

# Acute Cardiac Care 2012

Istanbul- Turkey

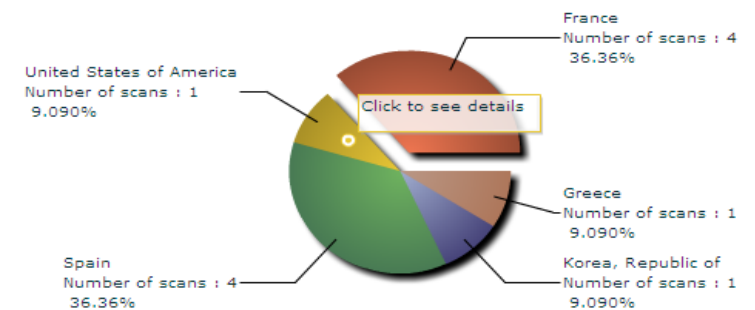
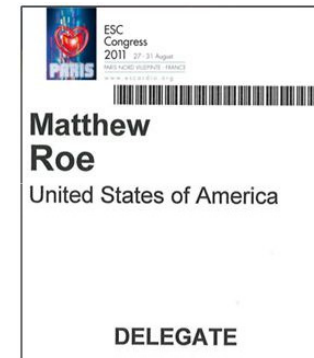
20 - 22 Oct 2012

## Key4lead Information form



## Lead gathering opportunities

- **Simple product to collect contact details during an event.**
- **Specially designed for :**
  - ✓ Easily and quickly gathering a list of visitors to a booth, a symposium, or a sponsored session.
  - ✓ Qualifying the contact's information via « action code »  
Action code examples : to follow up immediately, is interested by , etc.
- **The different steps :**
  - ☐ **Before the event:**
    1. Go to your account (or create your account) on key4events portal and place your order online.
    2. Assign each reader a name for easy identification.
    3. Configure your action codes for booth usage: (see the next page for more details).
  - ☐ **During the event:**
    1. The sales staff should collect their badge readers which will be clearly identified at the badge reader desk
    2. On your booth, scan the badges of each participant or visitor,
    3. One or more action codes can be scanned to qualify more precisely the nature of the contact,
    4. At the end of each day, please go to the badge reader desk to download your scans
    5. Our team will upload the data every evening to your account
    6. From your account, you can download the full contacts details in a excel file or view aggregated statistics




# Before the Event


## How to customize your Action Codes?

Online order platform for services and materials dedicated for events


Home Profile Order Downloads **key4lead** key4preview key4register Mme Kinsella Log out




**Action codes**  
Customize your "action codes" in order to qualify your contacts.



**Statistics**  
View the statistics corresponding to the collected data during the event.



**Excel**  
Download the scan list with MS Excel.



**Mailing**  
Select your contacts with your own criteria.

At portal.key4events.com, please do the following:

1. Login to your account
2. Go to "key4lead" tab
3. On the left side, select the Event
4. Click on "add an action code sheet"
5. Fill in your actions codes (action, name of products etc...)
6. Create as many lists as you need
7. Save your action codes list(s)
8. Link a badge reader to a list
9. Print it (must be a laser printer)

Settings x

**Action codes sheet #4**

|      |  |      |  |
|------|--|------|--|
| AC1  |  | AC2  |  |
| AC3  |  | AC4  |  |
| AC5  |  | AC6  |  |
| AC7  |  | AC8  |  |
| AC9  |  | AC10 |  |
| AC11 |  | AC12 |  |
| AC13 |  | AC14 |  |
| AC15 |  | AC16 |  |
| AC17 |  | AC18 |  |
| AC19 |  | AC20 |  |
| AC21 |  | AC22 |  |
| AC23 |  | AC24 |  |
| AC25 |  | AC26 |  |
| AC27 |  | AC28 |  |
| AC29 |  | AC30 |  |
| AC31 |  | AC32 |  |
| AC33 |  | AC34 |  |
| AC35 |  | AC36 |  |
| AC37 |  | AC38 |  |
| AC39 |  | AC40 |  |

