

Manual | Following up on Achievements

Welcome to the fourth and final step in My Easyfairs. You've participated in the fair and now it's time to follow up on the lead you've generated during participation!

'Follow-up achievements' consists of a maximum of two steps available from a GoLeads package. When you have a GoVisibility package, you do not have access to these steps. Would you like to be able to follow up on your achievements of your fair participation nonetheless? You can always upgrade your package enabling the downloading of leads.

[Step 1: Smart Badge \(available with GoLeads, GoPlus and GoPremium\)](#)

[Step 2: Visit Connect App \(available with GoLeads, GoPlus and GoPremium\)](#)

Let's go!

When you're logged in to My Easyfairs, you click 'manage stand'



EVENEMENTEN & STANDS

GEBRUIKERS BEHEREN

FACTUREN & BETALINGEN

2019

DEMONORAIL

Stand JT2 - Does Bread Shops

📅 2 > 2 Dec 2019

📍 Namur Expo

BEHEER STAND



You will then be directed to the overview below. You'll see a timeline with the following steps that are available in My Easyfairs:

- Manage your online profile
- Invite customers and prospects
- Prepare stand
- The fair itself
- **Following up on achievements**



BEHEER UW ONLINE PROFIEL KLANTEN & PROSPECTS UITNODIGEN STAND VOORBEREIDEN PRESTATIES OPVOLGEN

Uw vooruitgang

SEP 27

U HEEFT NOG NIET ALLE TAKEN VOLTOOID

SMART BADGE

Bezoekers die geïnteresseerd zijn in uw producten kunnen hun smart badge gebruiken om meer info te krijgen.

LEADS DOWNLOADEN

VISIT CONNECT APP

U kunt de leads bekijken die u tijdens het event heeft verkregen. Kijk wie u heeft gescand.

BEKIJK LEADS

Step 1: Smart Badge (available with GoLeads, GoPlus and GoPremium)

The fair has ended and we hope your participation has been very successful! Of course your smart badge reader was at a prominent location in your stand, allowing visitors to easily scan your reader with their smart badge. Perhaps you didn't have the time to personally speak to all visitors of your stand during the fair! You can take the time to do that now. At this step in the profile, you can easily see how many visitors have shown interest in your organisation during the fair. With a GoVisibility package, you can see how many visitors this concerns and with a GoLeads package, you can even download leads! When you click 'download leads', you will be directed to the overview below where you can download visitors' information and see when the fair was busiest.

Smart Badge

Wanneer bezoekers uw reader scannen met hun badges, verzamelen zij alle informatie over uw bedrijf en producten die u aan uw online profiel heeft toegevoegd. We sturen deze informatie naar de bezoekers aan het einde van de dag in een e-mail met alle gescande stands. In ruil daarvoor krijgt u de bezoekersgegevens van iedereen die uw reader heeft gescand. U ontvangt de lijst per e-mail of u kunt deze hier downloaden op het einde van het event.

Zorg ervoor dat u niet vergeet uw reader terug te geven voordat het event zijn deuren sluit om de leads te krijgen.

BEZOEKERSGEGEVENS DOWNLOADEN



When you subsequently click 'download visitor information', you'll see a GDPR notification after which you can click 'download leads' and can save the Excel file containing all information for further processing!

gegevens van bezoekers die uw service heeft gebruikt. Het is belangrijk dat u deze gegevens beschermt en u erop toezicht houdt op het event.

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Het document dat u gaat downloaden, bevat persoonlijke gegevens in overeenstemming met AVG. Easyfairs heeft er alles aan gedaan om de beveiliging ervan te waarborgen. Wanneer u deze downloadt, bent u verantwoordelijk voor de bescherming tegen elk beveiligingslek. Zorg ervoor dat u alle noodzakelijke maatregelen neemt om de beveiliging van de persoonlijke gegevens te waarborgen.

LEADS DOWNLOADEN

Step 2: Visit Connect App (available with GoLeads, GoPlus and GoPremium)

When you've purchased a GoLeads package or higher, you will receive a number of Visit Connect licences (depending on the package). Visit Connect is an app you use as registration tool for conversations held during the fair. Where the Smart Badge is used by visitors when the visitors want to, you as exhibitor are in charge of the use of Visit Connect. With the Visit Connect app, you ask the visitor for consent to scan his Smart Badge after having had a face-to-face conversation with this visitor. You use this app as digital business card, giving you the information of the business relation you've just talked to, and allowing you to add important notes. This means you can easily qualify your leads and follow up on these. This step in My Easyfairs, however, is purely informative. You can download the stored leads via the device on which you've used Visit Connect. This is the only safe routing with regard to the GDPR.

Visit Connect App

Visit Connect App

U kunt de lijst met scans exporteren vanaf het apparaat dat wordt gebruikt om bezoekersbadges te scannen. We kunnen deze gegevens om veiligheidsredenen niet vanuit My Easyfairs verstrekken.