett will have a notice on the screen in the theatres to inform visitors if a session is sponsored or not
- If you would like us to put a notice about your collection of personal data on the theatre screens before your session, please let us know by **1 March 2023**

Things for you to think about ahead of your content session...

- It is your responsibility to provide all appropriate information to visitors about your collection of data and how you will use their data, so please bring copies of your privacy policy with you to show to a visitor if requested to do so
- As with any other leads you collect on site, we would recommend that you follow up as soon as possible with those visitors whose details you have collected and ensure your follow up communications are GDPR compliant