



7 - 9 April 2025 | Dubai World Trade Centre

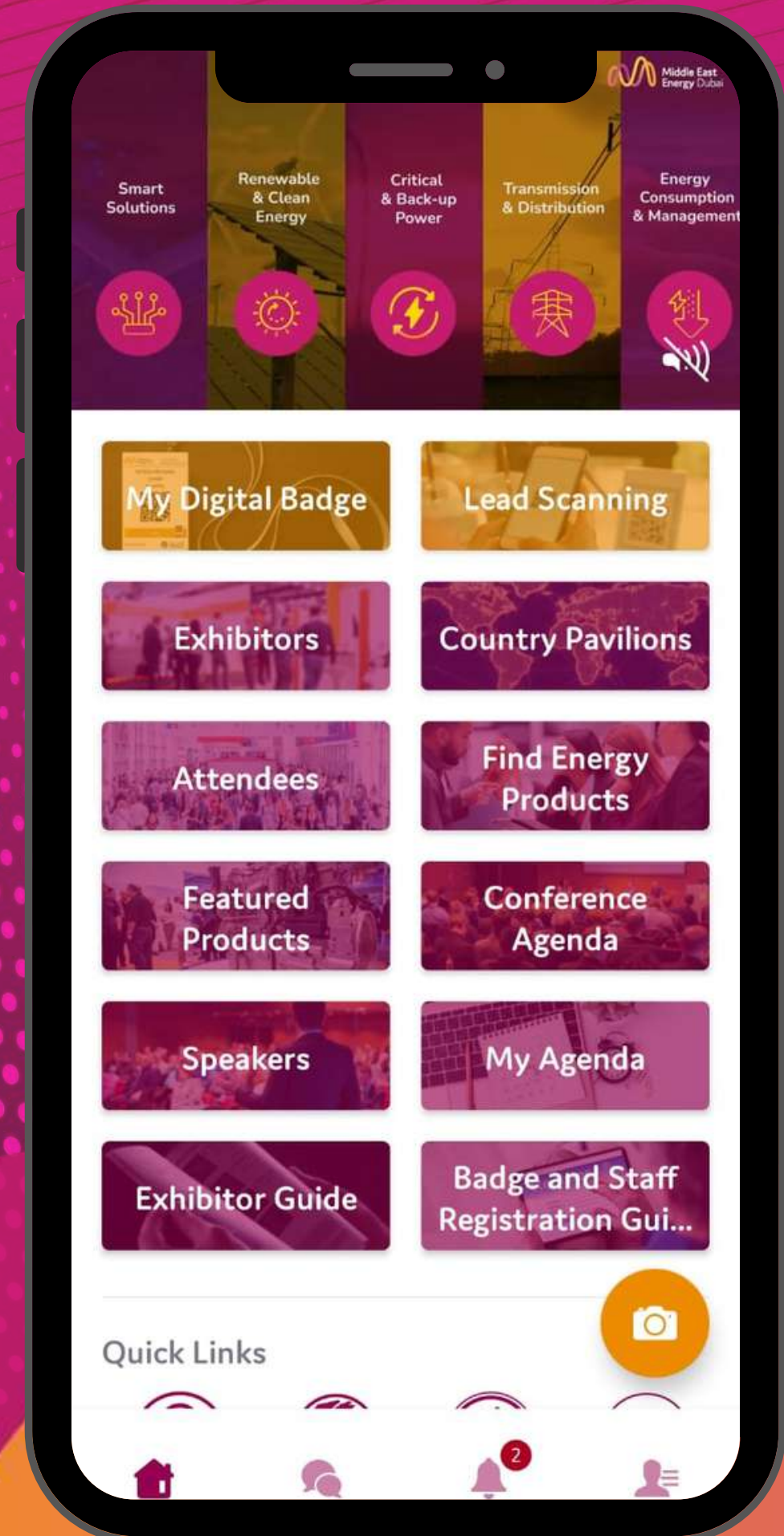
Lead retrieval guide

Extra leads

Extra business

Extra opportunities

Scan badges to capture contact details with ease

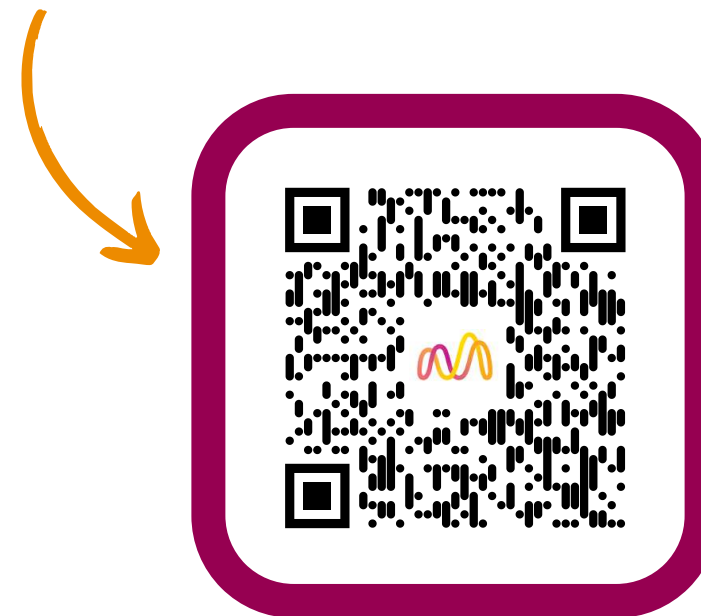




