ESC Congress 2012

Munich, Germany

25 -29 August 2012

Key4lead Advanced Information form

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key4lead Advanced

Lead gathering opportunities

- You can now obtain a complete file with the **organiser database plus the additional data** from **your custom fields**

- **Specially designed for :**
  - ✓ Gathering a list of visitors on a booth,
  - ✓ Defining your own custom fields and retrieving the contact details you want: Email (get the personal email address of your contact instead of generic address), Name, Country, Specialties,…..
  - ✓ Qualifying your contacts with « action codes »

    Action code examples : to follow up immediately, is interested by,...

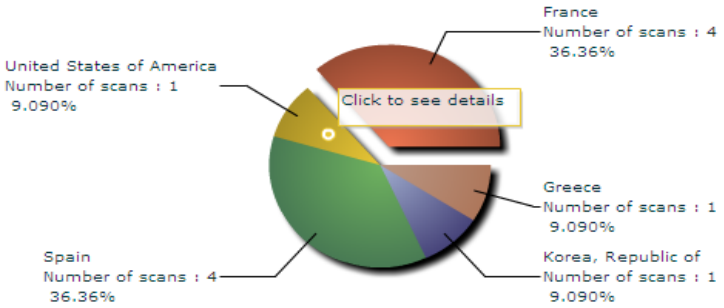
- **The different steps :**

❑ Before the event:

1. Go to your account (or create your account) on key4events portal and place your order online
2. Configure your pocket PC online (see the next page for more details).

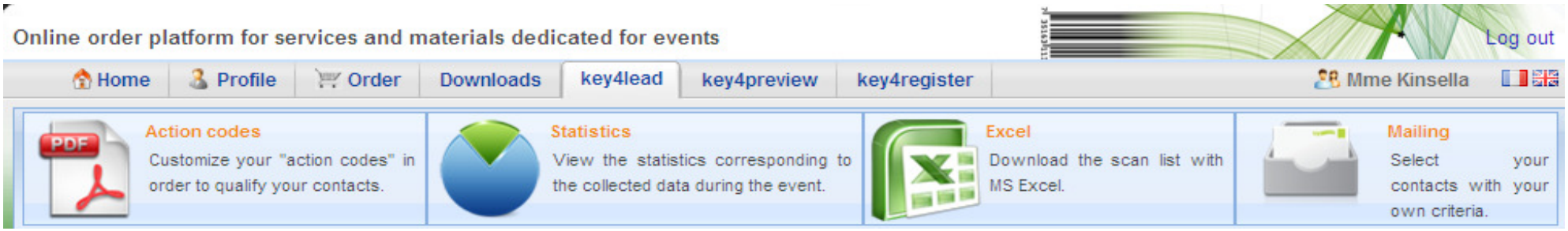
❑ During the event:

1. The sales staff should collect their pocket PCs which will be clearly identified at the badge reader desk
2. On your booth, scan the badge of your contact
   If a previously scanned contact comes back to your stand, you can collect information not taken on the first scan.
3. First page, fill in the fields you created such as : Email Address, Name, Surname…
4. Press the pre-defined action codes to qualify more precisely the nature of the contact
5. At the end of the event, please go to the badge reader desk to download your scans
6. From your account, you can download the full contacts details in a excel file or view aggregated statistics



