BUSINESS SHOW MEDIA
INTERNATIONAL BUSINESS EVENTS

A GUIDE TO

DATA COLLECTION

& FOLLOW UP

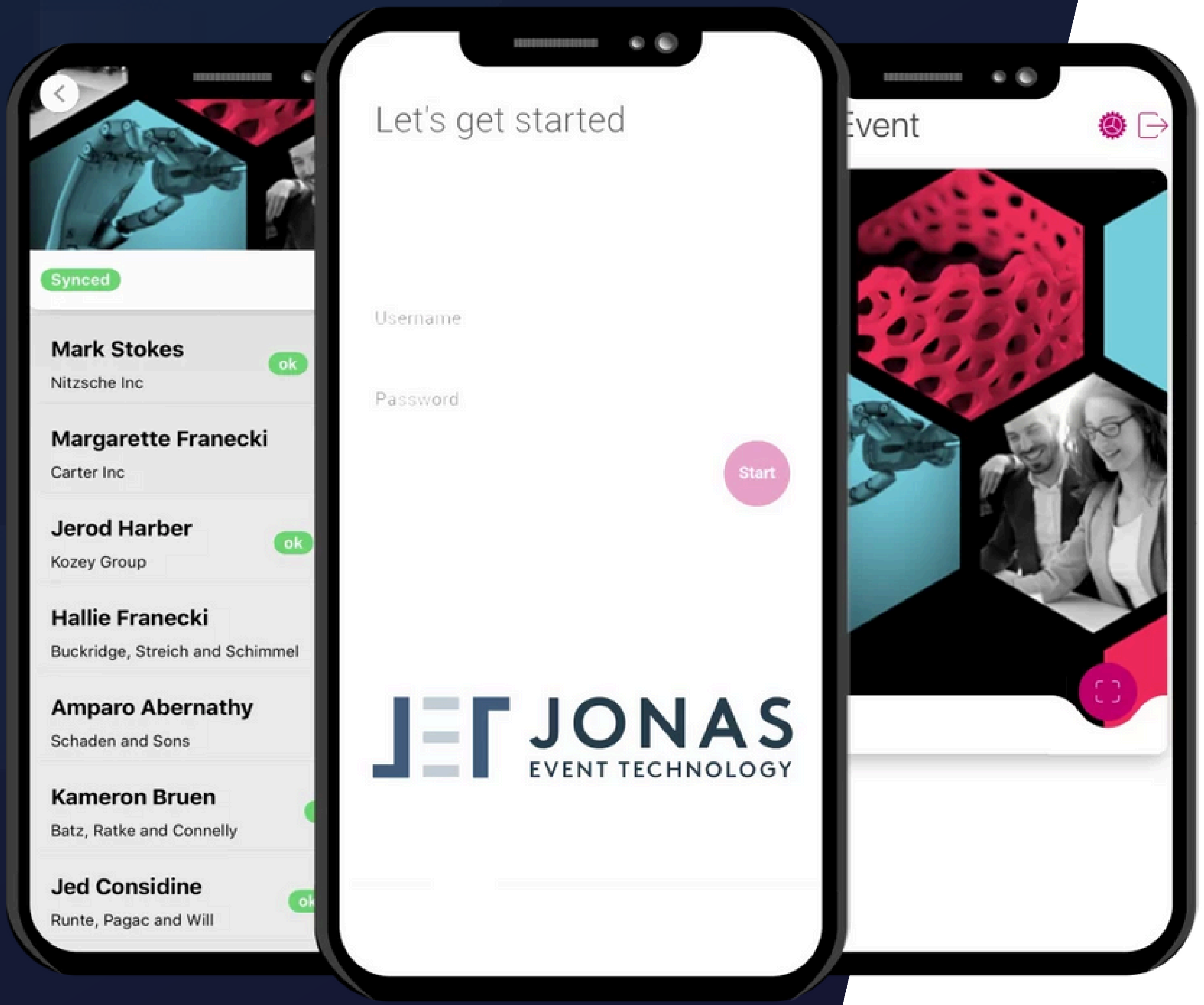
INTRODUCTION

No matter what goals you've set for your event, having a reliable data-collection strategy is essential to achieving them.

To set yourself up for success, it often helps to use a mix of different data-gathering methods.

And remember—once you've captured a lead, that information becomes a valuable asset you can leverage for effective follow-up.

Don't wait for attendees to reach out after the event. Be proactive, stay engaged, and maximize every connection you make!



