

Conference app overview

The conference app is your essential tool for connecting and engaging with attendees throughout the event. Use it to view the program, explore exhibitor profiles and network with delegates in real time. Importantly, the app also includes lead capture functionality allowing you to easily collect and manage contact details for people who visit your stand or attend your sessions. Your personalised login information will be emailed to a few days prior to the conference, along with instructions on how to access and make the most of these features.

App features:

1. Conference app lead generation tool:

Use this feature each time you connect with someone in the app, and don't forget to ask them to double-check that their privacy settings have been updated (under profile settings).

2. View leads:

You will be able to view and export your leads anytime within the booking portal under the 'Leads – View leads' tab. You can learn more about setting up lead management on page 12.

3. Gamification:

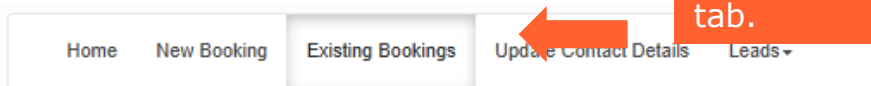
To encourage delegates to visit and engage with all sponsors and exhibitors, we'll be running an e-passport style game through the conference app. Each exhibitor stand will display a QR code that delegates can scan to collect points.



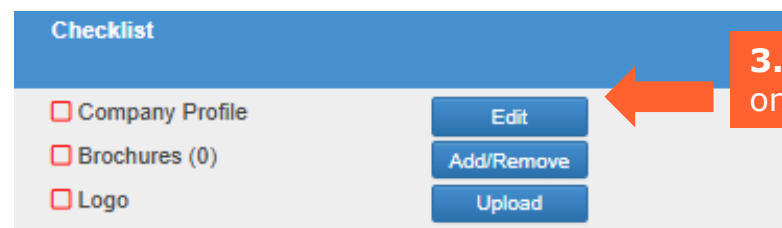
Uploading your items:

1. Refer to your sponsor/trade inclusion email for your unique booking
Please upload the below items to complete your company profile and logo within the
portal link.
conference app.

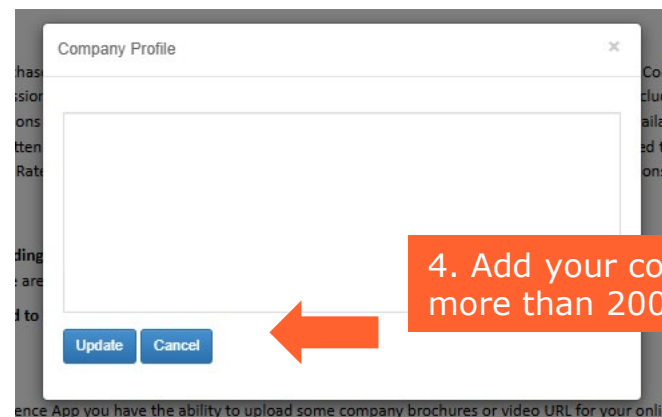
2. Navigate to the existing bookings tab.



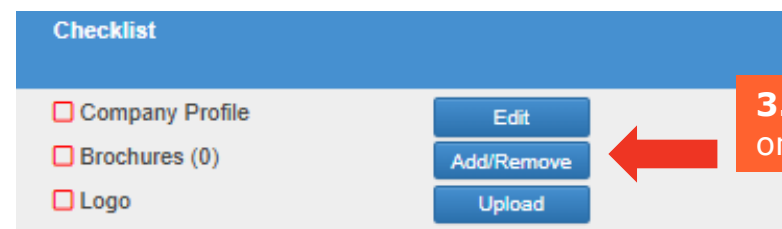
3. Scroll to the bottom of the page and click on edit to add your company profile.



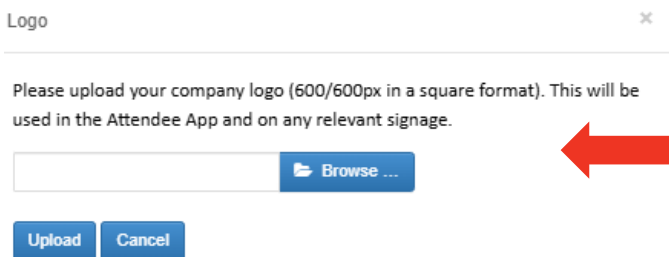
4. Add your company profile in (recommended no more than 200 words and click update.



