

**ESC Congress 2012**

Munich, Germany

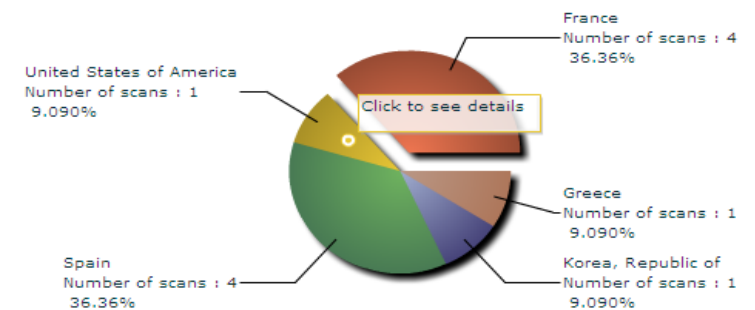
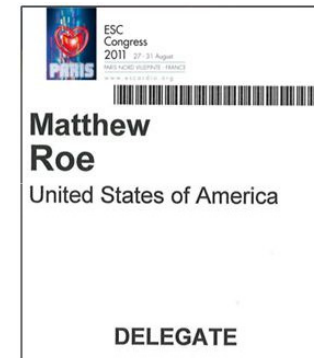
25 -29 August 2012

**Key4lead Information  
form**



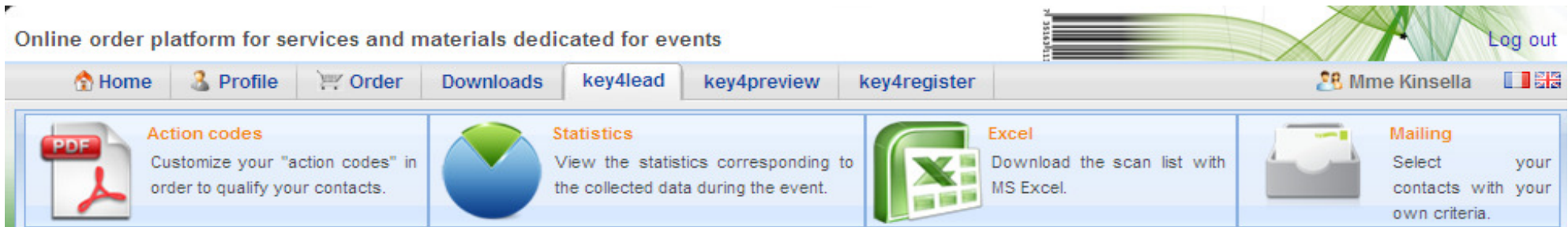
## Lead gathering opportunities

- **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?



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

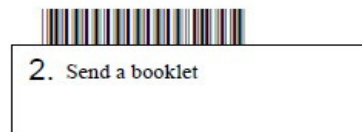
Action codes sheet #4

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

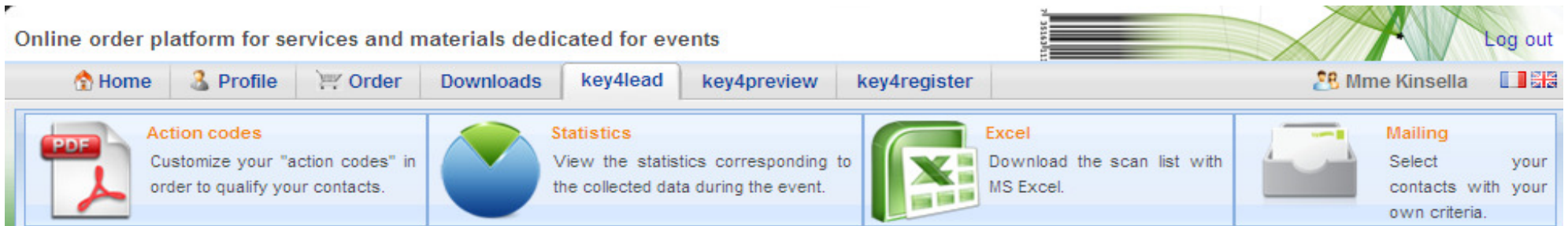
- Scan the badge of a visitor **FIRST**
- **SECONDLY** scan one or more Actions Codes if needed



