

**Middle East
Energy Dubai**
Online

How to generate leads at a virtual event

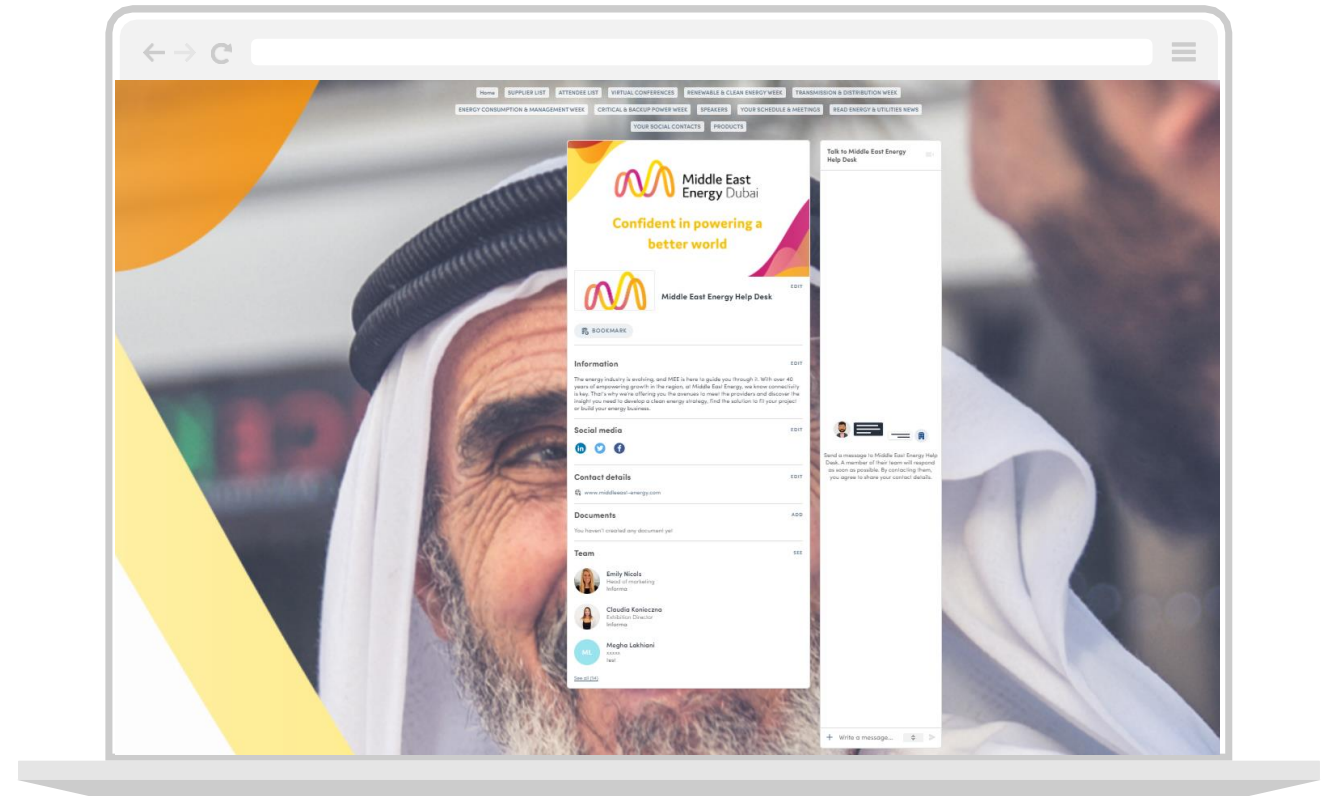
Written by Swapcard and Middle East Energy

1. Make your virtual booth stand out

Your booth is your biggest asset. In some virtual platforms, such as MEE Online, you can fully customize your space. Incorporate your branding, colors, and visual identity to create an immersive experience for all your visitors.

Next up: add video & visuals to your booth. Nothing grabs a visitor's attention like a video that automatically plays on your booth, like a live-streamed or pre-recorded demo video of your product or service.