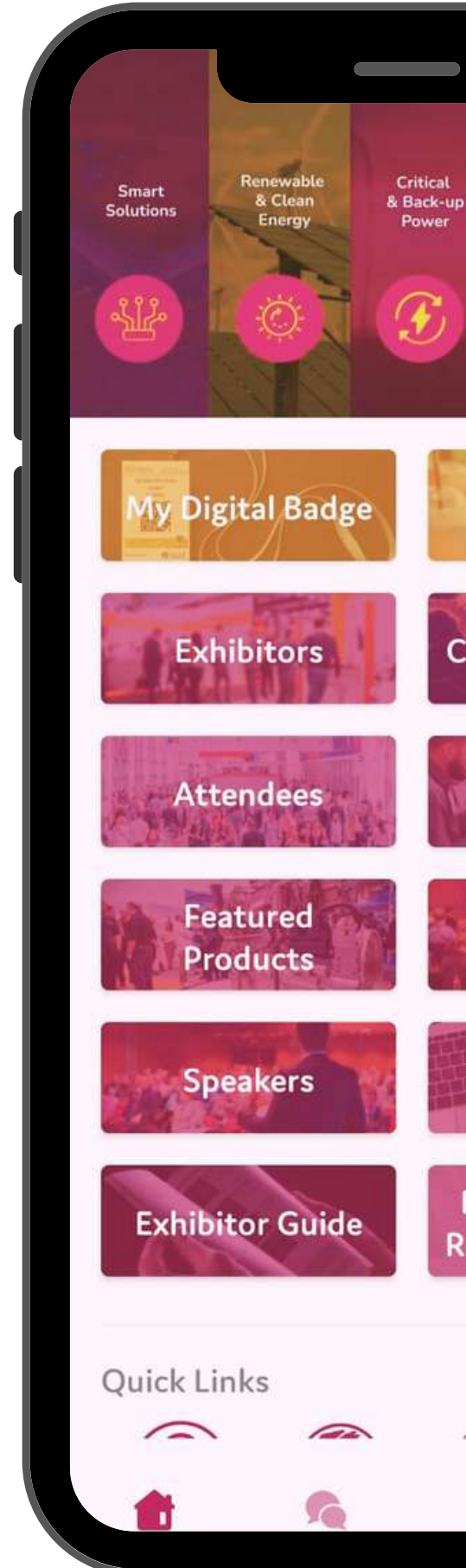
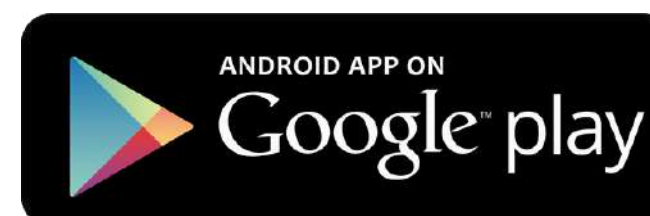
Download the Middle East Energy app

Your first step to accessing the lead retrieval tool would be to download the Middle East Energy app.