Before the Event

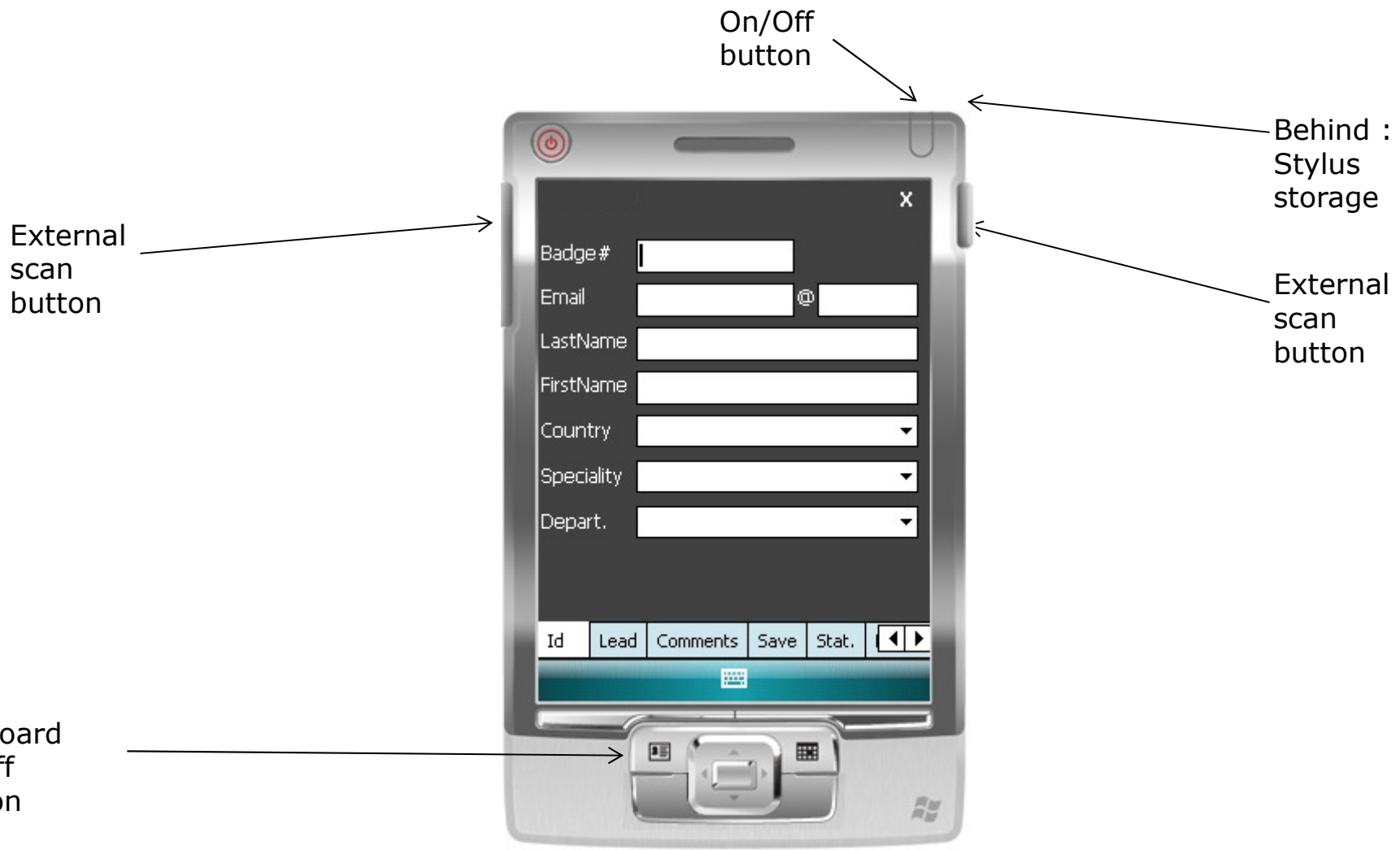
How to customize your Pocket PC?



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 Create a configuration Pocket PC
5. Click on “setup”
6. Configuration:
7. Assign each pocket PC a name for easy identification
   - Configure the ID Tab; 8 fields may be displayed where:
     - You can define each field choosing a title and a type (*text, select list, country list, email address)*
     - For a select list, you can define the elements
   - Configure your 40 action codes (displayed in the lead tabs)
   - Save
8. Create as many configurations as you need
9. For each configuration, link a Pocket PC(s)

key4lead Advanced global features



How to use the device?

1. Scan the bar code
2. Fill in the fields you customized in the ID tab with the keyboard
3. Go to Lead tab
    - Use Lead 1 or 2 or 3 or 4
    - Click the desired action code button (on/off)
4. Go to Comments Tab
    - Fill in the Comments field
5. Click on Save button to save your lead

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Select the « Action Codes »