Speaking of services & products, make sure you upload them onto your virtual booth with clear details such as price, size (if relevant), type, descriptions and pictures or videos. Highlight any discount codes, vouchers or free trials - a great way to get potential leads to test out your product!



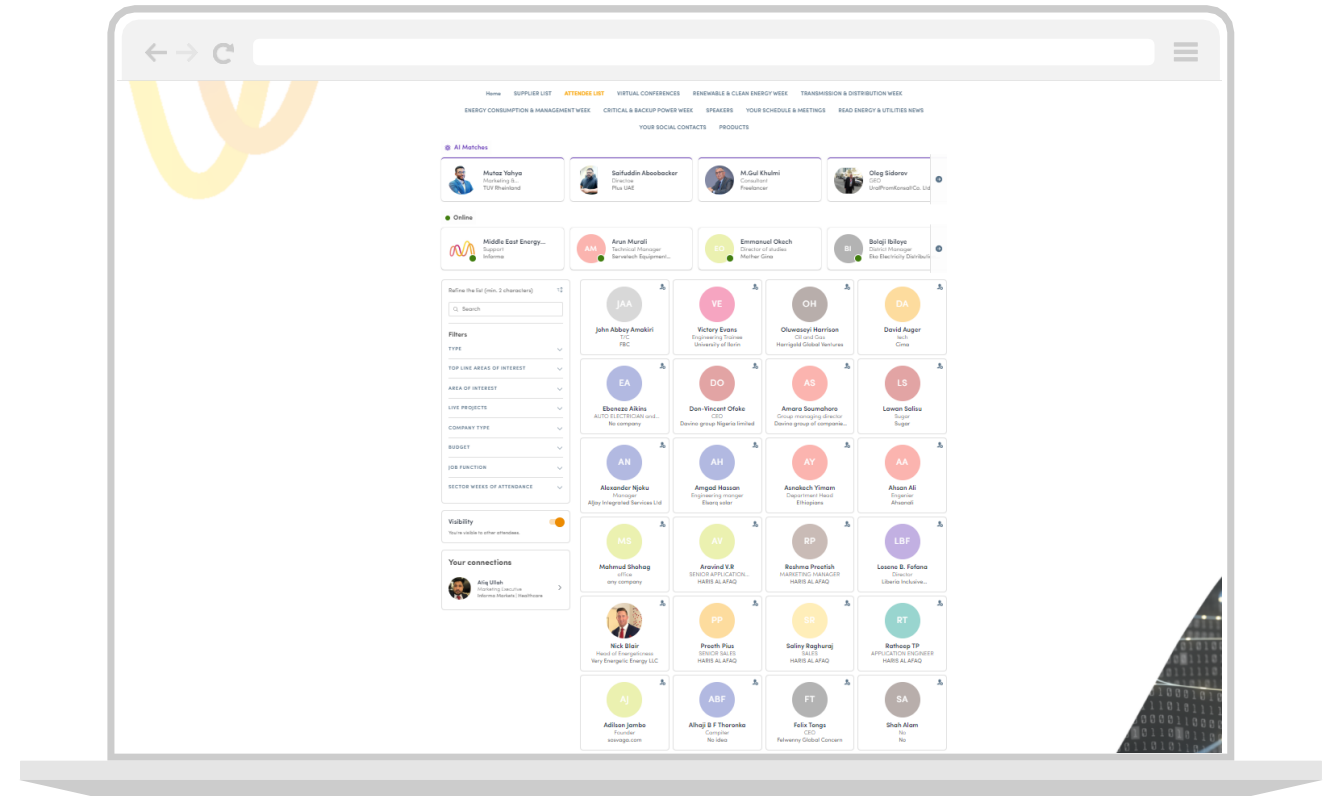
2. Reach out

The game has changed. In a virtual world, you can and should reach out first.

With a platform like MEE Online, you can add your sales team to your booth and assign team members meetings. That means your team can talk to multiple leads at once, increasing your chances of converting them.

MEE Online also uses artificial intelligence to filter leads for you, saving you time and helping you meet the right people. The more active you are on the platform, connecting with leads and searching for interested visitors, the more accurate the AI becomes.