# During the Event

## How to use the badge reader on site

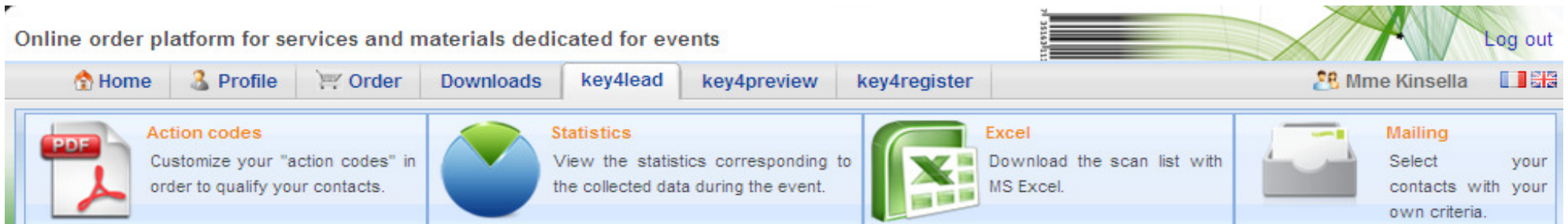
- Scan the badge of a visitor **FIRST**
- **SECONDLY** scan one or more Actions Codes if needed



- Scan the next visitor
- Etc.

# During and After the Event

## How to retrieve your data?



### At portal.key4events.com:

1. Login to your account
2. Go to "key4lead" tab
3. On the left side, select the Event
  - ✓ Download your data as an Excel file
  - ✓ View your statistics and reports
  - ✓ Filter your contacts in order to send e-mails

# Key4lead Report & Statistics



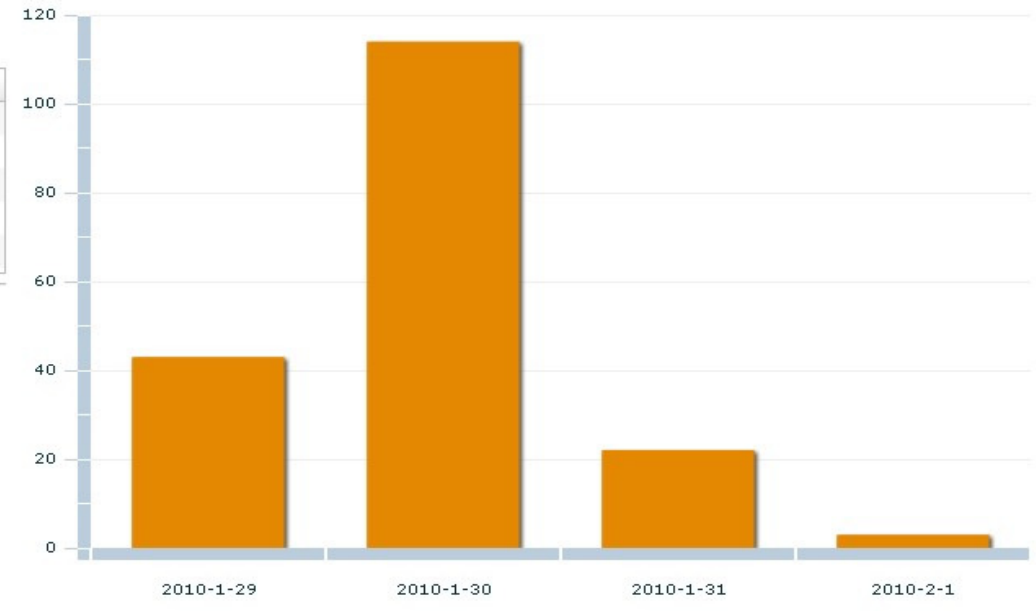
[Home](#) | [Global](#) | [Graphics](#) | [Action codes](#)



