

Exhibitor Lead Tracker Dashboard

Stand Coordinator User Guide

Confirmation Email

Hi Toby,

You have been registered for Naturally Good 2024 as a Stand Coordinator.

As the Stand Coordinator, you have access to the [Exhibitor Lead Tracker Dashboard](#) where you register your stand staff, manage your company's app profile, purchase tickets to additional networking and manage your leads.

To begin log into your company's [Exhibitor Lead Tracker Dashboard](#), then click "add" and begin registering your stand staff. They will be sent their own e-ticket directly.

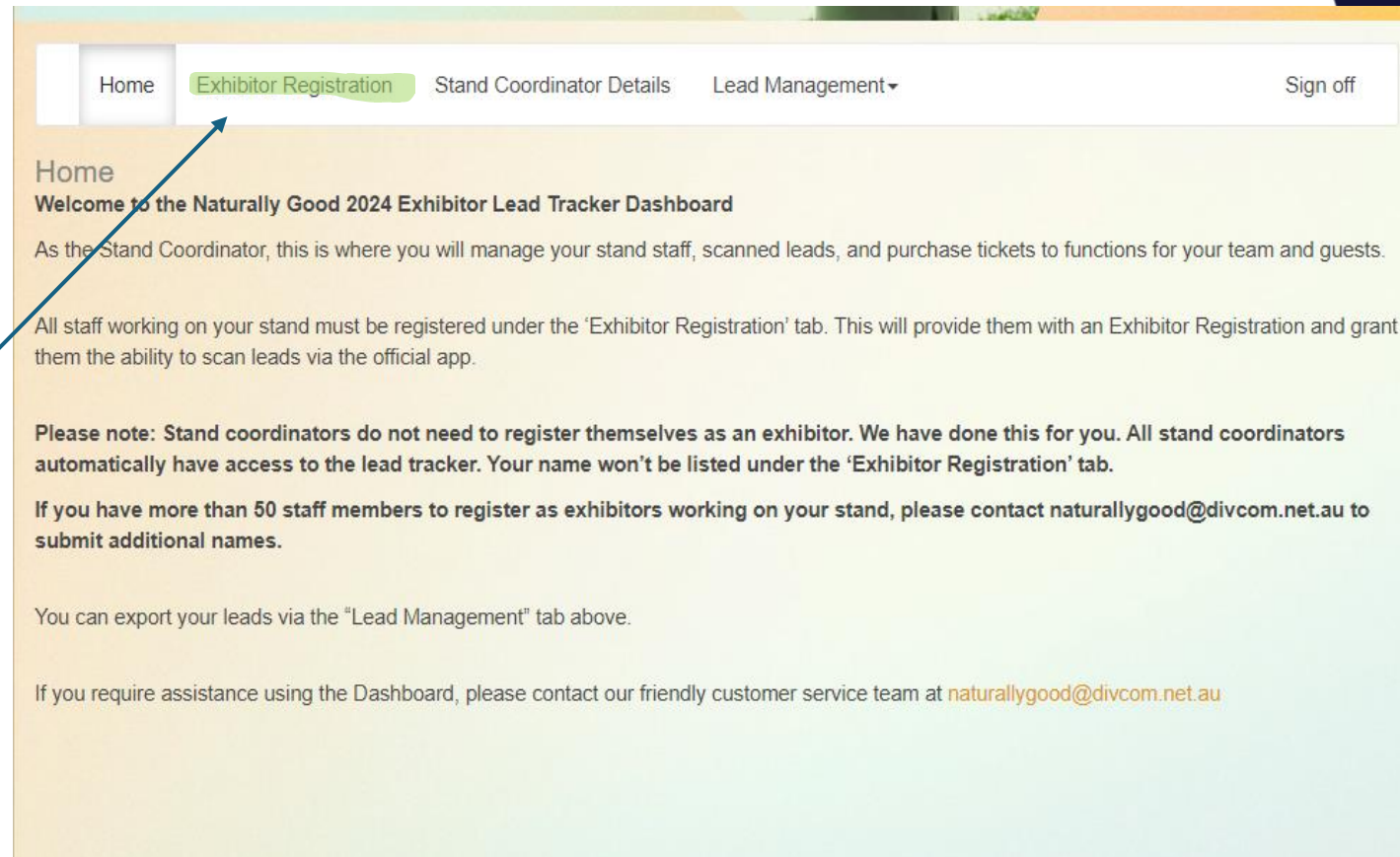
Please note that you have already been registered and will automatically have access to the lead tracker. Your name won't be listed under the 'Exhibitor Registration' tab.

Click on this unique auto login link to access the exhibitor lead tracker dashboard.

Exhibitor Lead Tracker Dashboard

Welcome to the Exhibitor Lead Tracker Dashboard homepage.

