BUSINESS SHOW MEDIA
INTERNATIONAL BUSINESS EVENTS

A GUIDE TO

DATA COLLECTION

& FOLLOW UP

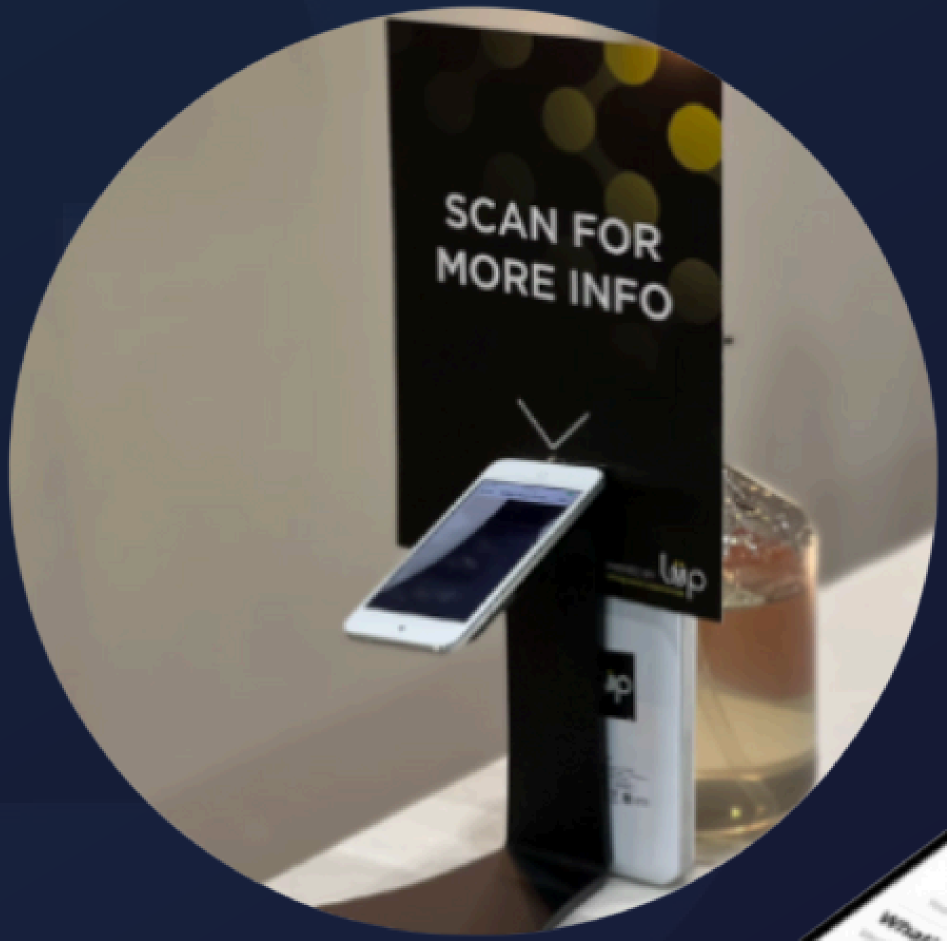
INTRODUCTION

No matter what goals you've set for your event, having a dependable strategy for collecting data is key to reaching them.

To set yourself up for success, it's often helpful to use a combination of data-gathering methods.

And remember—once you've captured a lead, that information becomes a valuable asset that you can use to guide your follow-up.

Don't wait for attendees to contact you after the event. Be proactive, stay engaged, and make the most of every connection you've made!



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

You can hire the scanner app for your phone, providing a highly efficient way to gather large amounts of data.

It helps you stay organised and saves time both during and after the event, ensuring your follow-up is personalised and effective.

You can order your scanner app by using the LINK HERE.

Exhibitors can reach out directly to LUP for any queries at help@lup.events.

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 sides the space to review the proposal, discuss details, and make a well-informed decision—without 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 keeping the flexibility to refine the agreement during the cooling-off period.