- 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



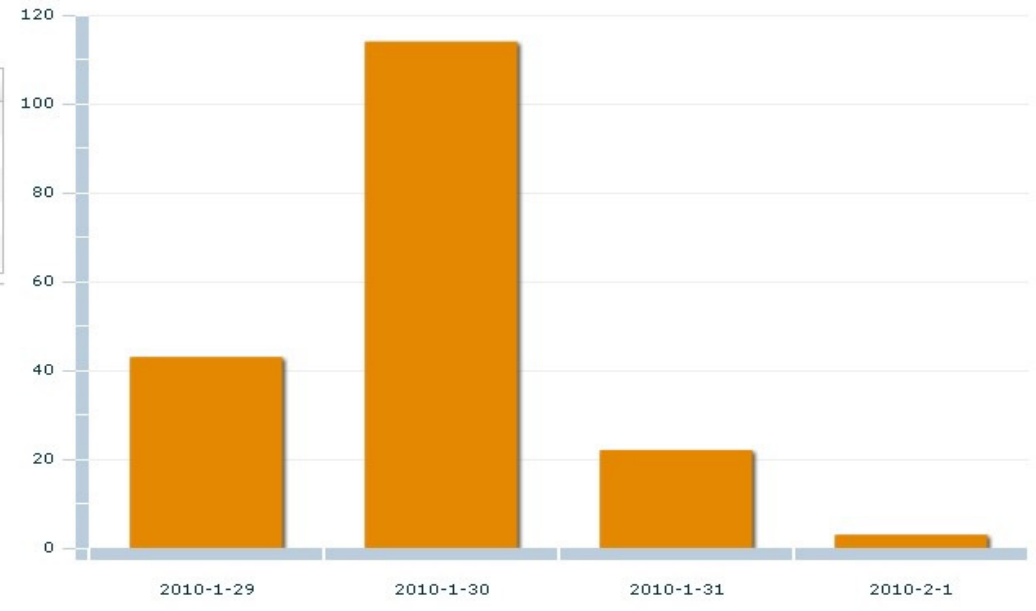
[Home](#) | [Global](#) | [Graphics](#) | [Action codes](#)