Now that you are here, you can click 'Exhibitor Registration' to register staff working on your stand.



Home Exhibitor Registration Stand Coordinator Details Lead Management Sign off

Home
Welcome to the Naturally Good 2024 Exhibitor Lead Tracker Dashboard

As the Stand Coordinator, this is where you will manage your stand staff, scanned leads, and purchase tickets to functions for your team and guests.

All staff working on your stand must be registered under the 'Exhibitor Registration' tab. This will provide them with an Exhibitor Registration and grant them the ability to scan leads via the official app.

Please note: Stand coordinators do not need to register themselves as an exhibitor. We have done this for you. All stand coordinators automatically have access to the lead tracker. Your name won't be listed under the 'Exhibitor Registration' tab.

If you have more than 50 staff members to register as exhibitors working on your stand, please contact naturallygood@divcom.net.au to submit additional names.

You can export your leads via the "Lead Management" tab above.

If you require assistance using the Dashboard, please contact our friendly customer service team at naturallygood@divcom.net.au

Exhibitor Registration

The screenshot shows a web interface for 'Exhibitor Registration'. At the top, there are navigation tabs: 'Home', 'Exhibitor Registration', 'Stand Coordinator Details', and 'Lead Management'. A 'Sign off' link is in the top right. Below the tabs, there is a section titled 'Existing Bookings' with a paragraph of text and a warning: 'Please DO NOT register yourself again.' The main content area is a checklist for stand '2Test'. It has a header 'Stand' and 'Checklist'. Under 'Stand', it says '2Test'. Under 'Checklist', there is a section 'Registration' with 17 rows. Each row contains a checkbox, the text 'Exhibitor Registrations', a number from 1 to 17, and a purple 'ADD' button. A blue arrow points to the 'ADD' button for item 1.

Under Exhibitor Registration, you can register your staff that are working on the stand.

You do NOT need to register yourself as you are the stand coordinator and we have registered you.

All you need to do is select 'ADD' in the registration list and complete the registration form.

Anyone you register will then receive a confirmation email that they have been registered. They can use this confirmation email to collect their exhibitor badge onsite also.

Lead Management

Home Exhibitor Registration Stand Coordinator Details **Lead Management** Sign off

Lead Management Setup

Lead Management Setup allows you to create your own questions (custom questions) that can be answered when collecting contact details and information from your stand visitors/prospects. These questions will apply to all other exhibiting staff in your company.

All leads scanned are grouped from your entire team into one export. If you want to know who captured the lead, please make sure you set up your team's names as a question in the dashboard.

Top Tips/FAQs:

1. We recommend that you set up a notes section - do this by clicking on Add Suggested Questions and following the instructions.
2. We recommend you setup a question to identify the team member who is scanning them – so you can link the lead to a staff member.
3. There is no limit to questions but 5-10 is ideal to keep conversations flowing.
4. Only the staff who are linked to this dashboard will have their leads tracked back to their stand dashboard – that's why it's important for them to have all their staff listed in this dashboard.
5. You can register up to 50 staff for the lead tracker – if you need more please email the team inbox The dashboard can only be accessed by a desktop not the app – via the link in the email they received. Please save the email somewhere safe.
6. Only the Stand coordinator has the ability to export the leads from the dashboard for their team.
7. All information collected at the time of registration is captured and exported.

Questions Auto Thank You Email

Click on the Add New Question button to create custom questions. Use the Response Type drop down to select what style of response is best for the question being asked. These can be text, numbers, yes/no, ratings and many more. Check the Mandatory box if the question must be completed. Select the Hide check box when you no longer wish to display this question.

+ Add New Question
Add Suggested Questions

Click on the Lead Management Tab and then scroll down to Add Suggested Questions.

- 'Add Suggested question' gives a list of pre – generated questions.
- You can select any question that is relevant to your company and select add
- You can click 'Add New Question' if you wish you customise your own questions and answers. Custom questions will be displayed on the dashboard.

→ **User Tip : Ask 2 or 3 quality questions and add a comments box for notes about your lead.**

Auto thank you email

Questions **Auto Thank You Email**

Auto Thank You Email Setup

A thank you email can be configured to be automatically sent to all contacts that are scanned and had their information collected. This email can include an attachment which might be a product brochure or useful information that is applicable to all contacts that have been scanned.