Lead tab

4 "action codes " tabs

Maximum of 10 action codes per Tab

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Additional Information

Comments tab

Additional comments can be entered and associated with your contact

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Save the Lead

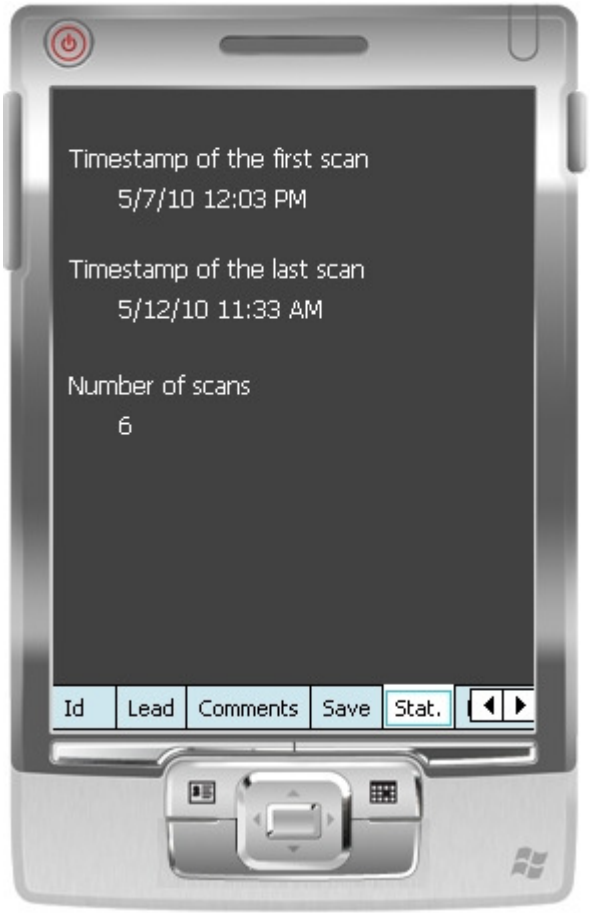
Save tab

Get Status

Statistics tab

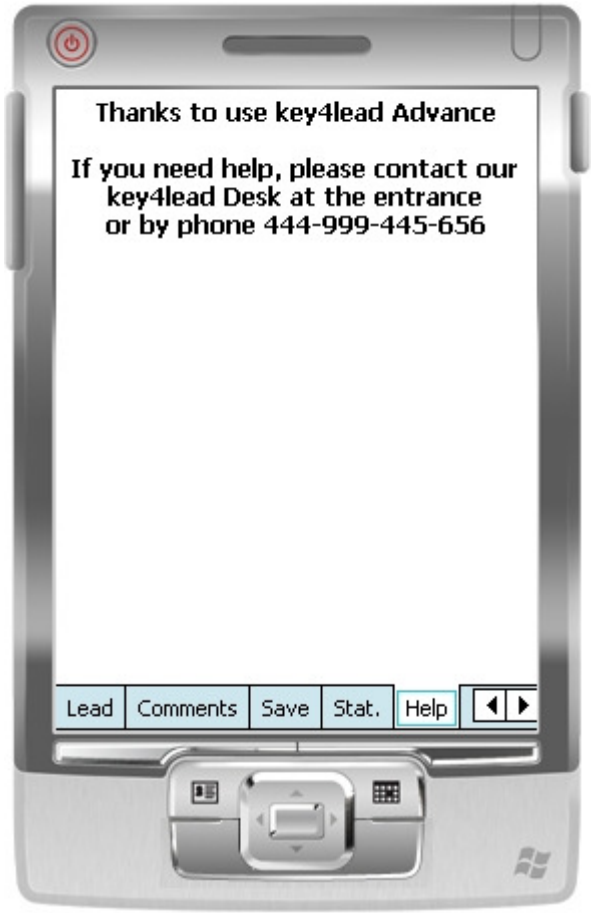
•Simple statistics are immediately accessible:

- ❑ Scans date and time
- ❑ Number of contacts scanned



Get Help

Assistance



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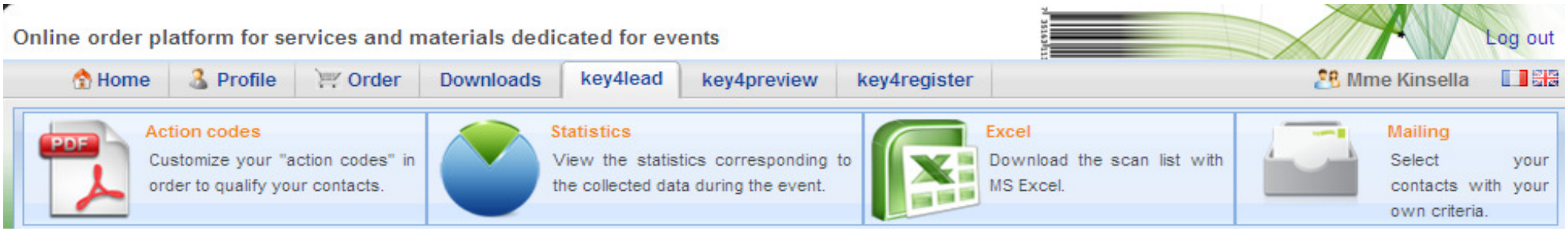
During and After the Event