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

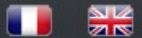
key4events 1	key4events 2
77	105

key4monitoring v1.2

# Key4lead Report & Statistics



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## Graphics

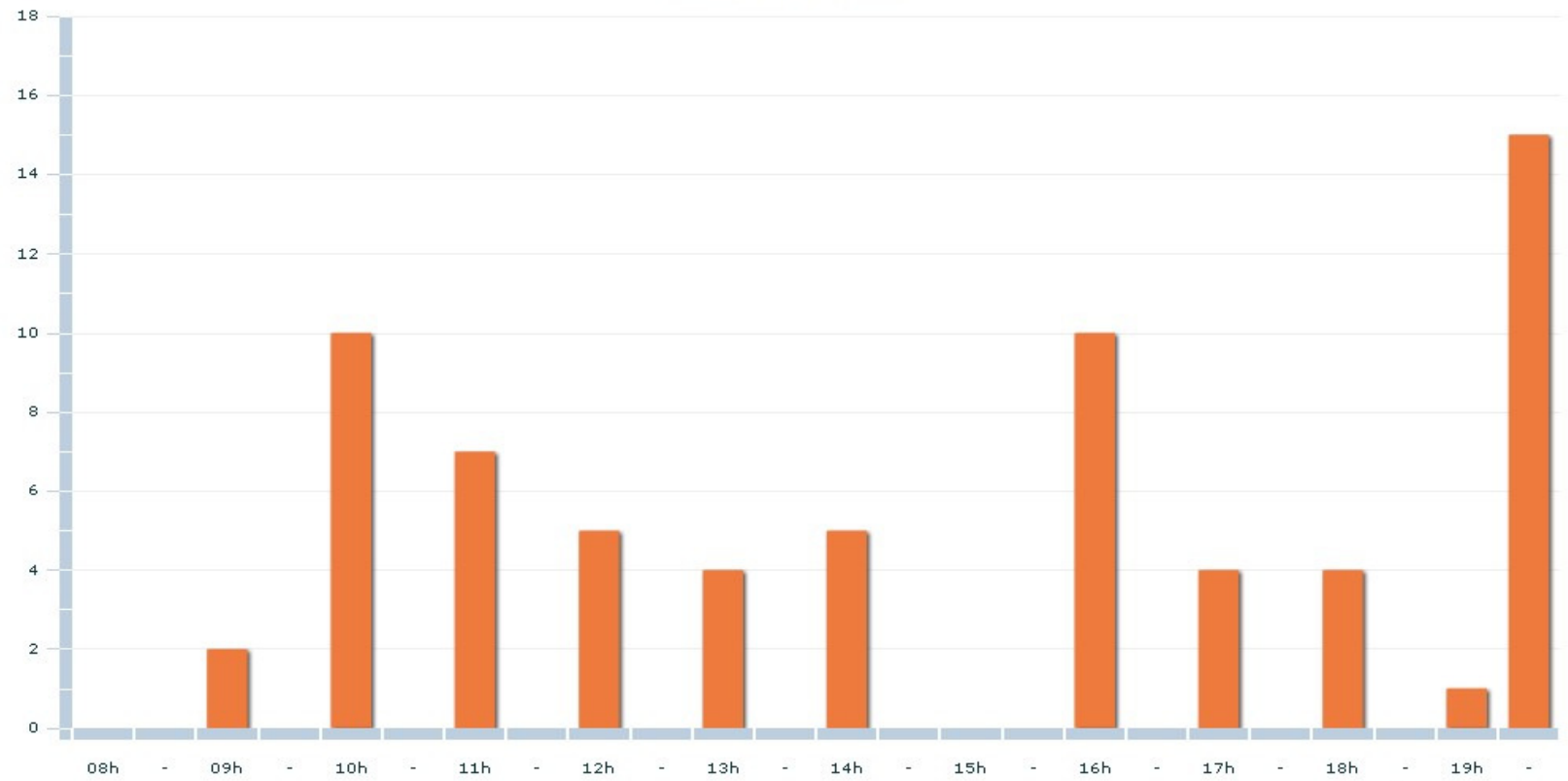
### Influx

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

Column ▾

## Influx

Saturday January 30 2010



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# Key4lead Report & Statistics