From Name*

From Address*

Cc

Bcc

Subject*

Attachment [Browse](#)

Body*

[INSERT FIRST NAME](#)

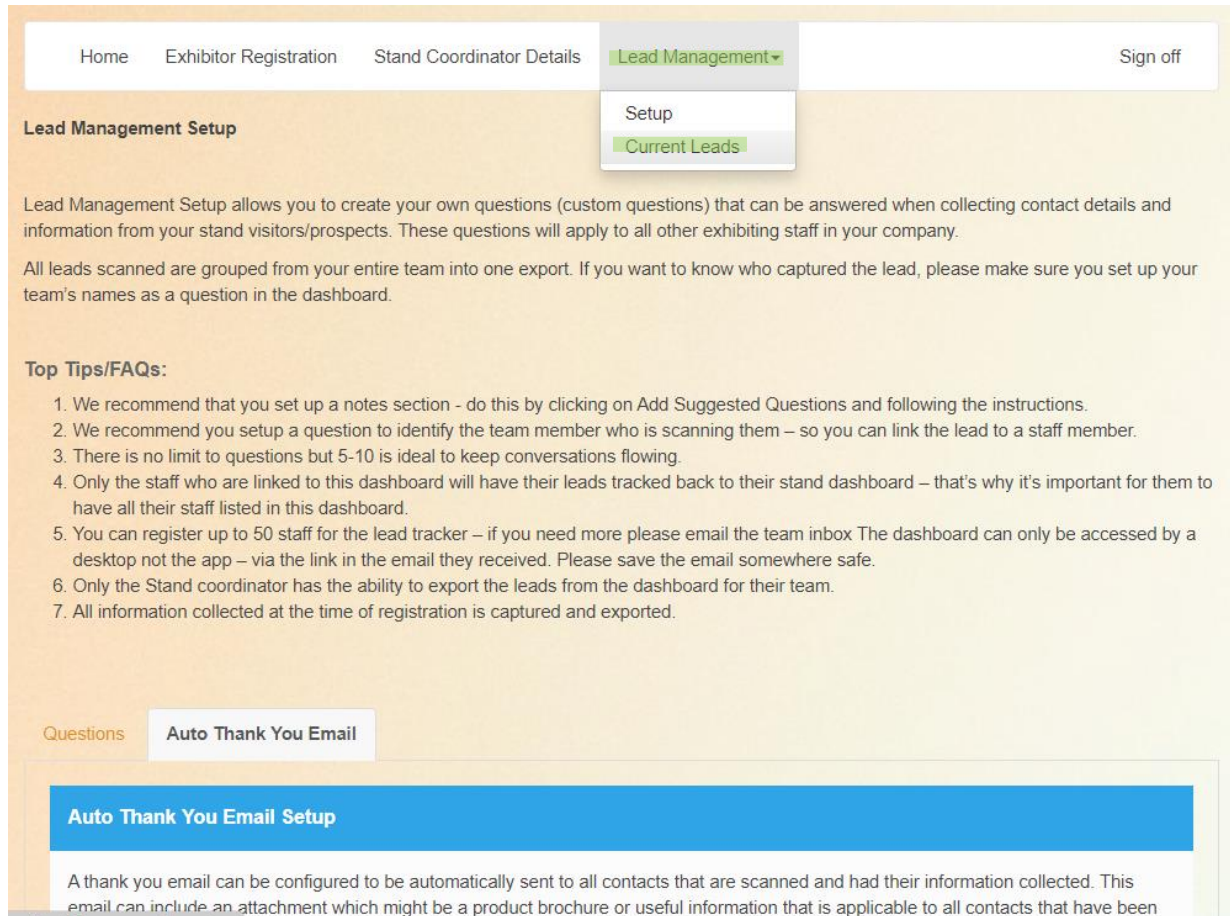
Auto Thank you Email

You can find this next to 'Questions' when setting up your questions.

All scanned and confirmed leads will be sent an Auto Thank you email.

- Add a from name
- Add a from email
- Add a subject line
- Add the email copy
- Select Save

Exporting Leads



The screenshot shows a web application interface for 'Lead Management Setup'. At the top, there is a navigation bar with links for 'Home', 'Exhibitor Registration', 'Stand Coordinator Details', 'Lead Management' (which is highlighted with a dropdown menu), and 'Sign off'. The dropdown menu for 'Lead Management' contains two options: 'Setup' and 'Current Leads' (which is highlighted in green). Below the navigation bar, the page title is 'Lead Management Setup'. The main content area contains a paragraph explaining that the setup allows for creating custom questions for contact details and information from stand visitors/prospects. It also states that all leads scanned are grouped into one export and that users should set up their team's names as a question in the dashboard. Below this is a section titled 'Top Tips/FAQs:' with seven numbered tips. At the bottom of the page, there are two tabs: 'Questions' and 'Auto Thank You Email' (which is selected). Below the tabs is a blue header for 'Auto Thank You Email Setup' and a paragraph explaining that a thank you email can be configured to be automatically sent to all contacts that are scanned and had their information collected.

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Exporting Leads

Go to the Lead Management tab and click current leads

You will be able to export your leads post show via a desktop computer.

When you export them, an excel download will automatically start with a list of your leads.