SCANNER APP

By scanning one of our attendee's badges, you can collect:

- **Full Name**
- **Job Title**
- **Company Name**
- **Phone Number**
- **Email Address**
- **Postal Address**

Using the app is an excellent way to organize your data and save valuable time during and after the event, ensuring your follow-up is both personalized and efficient. The app allows you to capture notes, photos, and voice recordings, making it easy to manage your leads with precision. You can also create multiple-choice qualifying questions to streamline the process of gathering key information. The solution only requires an internet connection for the initial login—after that, you can use it offline. Once you reconnect, all your data will sync automatically.

CLICK HERE FOR APP TUTORIAL

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DATA COLLECTION BEST PRACTICES

SIGNING CONTRACTS ON A COOLING OFF BASIS

If you find that prospects often need time to fully understand your services before committing, consider offering a cooling-off contract.

This gives both parties the opportunity to review the proposal, discuss details, and make a well-informed decision—without any pressure. Pairing this approach with a show-specific offer can make it even more effective.

To secure the exclusive deal, prospects sign the contract upfront, creating a sense of commitment while still allowing flexibility to adjust the agreement during the cooling-off period.

SCHEDULE VIRTUAL MEETINGS

Keeping your calendar easily accessible can make all the difference when it comes to converting a hot lead into a confirmed sale. If you spot an attendee who shows genuine interest in your products or services, go ahead and schedule a virtual meeting with them right then and there.

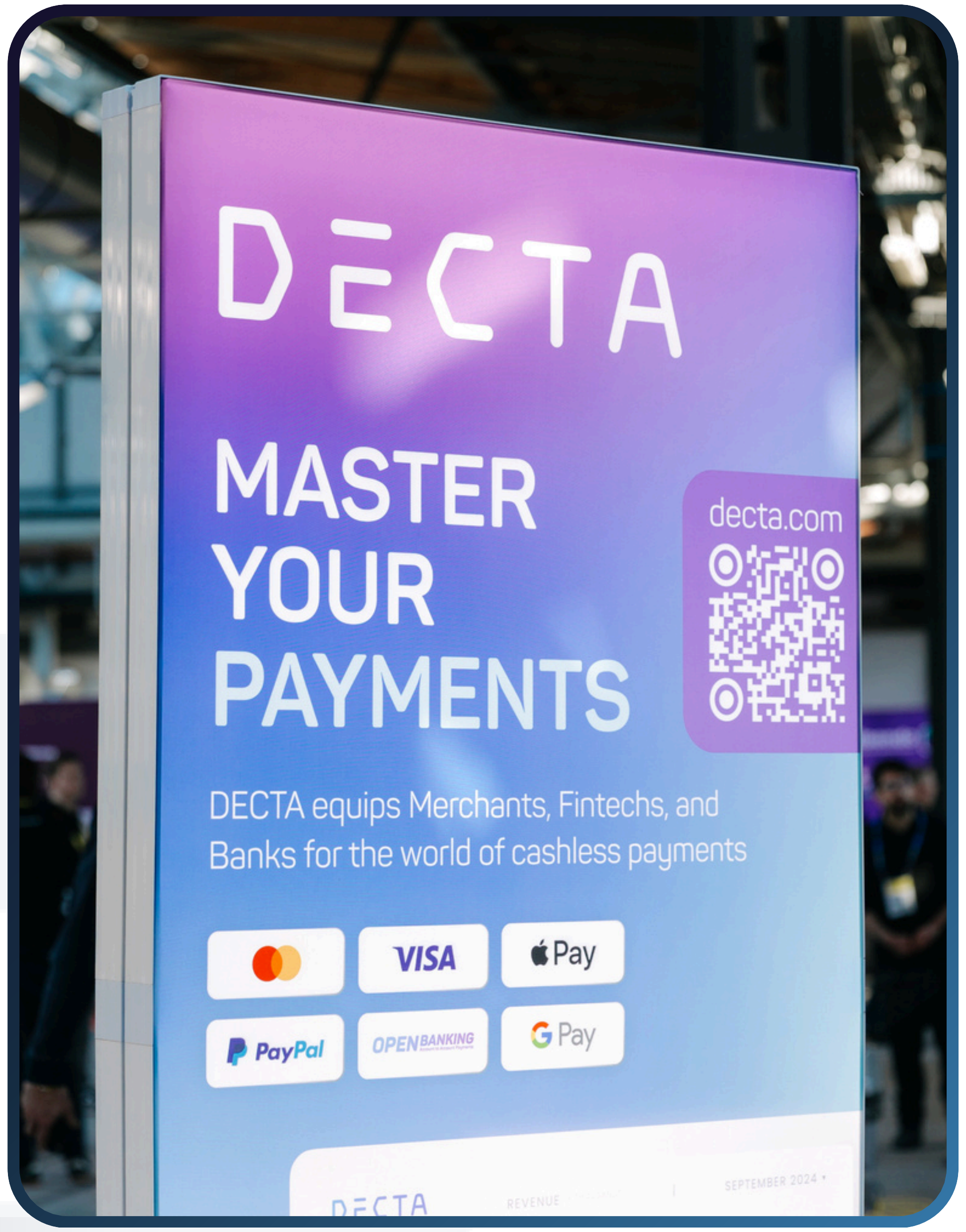
This helps you avoid the post-show scramble of trying to reconnect and set up appointments, saving you valuable time and effort. It's a highly effective practice and one definitely worth adopting.