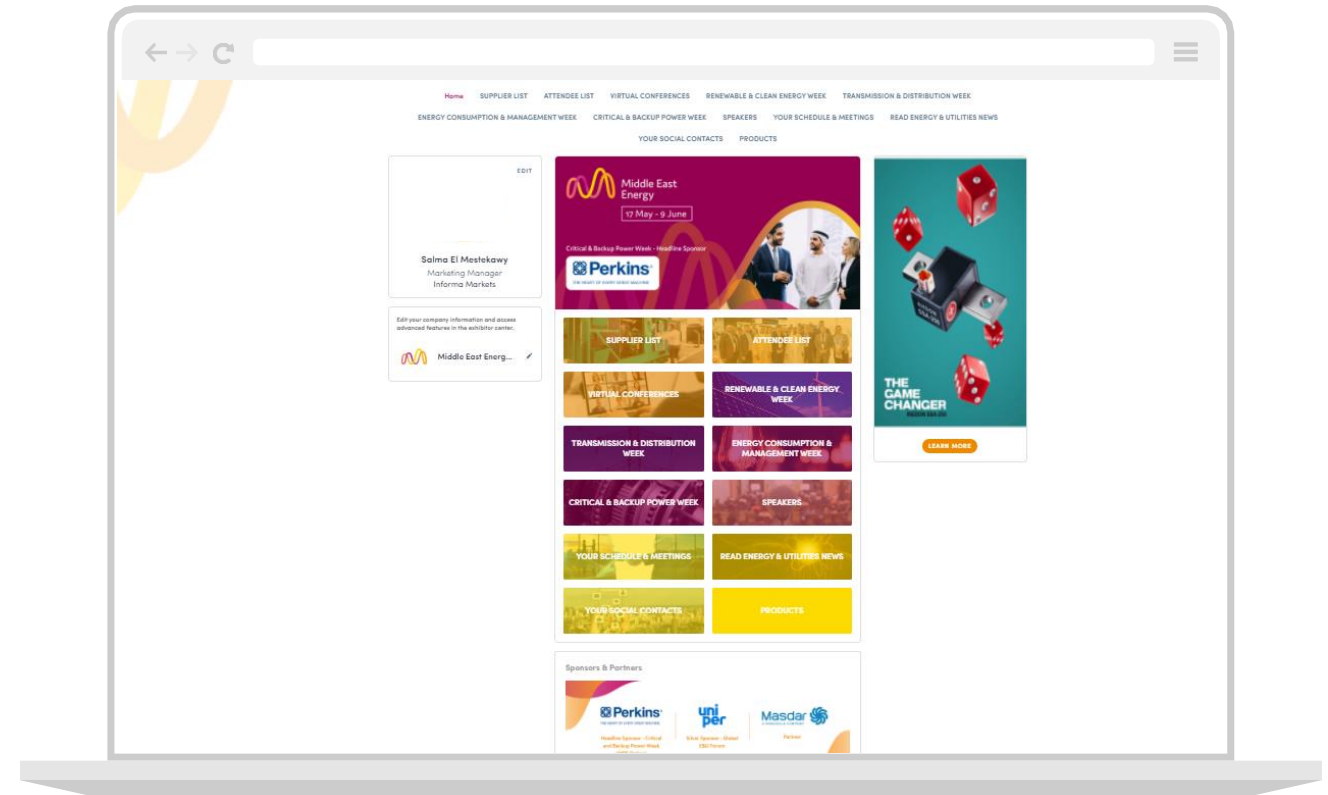
Not only do you see AI-recommended matches, but you can also directly target leads that are online at the same time you are, increasing your chances of getting an immediate response AND you can search for anyone you want using advanced filters. You can search within distinct regions or industries. Imagine the time you'll save by only talking to the right people!



3. Invest in visibility. You'll see the ROI

All exhibitors are on a level playing field at a virtual event, so what separates those that get the most leads from those that go unnoticed? Visibility. It's all about having your logo seen in as many strategic places as possible. See the banner ad on the right-hand side of the event below? It immediately grabs your attention.

