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!

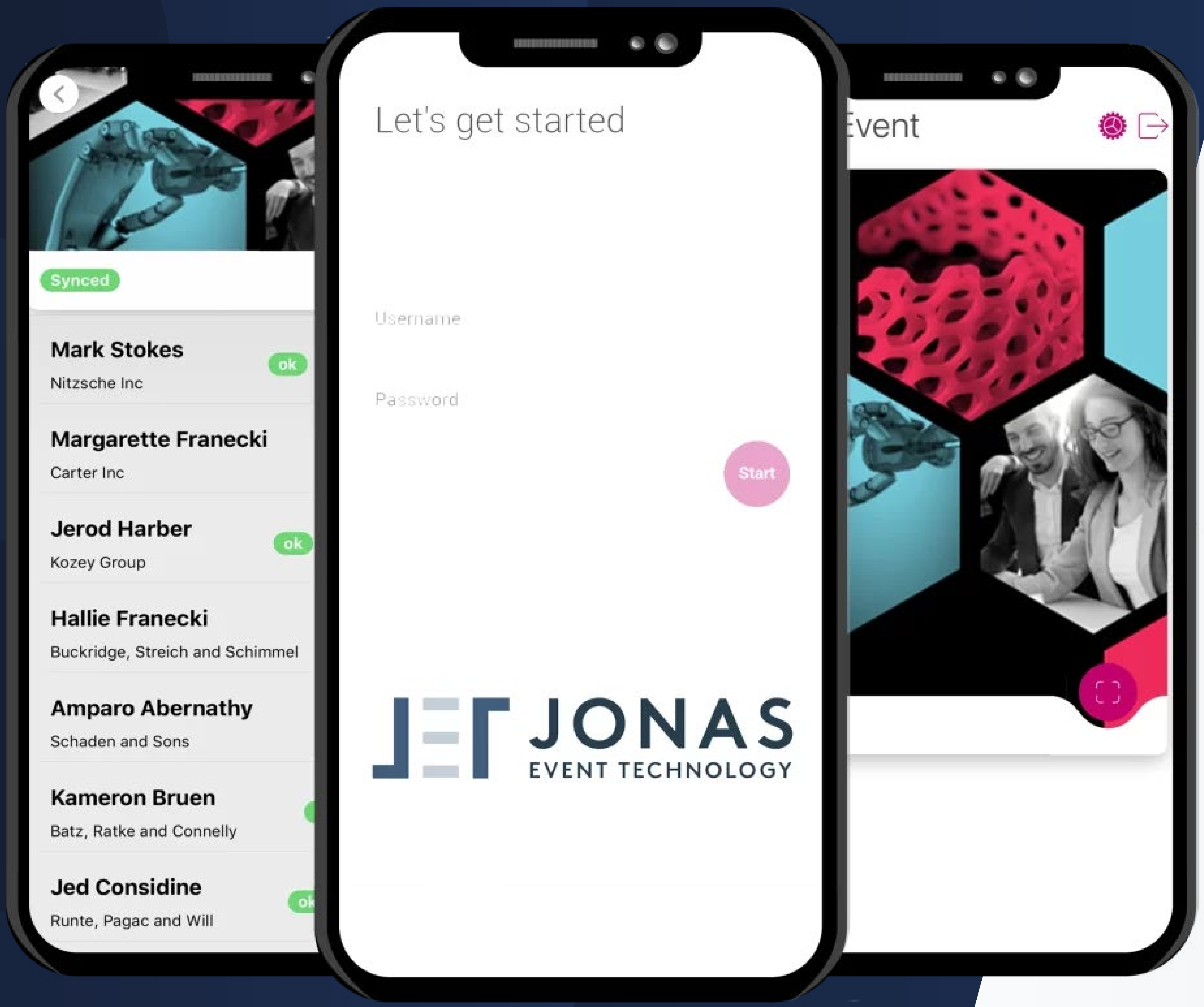
TYPES OF DATA

Whether you hire handheld scanners or use a scanner app on your phone, both options offer an easy and efficient way to collect substantial amounts of data.

By scanning one of our delegate’s badges, you can collect:

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

SCANNER APP



Using the app is an excellent way to organise your data and save valuable time during and after the event, ensuring your follow-up is both personalised 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 simplify 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

HANDHELD SCANNER

This is an excellent method for gathering large volumes of data, especially when your primary objective is to collect as many leads as possible!