How to get your data?



At portal.key4events.com:

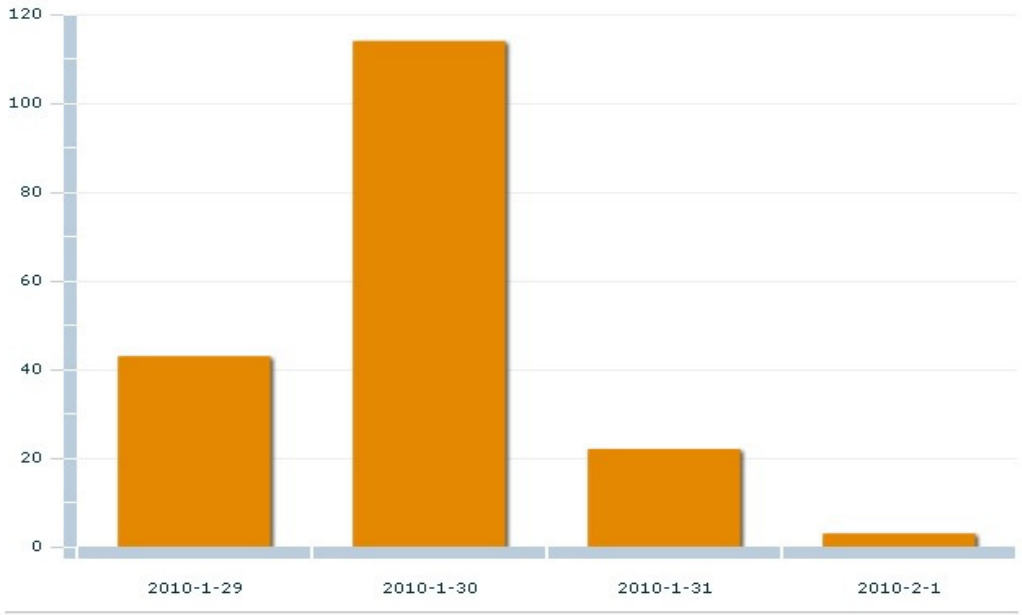
1. Login to your account
2. Go to “key4lead” tab
3. On the left side, select the Event
   - ✓ Download your data on an Excel file
   - ✓ Consult your statistics and reports
   - ✓ Sort out your contacts in order to send e-mails