SCHEDULE VIRTUAL MEETINGS

Keeping your calendar **easily accessible** can make all the difference when it comes to turning a hot lead into a confirmed sale. If you identify an attendee who shows real interest in your products or services, go ahead and **book a virtual meeting with them** on the spot.

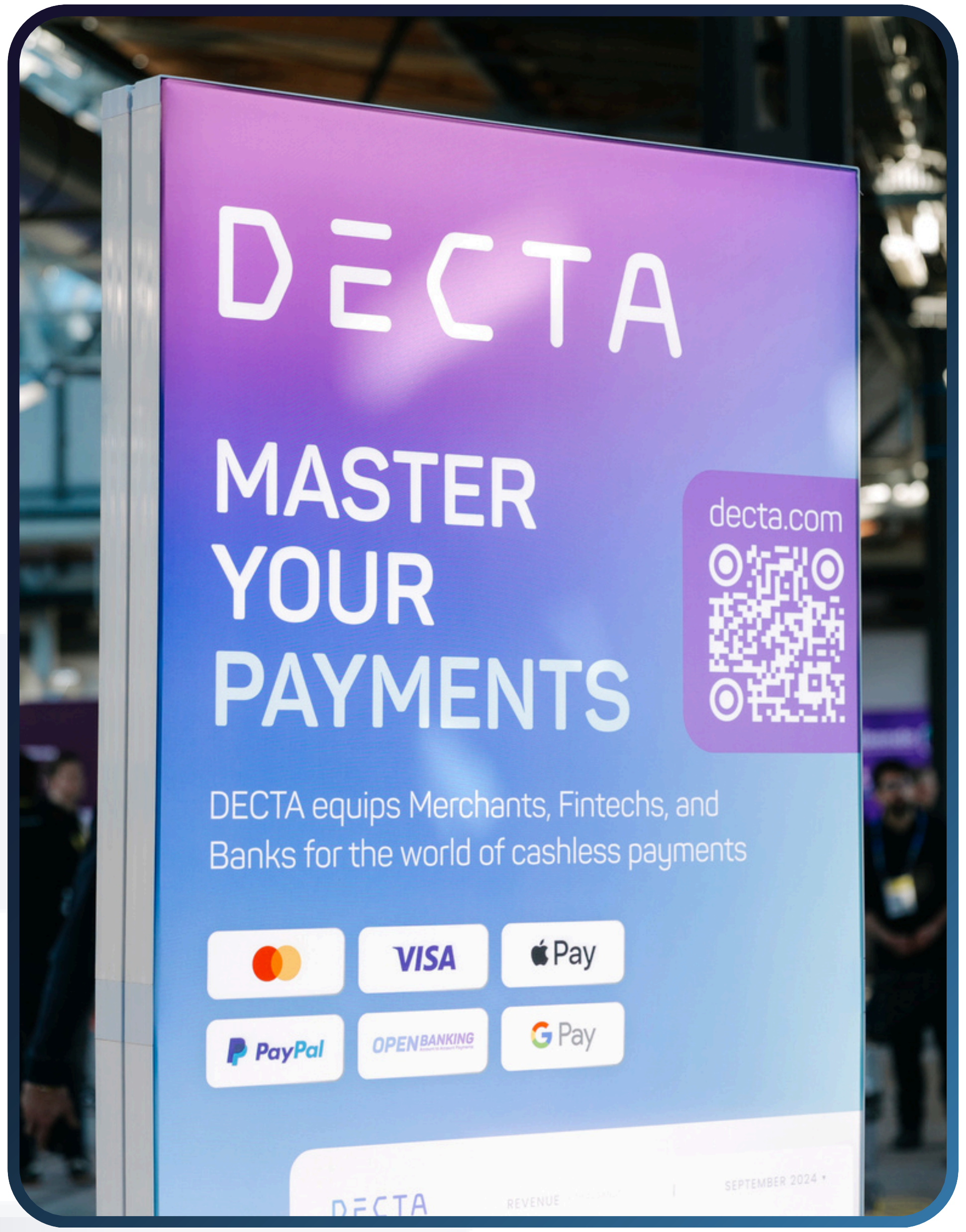
This prevents the post-show scramble of trying to reconnect and schedule time, saving you valuable effort. It's a **highly effective practice**—and one well worth adopting.

