

LEAD CAPTURE AT



Powered by  KONDUKO

Arabian Travel Market is a **SMART EVENT**, meaning you no longer have to worry about collecting business cards, working out which leads came from which salesperson, or manually entering data. Konduko provides you with a **SMART** solution to digitally gather all your leads in one place, allowing you to capture high quality data.

OUR SMART EVENT PRODUCTS



KONDUKO SMART BADGE

- 100% of visitors receive a smart badge
- Contains their digital contact details
- Used to collect digital content from exhibitors



KONDUKO SMART READER (Main Stand Holders)

- Exhibitors receive a Konduko Reader (if included in their package.)
- Collect leads in real-time.
- Deliver materials digitally, save on printing, protect the environment



KONDUKO SMART APP (Main Stand Holders and Sharers)

- All Exhibitors receive a Smart App License
- A salespersons companion app
- To record their conversations
- Take notes
- View leads end of each day



DIGITAL CONTENT, LEADS & ANALYTICS

- Before the show exhibitors can update digital content to be delivered to visitors
- During and after the show exhibitors can access their leads & analytics
- New opportunities for exhibitors to reach buyers

WHAT IS THE KONDUKO READER?

Konduko Reader is a wireless sensor placed on the stand pre-loaded by the exhibitor with digital content. All visitors will be equipped with a Smart Badge that interacts with your Konduko Reader. When visitors touch your Reader with their Smart Badge, their contact details are saved, and you can access them on the Konduko Cloud. **The visitor will receive a Daily Digest email at the end of each day. This can include all your content like brochures, catalogues, product information, press releases, white papers etc. definitely an excellent way to replace all your printed collateral reaching straight to the potential customers**



WHAT IS THE KONDUKO APP?

The companion Stand App, available for iOS and Android, will let you capture and qualify leads from your smartphone by **simply scanning the visitor barcode on their badge**. It allows you to add individual notes for each conversation you have with a new contact. You can also pre-populate with questions so your sales team can qualify visitors from the first conversation. Simply scan a visitor badge, retrieve contact data and add comments.

All the Exhibitors (Main Stand Holders and Sharers) get a Konduko App with a license.

It's **simple and intuitive** to use. The majority of **attendees** will use their smart badge to collect information digitally

- Exhibitors receive their leads
- Save on printing, better quality leads, never lose a lead
- It starts the sales process immediately.
- Exhibitor leads can be **captured, qualified and acted-on in real-time.**
- It provides real-time analytics from the show floor.
- The data created using Konduko is used to further **improve the show experience** for exhibitors and attendees, further increasing engagement.



STEP-BY-STEP USE OF YOUR LEAD CAPTURE DEVICE

PRE-SHOW

STEP 1 Work out what's right for you

Your package includes

Readers: Please contact your account manager

Stand App: Please refer to your account manager

The Smart Reader is going to be great way to capture people who you may not have interacted with. You will have your Smart Readers showcased in different areas of your stand. You can choose how you want to use the Smart Reader(s), either to promote your brand, or to promote specific product ranges.

If you want to qualify all the visitors you have spoken to, the Stand App is going to be a great way to do this. Depending on the amount of staff you have, you can purchase as many additional Stand App licenses as you need. If you have different staff on different days, you can simply transfer the license to another device.

STEP 3 – What information do you want from your qualified leads

The Stand App can be entirely tailored to your needs.

Work out what information you want to get from the visitor. Perhaps you want to know when to follow up with them, what product range they're interested in, or how confident you are the lead will turn into a sale. You can pre-populate the Stand App with a series of questions, so the moment you scan a visitor's badge, you can qualify them.

STEP 5 – Activate your Licence(s)

Lastly, before the show you will need to download the Stand App via the Apple or Android Store.

The main administrator from your company will be sent an email from noreply@konduko.com with a link to log in to your company Konduko account. To activate your licence(s), you will need to login to your Konduko account to view the licence key. Make sure you activate your licence on the actual device you are going to scan visitor badges with. Your company administrator can then assign an App licence to their colleagues via the Konduko account.

Sharing companies have a total of 3 licences, main stand holders will be advised by their ATM Account Manager the number of licenses they have.