Key4lead Report & Statistics

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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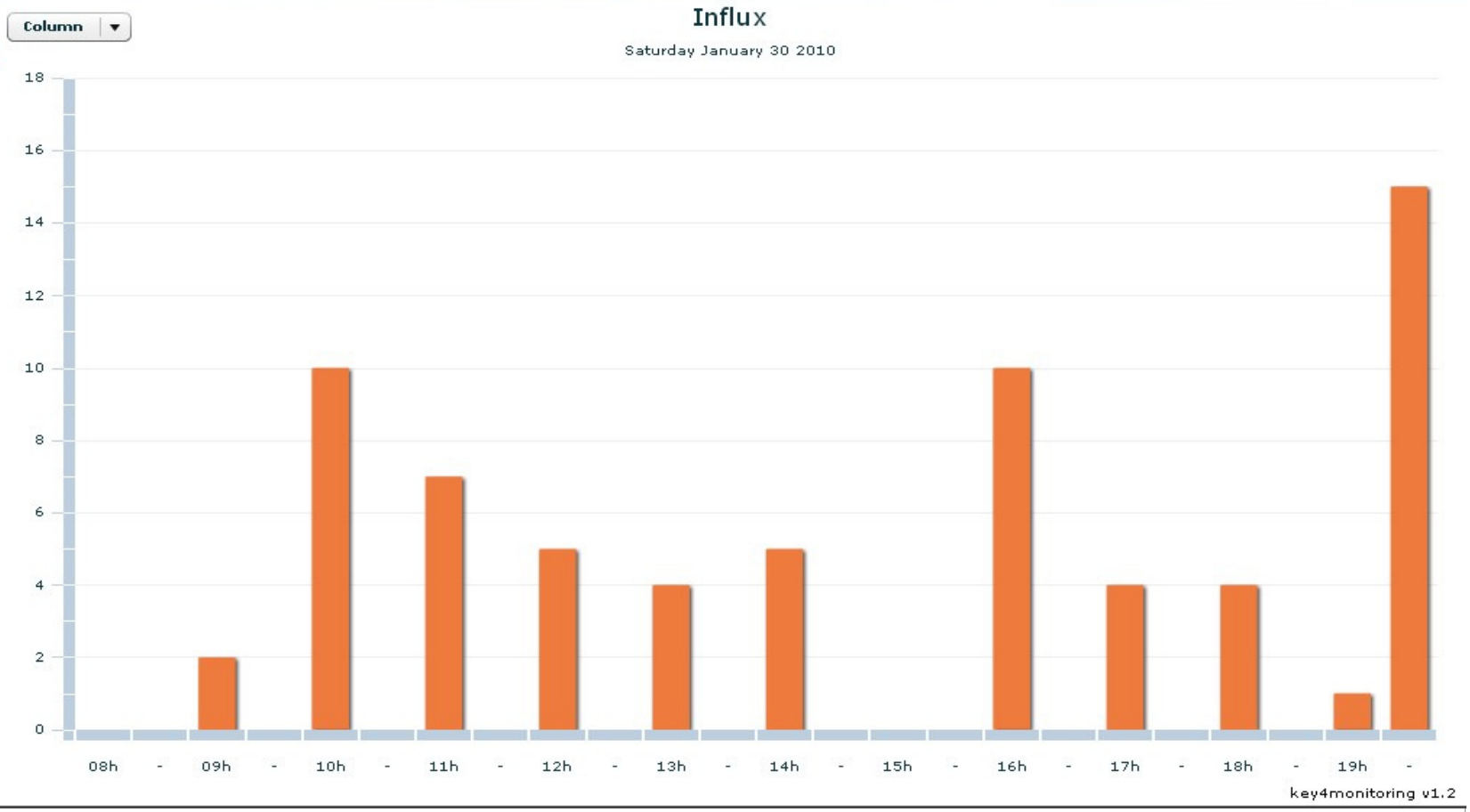
Key4lead Report & Statistics

Graphics

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

Column



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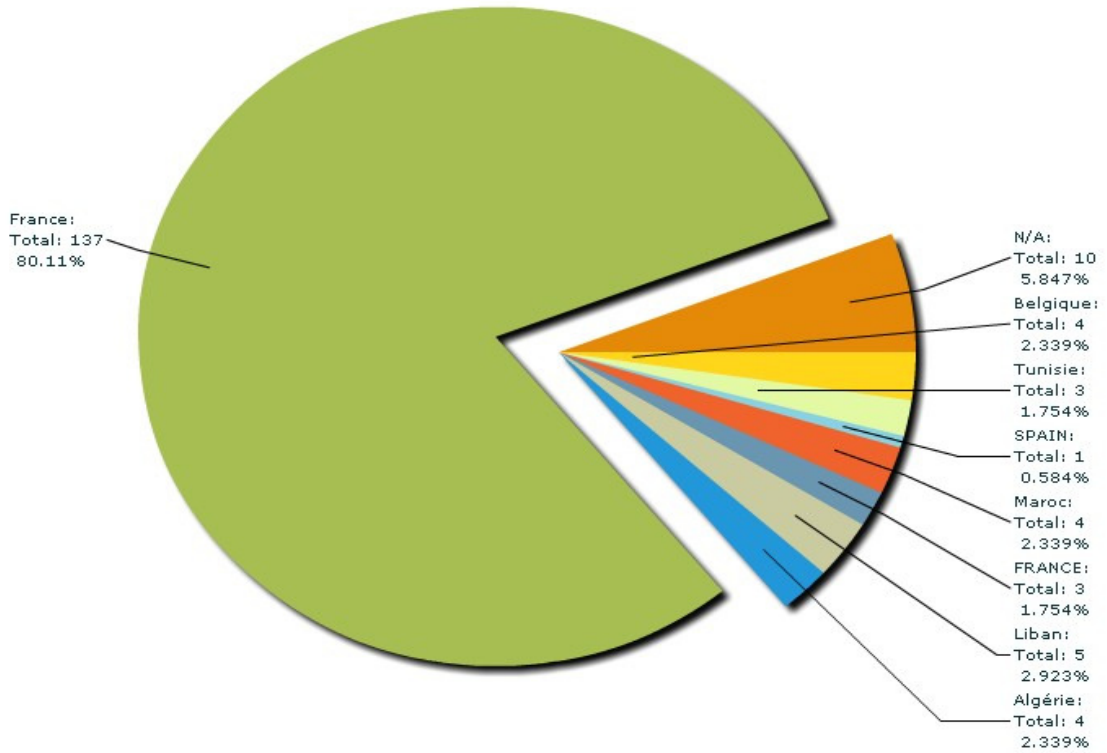
Key4lead Report & Statistics