3. Scroll to the bottom of the page and click on edit to upload your company logo.

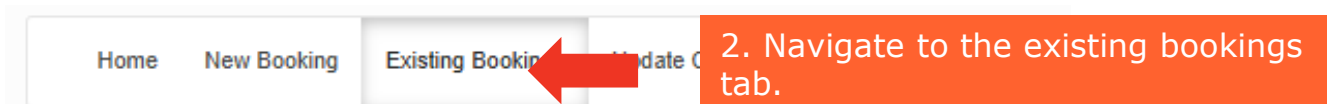


Upload your company logo in a 600px-by-600px format.

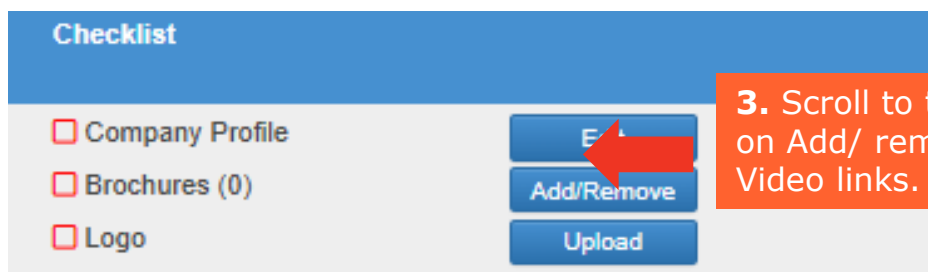


Uploading your brochures, URL's and video links

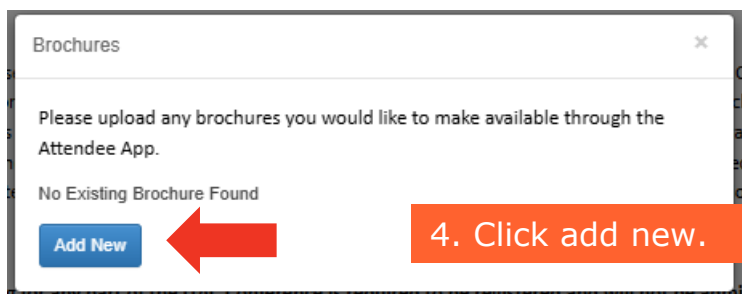
1. Refer to your sponsor/trade inclusion email for your unique booking portal link.



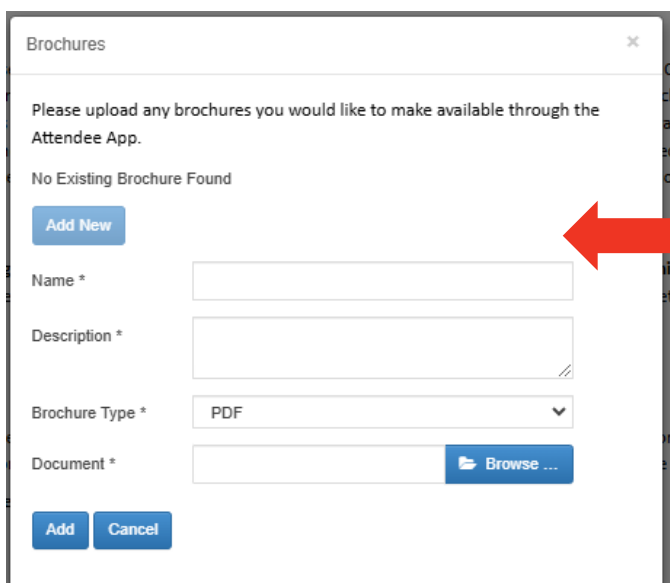
2. Navigate to the existing bookings tab.



3. Scroll to the bottom of the page and click on Add/ remove to upload brochures, URL or Video links.



4. Click add new.



5. Add in all the information required and ensure you select the type e.g PDF, URL's or Video link. Once filled in click add.

6. Repeat for all remaining brochures, links and videos.

Lead management overview

The conference app includes built-in **lead management tools** designed specifically for sponsors and exhibitors. By scanning delegate QR codes at your stand, you can quickly capture contact details and add notes or tags to help qualify each lead. All collected leads are stored in your app profile and can be **exported to an Excel file** at any time, making follow-up fast and organised after the event. This streamlined process helps you track conversations, prioritise prospects and maximise the value of every interaction during the conference.

Questions

Within the conference app, you can add custom questions for delegates to answer when they scan your QR code at your stand. This helps you qualify leads on the spot — for example, by asking about their role, interests or purchasing needs making post-event follow-up more targeted and effective.