STEP 2 – Where to best place the Reader(s)

Plan where you want to place your Smart Reader so it's in a highly visible and accessible place on your stand.

Please make sure the Smart Reader is at eye height, so you capture leads of visitors walking by your stand, as well as going onto your stand. When designing your stand, speak to your stand contractor to incorporate it into the design and ensure it's in a visible eye-catching place.

STEP 4 – What do you want to tell visitors at the show

When visitors tap their badge on a reader, at the end of the day, they receive the Daily Digest providing them with all the content from the exhibitors and products they are interested in.

You get to control what they see. You can upload your company name, product name, description, links to social media/video, images, contact details and a website link. You can upload different information to different readers. So make the most of it! The more information the visitor receives about your company/ product, the more interested they will be in you. Simply login to your Konduko Account by visiting [Welcome | Konduko](#). Make sure you upload your content in time.

STEP-BY-STEP USE OF YOUR LEAD CAPTURE DEVICE

AT THE SHOW

STEP 1 – Collect your Reader

The day before the show opens, you will need to collect the Smart Reader(s) and backing sticker from the Konduko Exhibitors Services Desk located onsite (outside Hall 2)

The Konduko desk will be manned from midday on 7th May until the show closes.

STEP 3 – Brief your staff

Ensure your staff are fully briefed on how the Smart Reader and Stand App work.

To maximise your investment, you will want to guarantee you get the quality and quantity of leads you need to hit your targets. Spend time with the staff on your stand to teach them how to use the Stand App, set targets, so they can track how many leads they need to qualify each day.

STEP 2 – Position your Smart Reader

Make sure your Smart Reader is in a prime location with high visibility.

If you find your Smart Reader isn't in the most effective location, you can move it around at any point during the show.

STEP 4 – Evaluate performance

Keep up to date with the numbers. You can access your Konduko Cloud account at any time during the exhibition to look at your leads and evaluate your performance.

STEP 5 – Return your Reader(s)

No Reader, no leads!

Konduko Smart Readers are rented and remain the property of Konduko. Please return your reader to the Konduko desk on the last show day to get access to all your leads. **Failure to return the Smart Reader will mean a penalty of €350.**

POST SHOW

STEP 1 – Analyze the results

How well did you do? Now that the show is over, you can analyze the quality and quantity of your leads

You will receive the full contact data of all visitors who tapped your reader and all the demographics you added to your App when scanning.

STEP 2 – Follow up with your leads

There is no time like the present! Don't leave it too late to follow up with your leads.

Visitors who have tapped your Smart Reader, or let you scan their badge with the Smart App are interested in you! Contact them when they're most engaged. You can export all your leads in your Konduko account.

FAQ

How do I collect the Smart Reader?

Collect the Smart Reader from the Konduko Exhibitor Services Desk located outside hall 2, DWTC from 12pm on 7 May

How do I put the reader on my booth?

The Smart Reader may be placed on a table top or on the wall. You will be provided with adhesive stickers and a backing disk label.

Where can I download the App from?

Download the StandApp from the Apple Store or Google Play under the name “Konduko” on the device that you will be using on the show floor. You will need Android 5.0 and up or iOS 9.0 or up.

How do I activate the App?

Activate it with the Activation key displayed in your Konduko account, under the Event menu, Stand Apps tab. Make sure you activate your Stand App on the actual device you will be using to scan visitor badges.

Where can I view and export my leads?

You can access all your contacts’ details at any time during and after the show in your Konduko account under EVENT menu, LEADS and REPORTS tab. You can export your report as Excel or CSV. Your leads will appear in your account for 3 months from the date the show closes.

Does the StandApp also work ‘offline’?

Yes, the Konduko Stand App also works ‘offline’, so that even if you do not have data coverage (WiFi or 3G/4G) when scanning a visitor’s smart badge, their contact details are still saved on your smartphone, and will be synced as soon as you are back in data coverage range.

Can I share activation keys?

Yes. A single activation key can be used at one time. If you have 1 staff member each day, then you can share the single activation key provided in your account for each person.



Thank you!

Looking forward
to welcome you at
**Arabian Travel
Market Smart Event**

For any support please contact:
support@konduko.com



**arabian
travel market**

DUBAI

Mon 9 • Thu 12 May 2022