Graphics
Country
Typebadge
Reader

Country



key4monitoring v1.2

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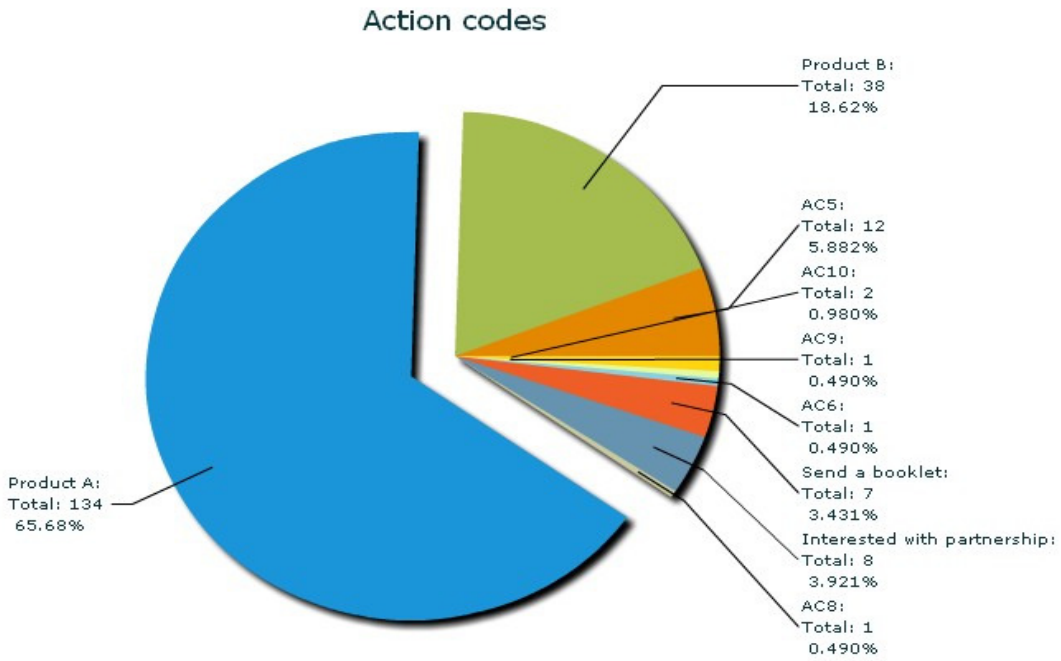
Key4lead Report & Statistics

