

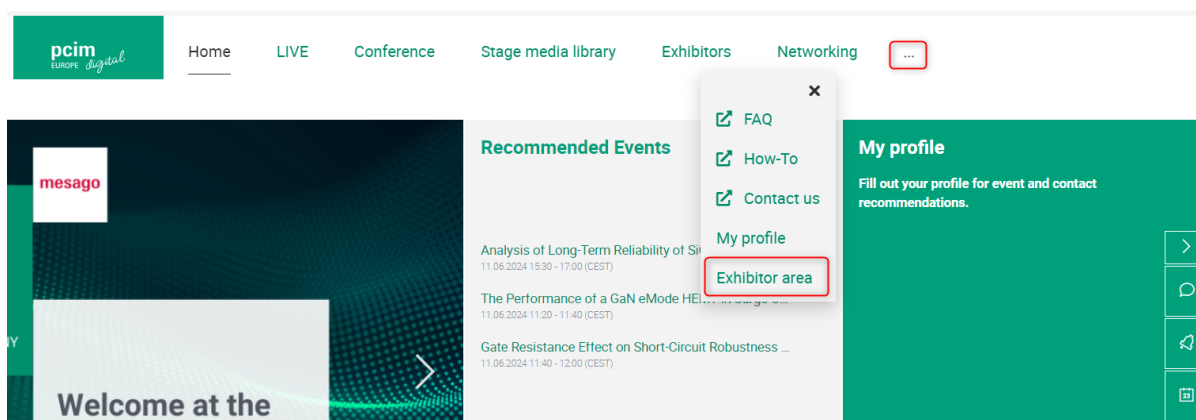
How To: Contact Management

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The "Contact Management Tool" gives you the opportunity to process incoming contacts on the event platform and get in touch with them directly.

How do I access the Contact Management Tool?

You will need a valid Messe-Login as well as an exhibitor pass. After logging in, click on the three dots and "Exhibitor area" at the top right or use the "Visit Exhibitor area" option on your dashboard.



From the Exhibitor area, the "Lead Manager" button will take you to the Contact Management Tool and your so-called "Worklist".

Exhibitor area

Snap-on Equipment GmbH

LEAD MANAGER

Contacts are listed in tabular form and include name, company and position as well as the reason for appearing in the list. The following fields can be edited online: editor, status, potential as well as a free text field.

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Attendee	Source	Editor	Created	Edited	Status / Potential	Activities
<input type="checkbox"/> Ms Leonie Fecher MESAGO Messe Frankf. 1BH project leader	Exhibitor profile	Not assigned	25.10.2021 11:49		NOT RATED YET UNEDITED	EDIT ARRANGE A MEETING CHAT DELETE

Various filter options are available.

Filter by status ▼

Filter by potential ▼

Filter by source ▼

Filter by employee ▼

Not assigned ▼

e.g. name, company

Employees who have not been given admin rights by the main contact person can only see their own contacts and those assigned to them in the worklist. Main contact persons and deputies can see all contacts. By default, the "Not assigned" filter is set, so initially only the contacts that are not yet assigned to an editor are displayed. To see all contacts, select "Reset all filters" in the beginning.

EDIT SELECTED LEADS

DELETE SELECTED LEADS

RESET ALL FILTERS

If you click on the "Funnel" icon, the search field will be pre-filled and all leads under those names will be displayed:

Nadja Ziegler

EDIT SELECTED LEADS

DELETE SELECTED LEADS

RESET ALL FILTERS

All events are CET (UTC/GMT+1 Berlin)

Attendee	Source	Editor	Created	Edited	Status / Potential	Activities
<input type="checkbox"/> Ms Nadja Ziegler 🔍 MESAGO Messe Frankfurt GmbH	Interest in company	Not assigned	03.11.2021 13:07		NOT RATED YET UNEDITED	EDIT ARRANGE A MEETING CHAT DELETE
<input type="checkbox"/> Ms Nadja Ziegler 🔍 MESAGO Messe Frankfurt GmbH	Exhibitor profile	Not assigned	28.10.2021 15:14		NOT RATED YET UNEDITED	EDIT ARRANGE A MEETING CHAT DELETE

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How do contacts appear within the lead manager?

In the chart you will find the "Source" column. This indicates the activity the contact was generated from.

A distinction is made between the following sources:

- Visiting the exhibitor profile
- Participation in your program item
- Instant video call
- Chat with an employee
- Meeting with an employee
- Interest in an employee
- Interest in the company
- Confirmed contact requests

How can I edit my contacts?

Via "Edit" you can edit the following fields: Current editor, status of editing, potential, as well as a free text field. You also have the possibility to make an appointment, start a chat or delete a contact.

Attendee	Source	Editor	Created	Edited	Status / Potential	Activities
<input type="checkbox"/> Ms Leonie Fecher MESAGO Messe Frankfurt GmbH project leader	Exhibitor profile	Not assigned	25.10.2021 11:49		NOT RATED YET UNEDITED	EDIT ARRANGE A MEETING CHAT DELETE

How can I export my contacts?

Use the button "Download" to export your contacts in Excel format.

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What data are transmitted?

Depending on the origin of the contact, different data is transmitted.

Based on active visitor behavior:

Examples:

- Appointment with an employee
- Expression of interest in companies or employees - corresponds to handing over a digital business card (this function is hidden in the respective profiles behind the button "Exchange business card").
- Confirmed contact requests

Transmission of name, company name as well as stored contact data (email, telephone, and possibly mobile and fax)

Note: The transmission of data is not an advertising consent of the visitor to the exhibitor, this must still be obtained independently.

Based on passive visitor behavior:

Examples:

- Visiting an exhibitor profile
- Participation in lecture program
- Chat with an employee

Transmission of name and company name, but no further contact details

In this case, the sales representative has the option to browse for the contact in question through the event platform to turn passive behavior into active behavior and to obtain the complete data.

Do you have any questions?

We will be happy to help you by e-mail: digital@mesago.com