All scans

## Global congress information

| Day       | Persons | Readers | Scans |
|-----------|---------|---------|-------|
| 1/29/2010 | 40      | 2       | 43    |
| 1/30/2010 | 108     | 2       | 114   |
| 1/31/2010 | 20      | 2       | 22    |
| 2/1/2010  | 3       | 2       | 3     |
| -         | 171     | 2       | 182   |



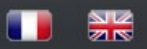
## Scans

| key4events 1 | key4events 2 |
|--------------|--------------|
| 77           | 105          |

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# Key4lead Report & Statistics

[Home](#) | [Global](#) | [Graphics](#) | [Action codes](#)

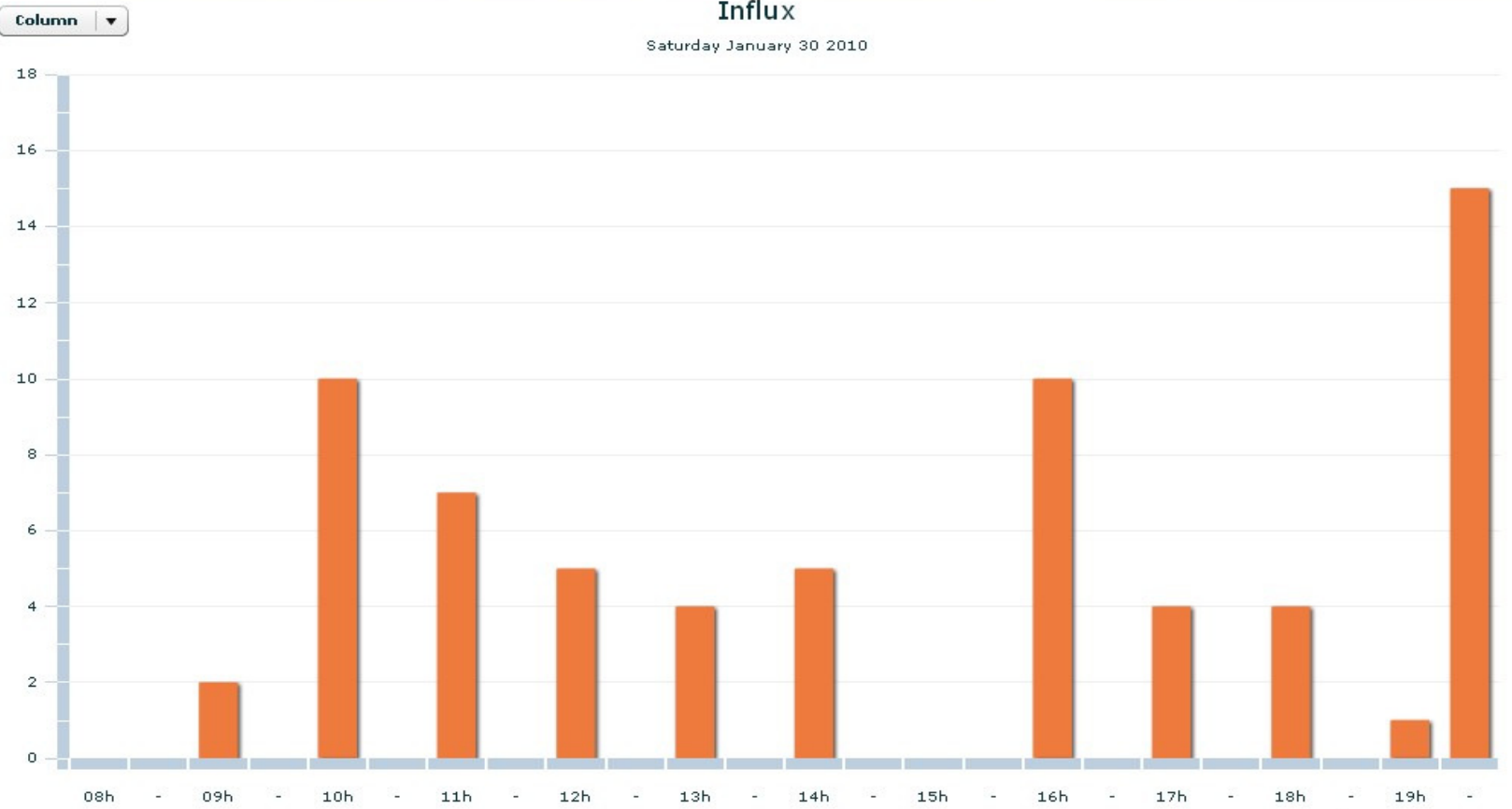


## Graphics

- Influx**
- Friday January 29 2010
- Saturday January 30 2010
- Sunday January 31 2010
- Monday February 01 2010

## Influx

Saturday January 30 2010



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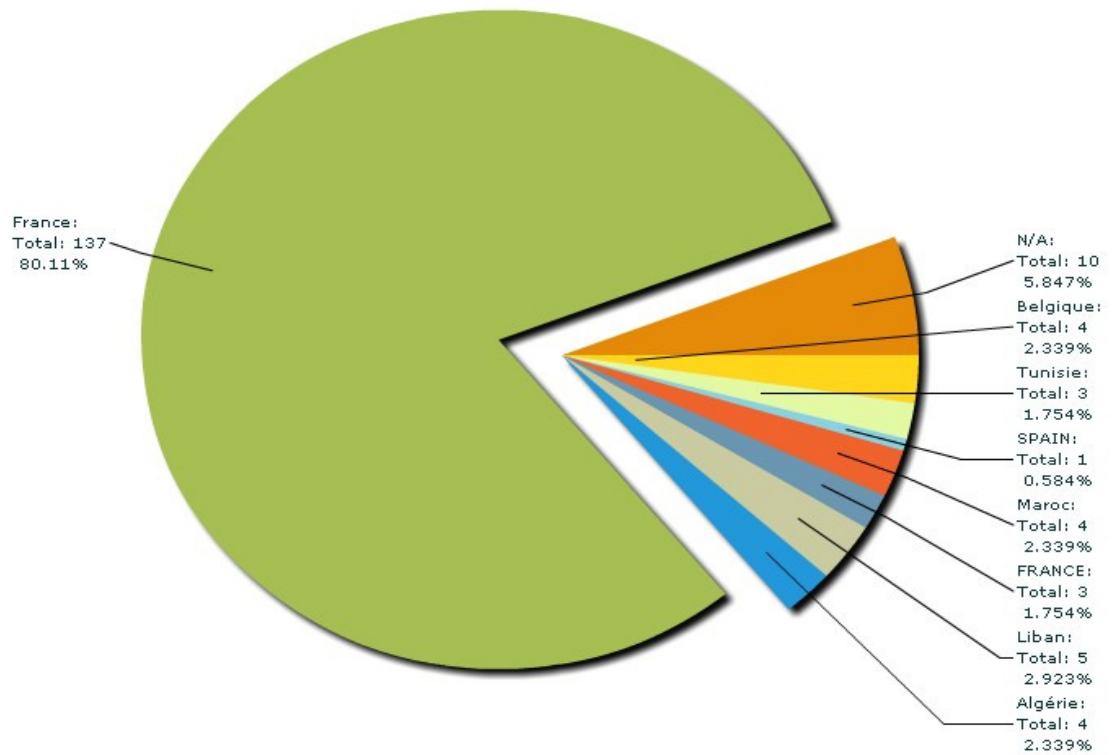
# Key4lead Report & Statistics

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 [Graphics](#) | 
 [Action codes](#)