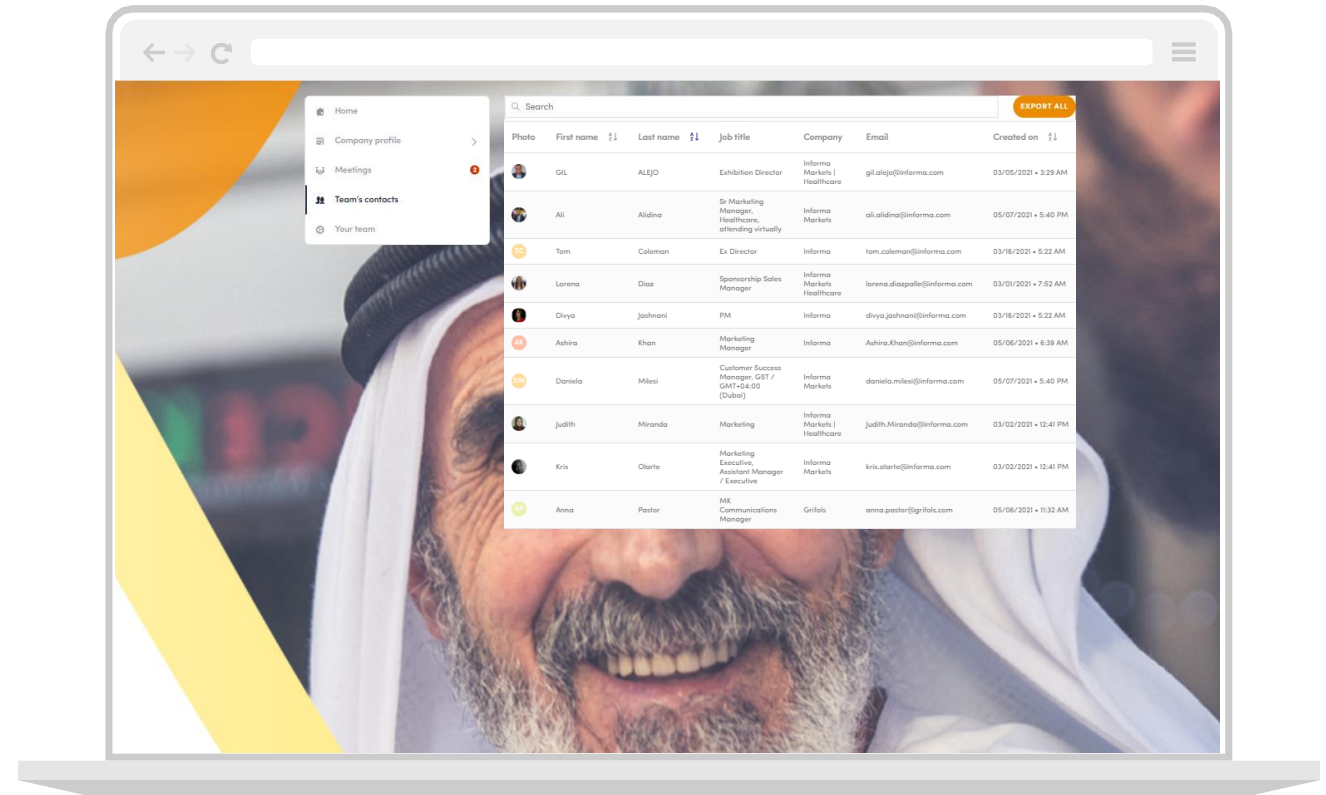
Sponsored emails, push notifications, banner ads on the platform and sponsored sessions or contests are a great way to power up your attendee reach. Most of the time, these are add-on options that cost extra, but it's worth it. Especially when you see the data behind it...