Auto thank you email

After delegates scan your QR code, the app can automatically send them a branded thank you email. This quick follow-up helps reinforce your connection, share key information about your products or services and keep your organisation top of mind after the event.

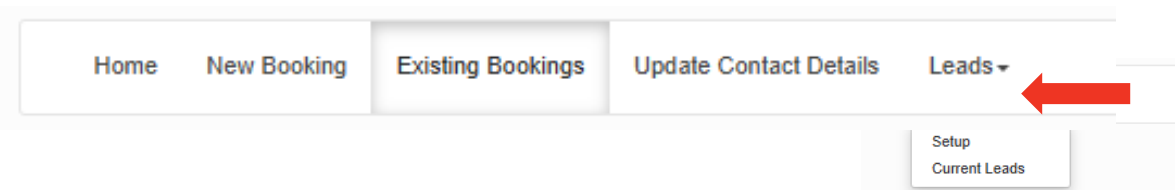
Lead alert email

Each time someone scans your QR code, you can receive an instant lead alert email. This notification keeps your team updated in real time, helping you track engagement during the event and prioritise hot leads quickly.

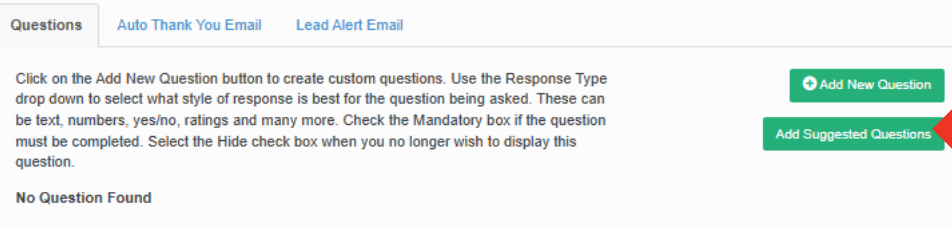
Setting up lead management – questions

How to set up questions:

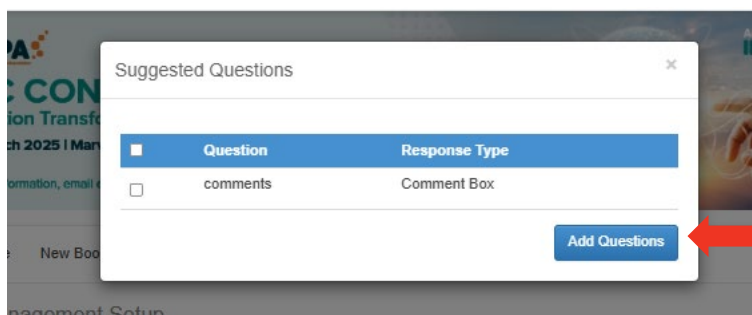
1. Refer to your sponsor/trade inclusion email for your unique link to the booking portal.
2. Click on leads – Setup.



to create and use your own custom questions. As you ask each question you simply mark the answer and this information will be collected. This tool ensures you are collecting the same information for each connection you make.



3. Set up any questions you would like to add to lead connections e.g. What services does your organisation provide?



To enable the ability to add comments to leads – click on add suggested questions and tick next to comment – add question.

How to set up auto thank you email:

Contact details and information from your stand visitors/prospects.

Questions Auto Thank You Email **Alert Email**

1. Click on Auto Thank you email.

From Address*

Cc

Bcc

Subject*

Attachment [Browse](#)

Body* [Insert First Name](#)

[Clear](#) [Save](#)

2. To add – fill in the details and click save.

How to set up lead alert email:

Contact details and information from your stand visitors/prospects.

Questions Auto Thank You Email **Lead Alert Email**

1. Click on lead alert email.

Lead Alert Email Setup

In addition to the thank you email, send an Alert Email to your internal sales team which will include the contact information and the answers to your custom questions.

Send Lead Alert Email ☐

To Name*

To Address*

From Name*

From Address*

Cc

Bcc

Subject*

[Clear](#) [Save](#)

2. fill in the details and click save.

How to scan exhibitor leads onsite

Step 1:
Onsite team logs into the attendee app (link to be sent a few days prior to the conference.)

Step 2:
Once onsite is ready select scan leads through the 'Scan leads' feature in the app.

Step 3:
Scan the attendees QR codes located on their name badge and their own attendee app.

Step 4:
If enabled submit answers to the profile question.

Step 5:
During or at the end of the conference, you can export your leads from your booking portal. (Not the app.)



Scan leads notes

Potential new member

How did you find the Ageing Australia booth?

Trade map

Submit

4.