Home | Global | Graphics | Action codes



Filters: search | Reader | AC1 | AC2 | AC3 | AC4 | AC5 | AC6 | AC8 | AC9 | AC10

AC1	AC10	AC2	AC3	AC4	AC5	AC6	AC8	AC9	Addr	Adre:	Cede:	CellPl	City	Civilit	Coun	Email	Fax	Firstl	ID	Lastl	Phon	Posta	Read	Read	Regis	Servi	Socie	Typel	title
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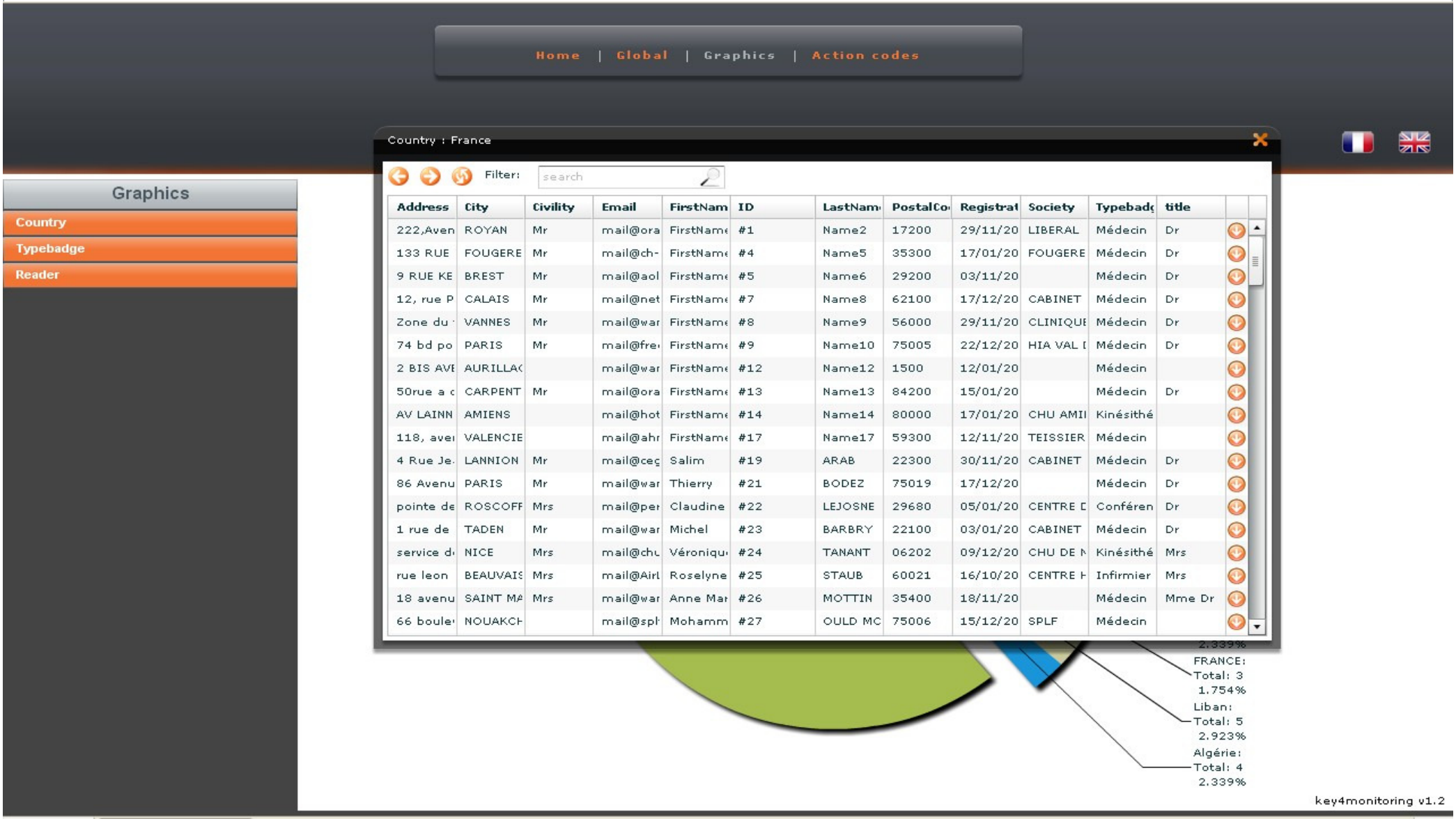
Key4lead Report & Statistics



Key4lead Advanced - Ordering

To place your order, please go to our platform and create your account on
http://portal.key4events.com/event/esc2012?code=4d99e0

If you need any help, do not hesitate to contact us by mail at
key4lead@key4events.com

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Key4lead Advanced - Pricing

FIRST POCKET PC **with battery charger**	**490€ excl. VAT**
ADDITIONAL POCKET PC **with battery charger**	**320€ excl. VAT**

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