hcd CONFERENCE + EXPO

CONNECT EVENT APP

IN-APP LEAD CAPTURE (Badge Scanning)

Maximize Your Leads with Seamless Lead Capture

ATTENDEE BADGE SCANNING
Effortlessly capture contact information by scanning the QR codes on attendee badges, ensuring you never miss a lead and save valuable time.

MULTIPLE USERS INCLUDED
Every registered team member from your company can access the badge scanning feature at no extra cost—no need to share devices or pay for additional users.

LEAD SCORING MADE EASY
Instantly score leads during badge scans to capture first impressions and enhance follow-ups. All scores and notes are automatically included in your contact export for streamlined tracking.

Let's Get Scanning!

1 Open the HCD Connect App on your iOS or Android device. First time logging in? Use the email address used to register for your badge and your badge ID as password (it is printed on your badge).

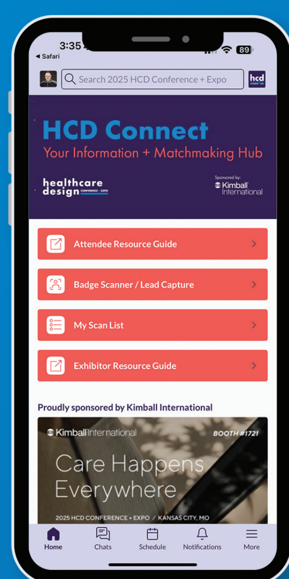
2 Lead capture (badge scanning) is accessible directly from the app's home screen. This feature activates your device's camera for easy scanning and provides instant confirmation. When a badge is scanned, you gain immediate access to the attendee's profile information through the web portal. Leads can be captured through badge scanning, connections, or confirmed meetings.

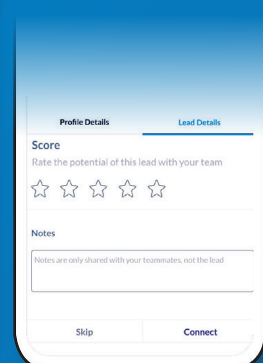
3 Score leads instantly to capture first impressions, empowering your team to follow up effectively. After the event, all scores and notes from badge scans will be seamlessly included in your contact export list.

4 Export leads via the web portal in the "My Team" section. The export feature is only available in the web portal, not the mobile app.

See reverse side to learn more about managing your Team in the HCD Connect web portal.

View app





LEARN MORE:
hcdexpo.com/lead-capture

Manage Your Team in the HCD Connect Web Portal: A Quick Guide

Maximize your HCD Exhibitor experience by managing your team through the HCD Connect Event App's Web Portal! Follow these simple steps to make the most out of the "My Team Portal" functionality.

1 Access the My Team Portal

- The first person to log in is the admin of the team. To add new team members, select the "Accept Team Members" button on the homepage.
- Once logged in, navigate to the "My Team" section from the dashboard.
- This portal provides an overview of your team's activity and engagement with event attendees.

PRO TIP: If you need to transfer the team admin role to someone else, the current admin can easily assign the role to another team member.

2 Add or Remove Team Members

- Add Team Members: Select "Invite Team Member" and enter their details to add them to your team.
- Remove Team Members: Simply click on the team member and choose "Remove from Team."

3 Manage Team Roles

- Assign different roles to your team members, such as Admin or user, to control their access levels within the platform.
- Admins have full control, including managing invites and assigning roles, while Members have limited access.

4 Track Team Activity

- Monitor your team's interactions and engagement metrics such as connection requests, meetings, and messages sent.
- Use this data to understand team performance and adjust strategies accordingly.

5 Schedule Meetings

- Team members can schedule meetings with event attendees directly through the web portal or mobile app.
- Easily track scheduled meetings in the "Meetings" tab for seamless planning and coordination.

6 Analytics + Reports

- Access performance analytics for your team, including metrics like the number of meetings, leads generated, and interaction history.
- Use the "Export" feature to download reports for further analysis or internal reporting.

Need More Help?

Scan the QR code (right) for more detailed guidance, which includes a comprehensive user guide and video tutorial. If you have any questions, please email **mobileapp@emeraldx.com**.

Learn more