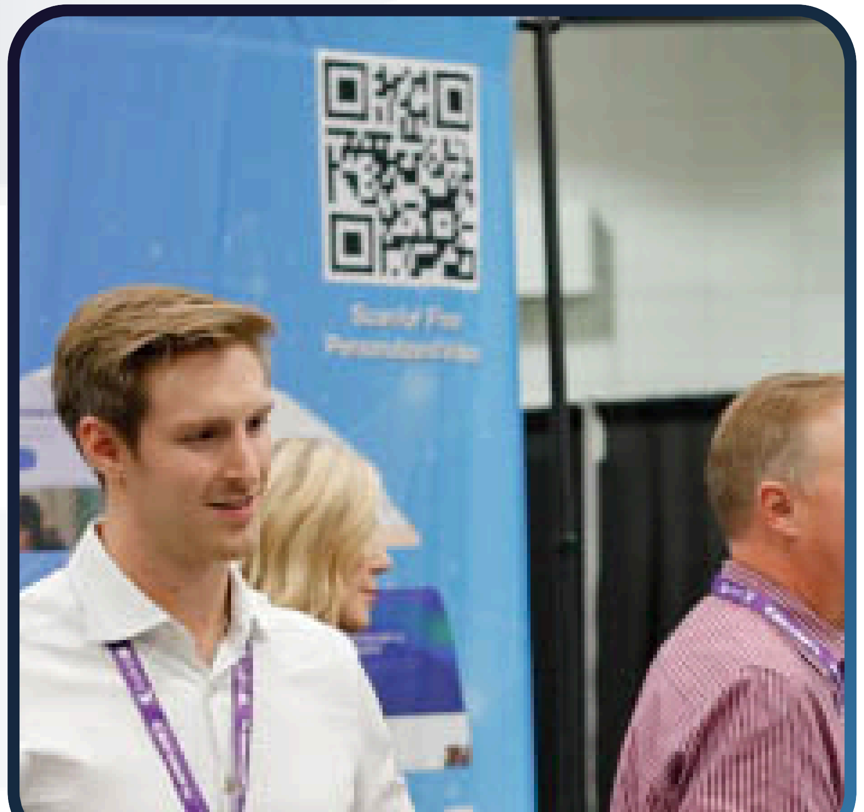
QUESTIONNAIRES

Using qualifying questions is a smart way to quickly identify which attendees are genuinely interested in your services and which ones may not be worth extensive follow-up.

Consider creating either printed or digital questionnaires that include space for contact information and a section for your own notes. This helps you stay organized and ensures you capture the information you need right away.

Keep in mind that this approach can take a little longer to complete and may introduce the risk of human error, so plan accordingly and keep the process as simple and straightforward as possible.





QR CODES

Adding QR codes to your booth setup can be a convenient way to direct attendees to digital questionnaires, social media channels, newsletter sign-ups, or additional information about your services.

They're quick to scan, easy to set up, and can enhance the overall visitor experience. However, QR codes shouldn't be your primary method of data collection. The main limitation is that you're relying entirely on attendees to take the initiative—scan the code, complete the form, and submit their information.

At a busy event, many people won't take that extra step, even if they're interested. This can result in significantly fewer leads and missed opportunities for follow-up.

Use QR codes as a helpful supplement, but combine them with more proactive data-capture methods to ensure you gather the information you need!