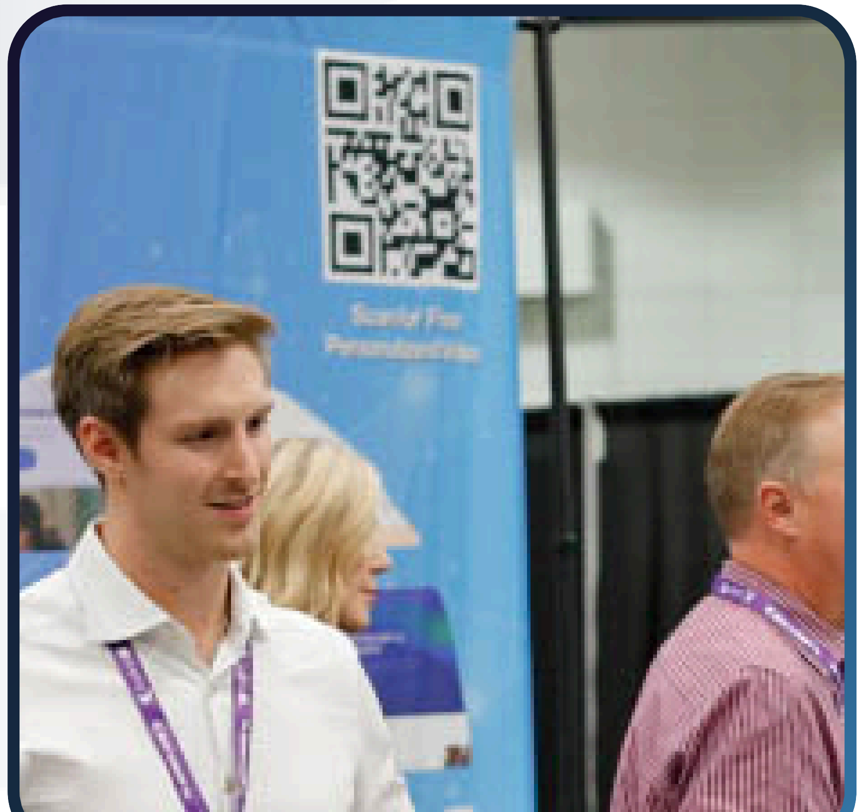
QUESTIONNAIRES

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

Consider preparing either **printed or digital questionnaires** that include space for contact details and a section for your own notes. This helps you stay organised and ensures you gather the information you need right away.

Just keep in mind that this method 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 clear as possible.**





QR CODES

Incorporating QR codes into your stand setup can be a useful way to direct attendees to digital questionnaires, your social media platforms, 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.**

That said, **QR codes shouldn't be your primary method of data collection**. The major limitation is that you're relying entirely on attendees to take the initiative—scan the code, complete the form, and submit their details. In a busy event environment, many people simply won't take that extra step, even if they're interested. This often leads to significantly fewer leads and missed opportunities for follow-up.

Use QR codes as a helpful add-on, but pair them with more proactive data-capture methods to ensure you collect the information you need!