- Graphics
- Country
- Typebadge
- Reader

Country



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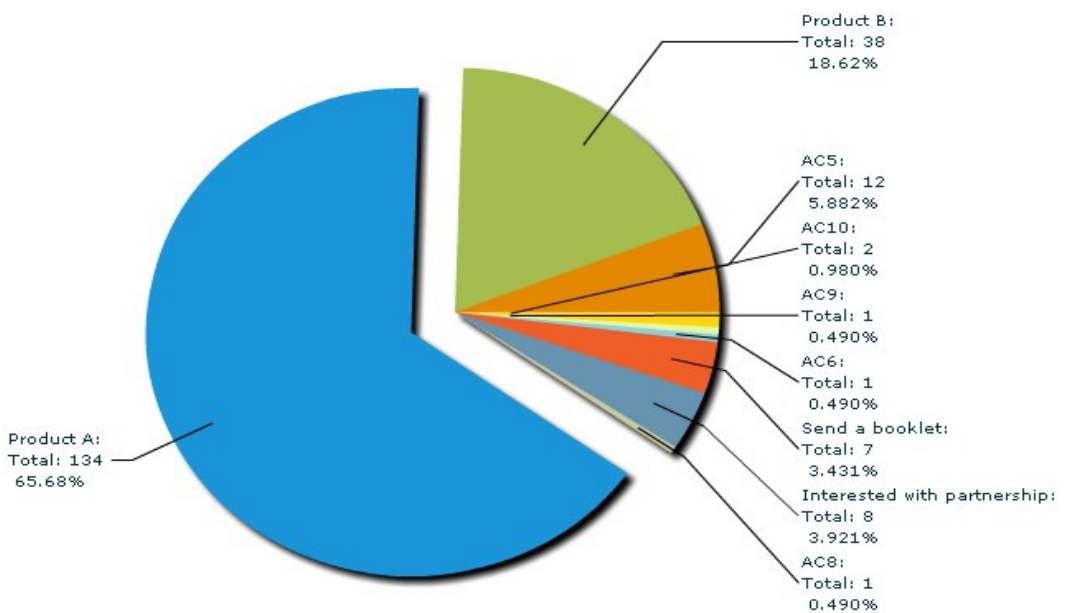


# Key4lead Report & Statistics

Home | Global | Graphics | Action codes



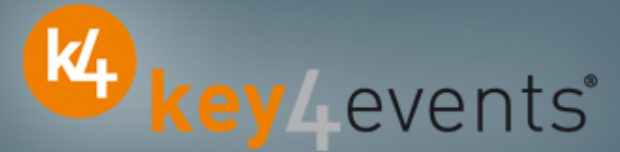
Action codes



Filters:

| AC1 | AC10 | AC2 | AC3 | AC4 | AC5 | AC6 | AC8 | AC9 | Addr  | Adre | Cede | CellPl | City | Civilit | Coun  | Email | Fax | FirstN | ID | LastN | Phon | Post | Read | Read  | Regis | Servi | Socie | Type | title |
|-----|------|-----|-----|-----|-----|-----|-----|-----|-------|------|------|--------|------|---------|-------|-------|-----|--------|----|-------|------|------|------|-------|-------|-------|-------|------|-------|
| x   |      |     | x   | x   |     | x   | x   | x   |       |      |      |        |      | Mrs     |       |       |     | FirstN | #0 | Name  |      | 2010 | 0032 | 07/01 |       | VITAL | Expos |      |       |
| x   |      |     |     |     |     |     |     |     | 222,A |      |      |        | ROYA | Mr      | Franc | mail@ |     | FirstN | #1 | Name  |      | 1720 | 2010 | 0033  | 29/11 | LIBER | Méde  | Dr   |       |