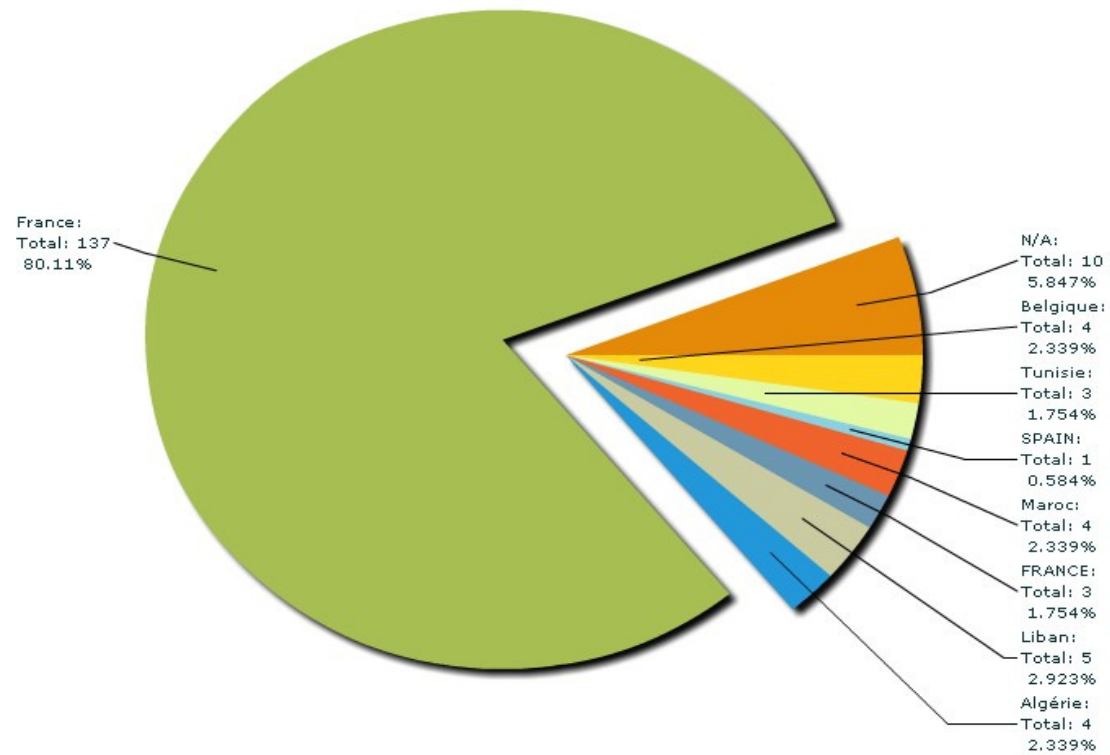
## Graphics

Country

Typebadge

Reader

### Country



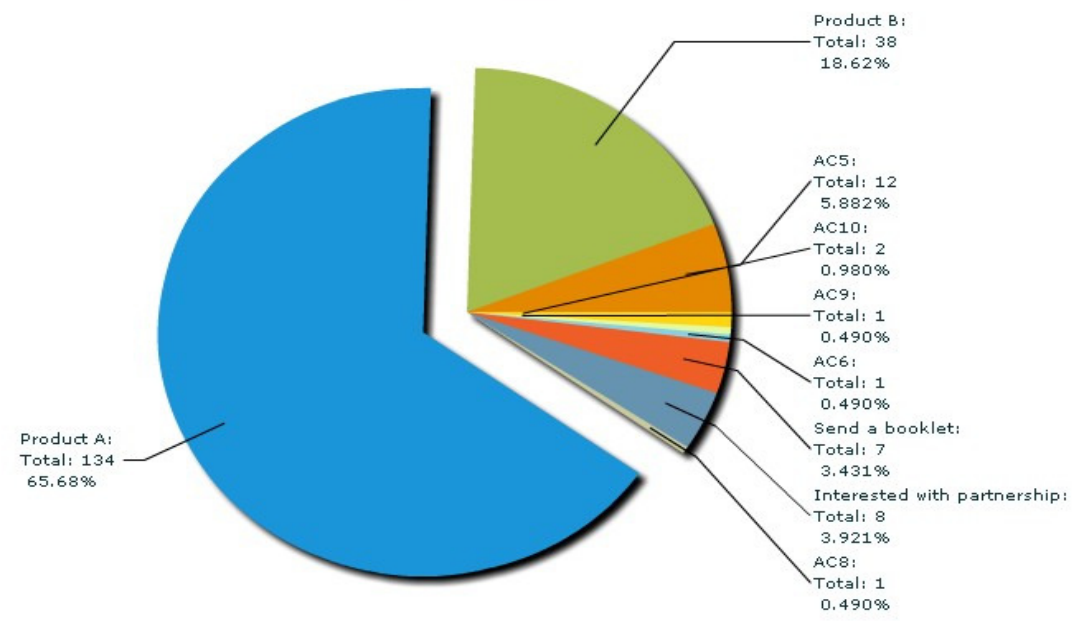


# Key4lead Report & Statistics

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Action codes



Filters:

AC1	AC10	AC2	AC3	AC4	AC5	AC6	AC8	AC9	Addr	Adre	Cede	CellPI	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	SAINTE 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/esc2012?code=4d99e0>

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