The scanner supports organisation through a qualifier sheet, but there are some limitations.

There is no automatic cloud backup, requiring data to be downloaded at the help desk to appear on your portal.

It also lacks note-taking and photo capabilities, resulting in less personalised follow-up unless you document that information elsewhere.

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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.

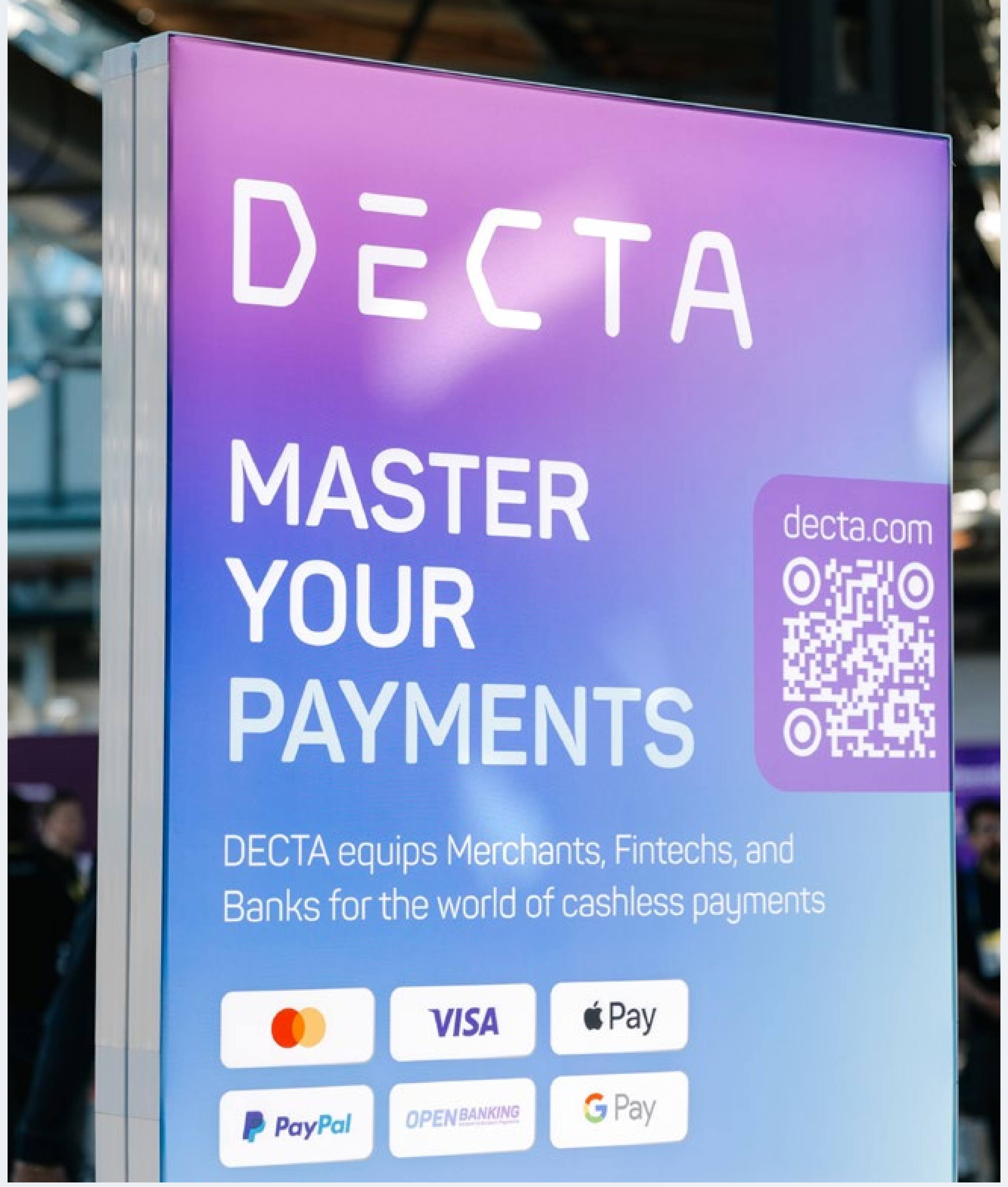
This prevents the post-show scramble of trying to reconnect and schedule time, saving you valuable effort. It's a **highly effective practice** and one well worth adopting.

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!