# Key4lead Report & Statistics



Home | Global | Graphics | Action codes

## Graphics

Country

Typebadge

Reader

Country : France

Filter: search

| Address    | City     | Civility | Email     | FirstName | ID  | LastName | PostalCo | Registrat | Society   | Typebad   | title  |
|------------|----------|----------|-----------|-----------|-----|----------|----------|-----------|-----------|-----------|--------|
| 222,Aven   | ROYAN    | Mr       | mail@ora  | FirstName | #1  | Name2    | 17200    | 29/11/20  | LIBERAL   | Médecin   | Dr     |
| 133 RUE    | FOUGERE  | Mr       | mail@ch-  | FirstName | #4  | Name5    | 35300    | 17/01/20  | FOUGERE   | Médecin   | Dr     |
| 9 RUE KE   | BREST    | Mr       | mail@aol  | FirstName | #5  | Name6    | 29200    | 03/11/20  |           | Médecin   | Dr     |
| 12, rue P  | CALAIS   | Mr       | mail@net  | FirstName | #7  | Name8    | 62100    | 17/12/20  | CABINET   | Médecin   | Dr     |
| Zone du    | VANNES   | Mr       | mail@war  | FirstName | #8  | Name9    | 56000    | 29/11/20  | CLINIQUE  | Médecin   | Dr     |
| 74 bd po   | PARIS    | Mr       | mail@fre: | FirstName | #9  | Name10   | 75005    | 22/12/20  | HIA VAL I | Médecin   | Dr     |
| 2 BIS AVE  | AURILLAC |          | mail@war  | FirstName | #12 | Name12   | 1500     | 12/01/20  |           | Médecin   |        |
| 50rue a c  | CARPENT  | Mr       | mail@ora  | FirstName | #13 | Name13   | 84200    | 15/01/20  |           | Médecin   | Dr     |
| AV LAINN   | AMIENS   |          | mail@hot  | FirstName | #14 | Name14   | 80000    | 17/01/20  | CHU AMII  | Kinésithé |        |
| 118, ave   | VALENCIE |          | mail@ahr  | FirstName | #17 | Name17   | 59300    | 12/11/20  | TEISSIER  | Médecin   |        |
| 4 Rue Je.  | LANNION  | Mr       | mail@ceç  | Salim     | #19 | ARAB     | 22300    | 30/11/20  | CABINET   | Médecin   | Dr     |
| 86 Avenu   | PARIS    | Mr       | mail@war  | Thierry   | #21 | BODEZ    | 75019    | 17/12/20  |           | Médecin   | Dr     |
| pointe de  | ROSCOFF  | Mrs      | mail@per  | Claudine  | #22 | LEJOSNE  | 29680    | 05/01/20  | CENTRE C  | Conféren  | Dr     |
| 1 rue de   | TADEN    | Mr       | mail@war  | Michel    | #23 | BARBRY   | 22100    | 03/01/20  | CABINET   | Médecin   | Dr     |
| service d. | NICE     | Mrs      | mail@chu  | Véroniqu  | #24 | TANANT   | 06202    | 09/12/20  | CHU DE N  | Kinésithé | Mrs    |
| rue leon   | BEAUVAIS | Mrs      | mail@Airl | Roselyne  | #25 | STAUB    | 60021    | 16/10/20  | CENTRE F  | Infirmier | Mrs    |
| 18 avenu   | SAINT MA | Mrs      | mail@war  | Anne Mar  | #26 | MOTTIN   | 35400    | 18/11/20  |           | Médecin   | Mme Dr |
| 66 boule   | NOUAKCH  |          | mail@spl  | Mohamm    | #27 | OULD MC  | 75006    | 15/12/20  | SPLF      | Médecin   |        |



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## Key4lead - Ordering

To place your order, please go to our platform and create your account on <http://portal.key4events.com/event/acc2012?code=0f322c>

If you need any help, do not hesitate to contact us by mail at [key4lead@key4events.com](mailto:key4lead@key4events.com)

|   |                       |
|---|-----------------------|
| <b>FIRST BADGE READER<br/>with battery charger</b>      | <b>290€ excl. VAT</b> |
| <b>ADDITIONAL BADGE READER<br/>with battery charger</b> | <b>120€ excl. VAT</b> |