4. Data, data, data

Data collection is one of the TOP advantages of a virtual event. Here's why:

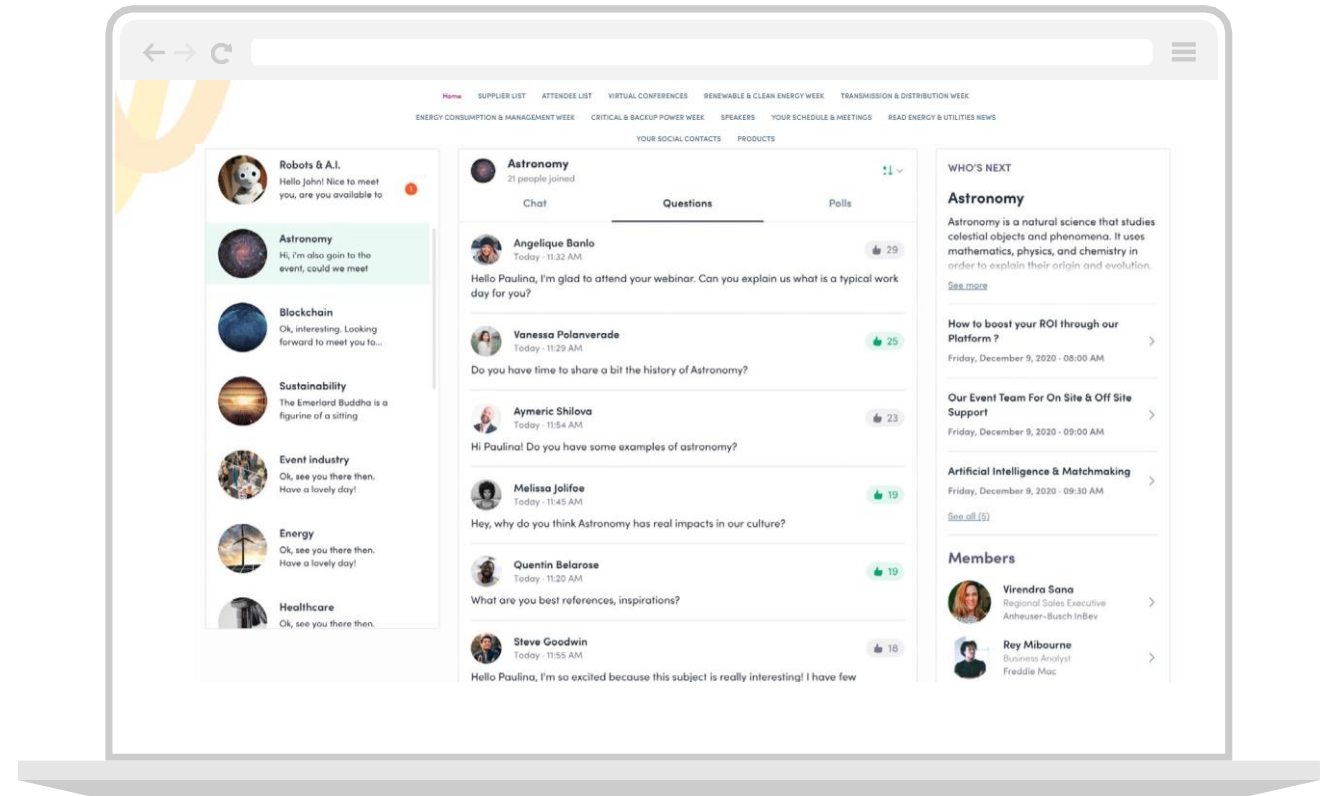
- You can measure data in real time.
- Stats can help you guide your investments. You can use the data to make on-the-fly decisions about your booth design or marketing decisions.
- Export your leads list at any time, as many times as you like. You can start importing them into your company database before the event is even over.
- Target the right people. At a virtual event, everyone has already gone through a filtering process right from the start. You can go directly to people with purchasing power, target people in your region or speak directly to management.



5. Make friends in group chats

Many people believe there is zero chance of serendipitous meetings at a virtual event. We beg to differ. MEE Online's live discussion feature is a hit with audience members during sessions. There has even been a high rate of chance meetings that turned into valuable leads at various virtual events over the past few months! Attendees enjoy chatting about the current session, so send a team member to the chat and have them interact with attendees. However, be careful to take a soft approach, as going too heavy on the promotion in a live chat can be off-putting to attendees.

It is possible to boost exhibitor ROI at a virtual event. The right tools and the right attitude mean everything. It's still a relatively new way of doing things, but with the way the COVID-19 crisis is currently going, the industry has no choice but to embrace new ways of working and learn how to move forward together.



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