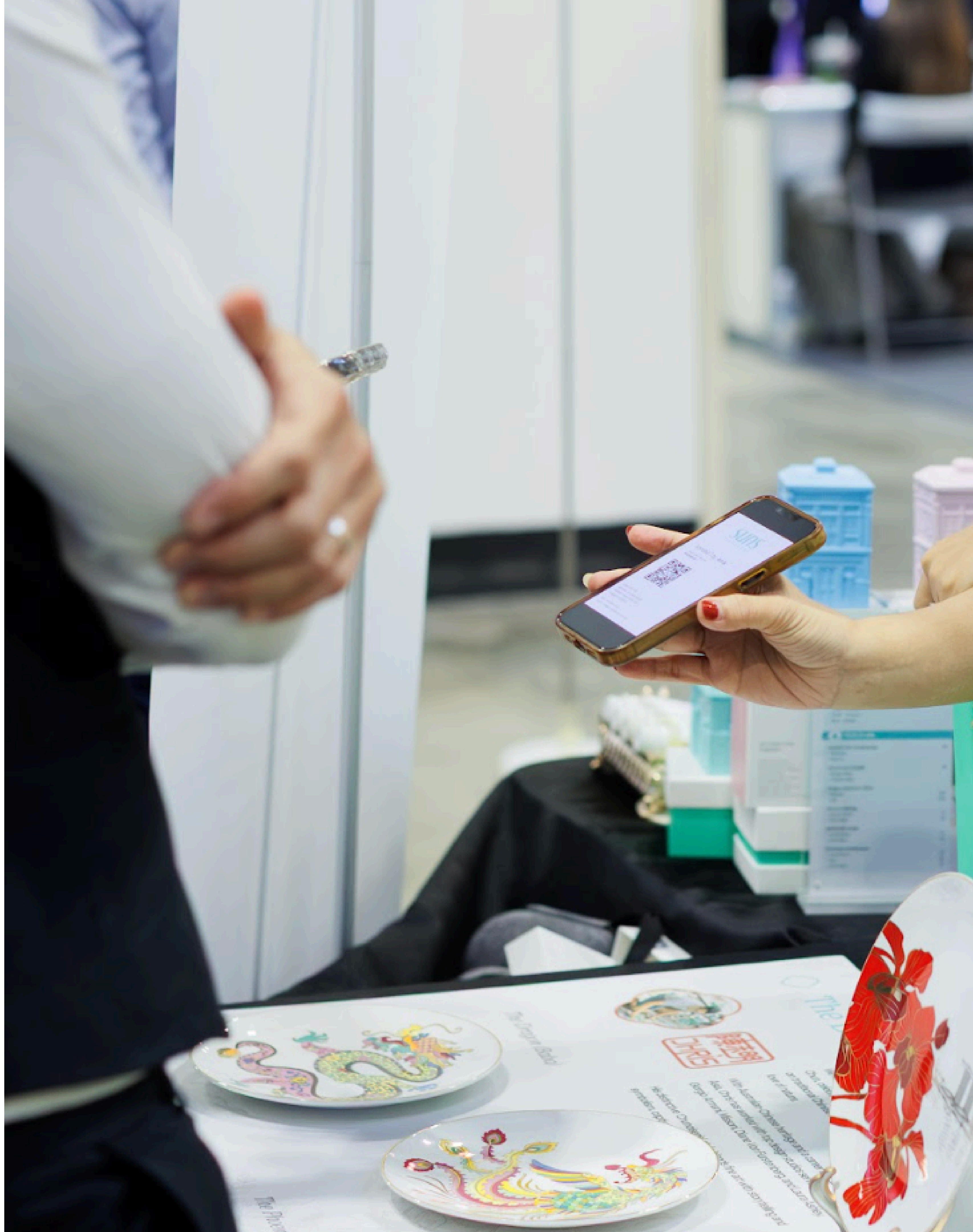
CLICK HERE FOR A FREE QR CODE GENERATOR FOR YOUR DESIGNS

BUSINESS CARDS

Traditional business cards are becoming increasingly rare and are no longer the most effective way to share or capture contact information, so we generally don't recommend relying on them.

A better alternative is an e-business card—a digital version of your contact details that can be shared instantly. It can include your name, title, phone number, email, social media profiles, and company branding. E-business cards are typically shared via email, QR codes, messaging apps, or as vCard files that can be saved directly to a phone's contacts.

E-business cards offer far greater flexibility than paper cards. They're interactive, allowing recipients to call, email, or visit your links with a single tap, and they can be fully customized to reinforce your branding. They're also eco-friendly, easy to update, and integrate seamlessly with digital networking tools like email signatures and virtual meeting platforms, making them a modern, efficient, and highly effective option.



THE FOLLOW UP

Following up on your leads after an exhibition is absolutely **essential for turning interest into real opportunities.**

Aim to contact each lead within six days of your initial conversation — while the interaction is still fresh in their mind. This **significantly increases the likelihood** that they'll engage with your emails or calls.

If possible, have a colleague back at the office begin the follow-up process immediately. They can help **schedule meetings or handle enquiries** you may not be able to manage while still at the show. It's also wise to keep your own calendar as open as possible for one to two weeks after the event so you can accommodate new appointments.

For a deeper dive into post-show strategy, **click here to watch our show Follow-Up Video in Step 7!**