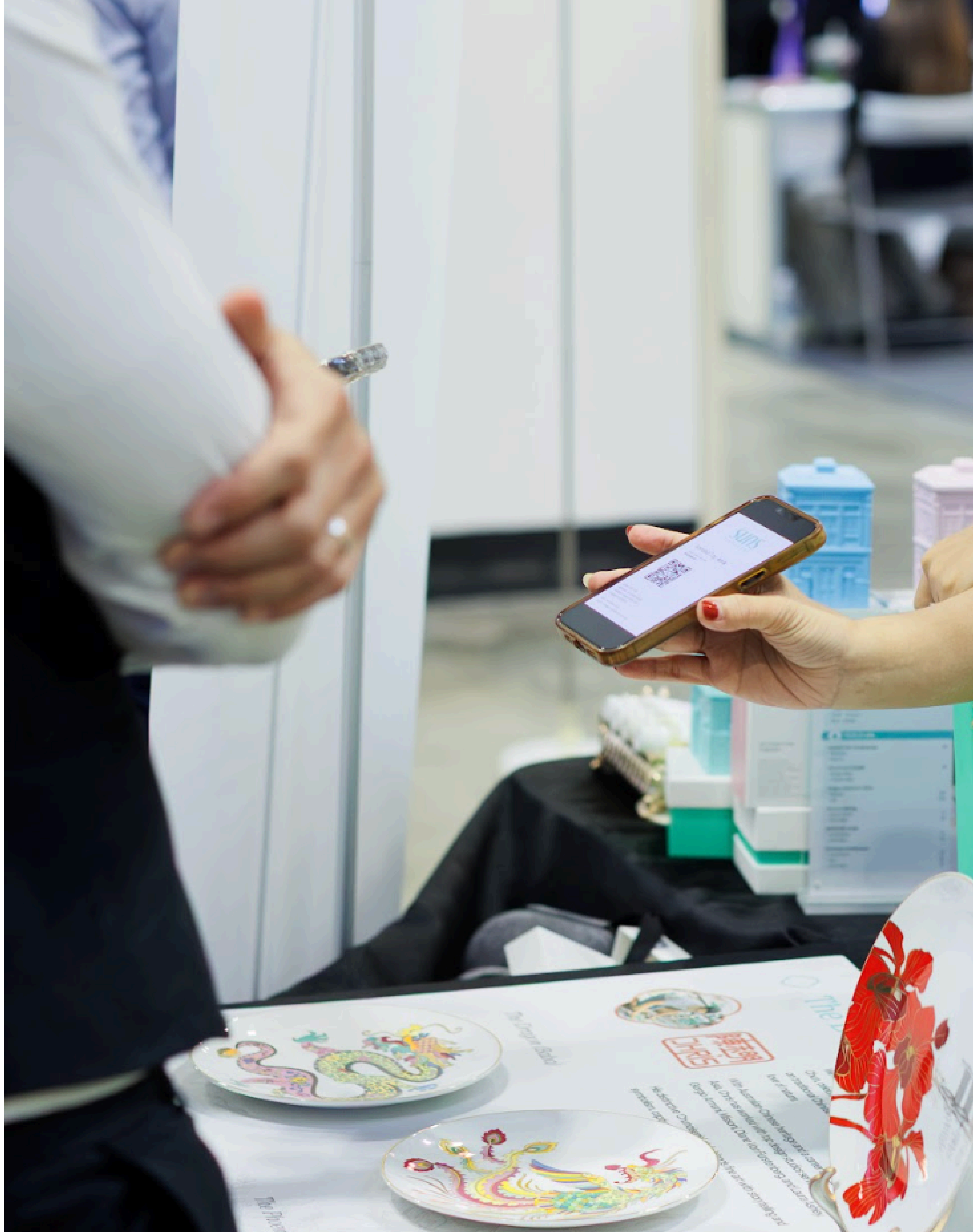
CLICK HERE FOR A FREE QR CODE GENERATOR FOR YOUR DESIGNS

BUSINESS CARDS

Traditional business cards have become far less common, and they're no longer an effective tool for capturing or sharing information—so we generally don't recommend **relying on them.**

A more useful alternative is an **e-business card:** a digital version of your contact details that can be shared instantly. It can include your name, role, phone number, email, social media profiles, and company branding. These cards are typically shared via email, QR codes, messaging apps, or as vCard files that can be saved directly into a phone's contacts. E-business cards offer **far more flexibility** than paper ones.

They're interactive—allowing recipients to **call, email, or visit your links with a single tap**—and can be fully customised to strengthen your branding. They're also **eco-friendly, easy to update, and integrate seamlessly** into digital networking tools like email signatures and virtual meeting platforms, making them a much more efficient and modern choice.



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!**