Download the Middle East Energy app
to access the lead retrieval tool

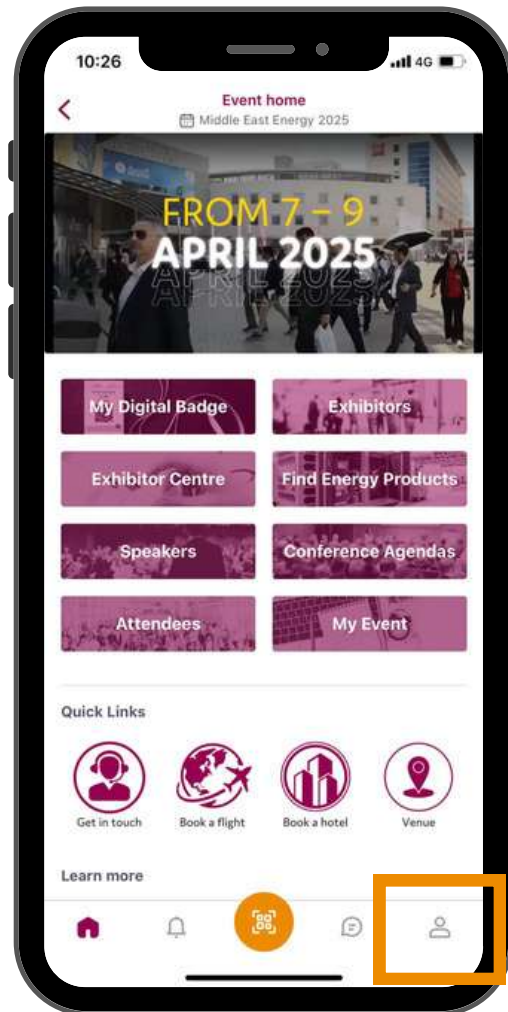


or

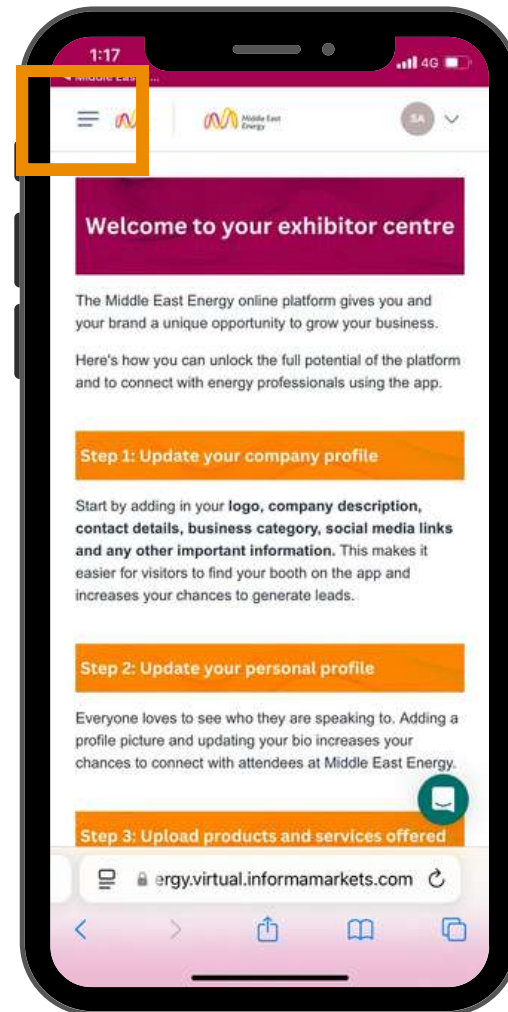




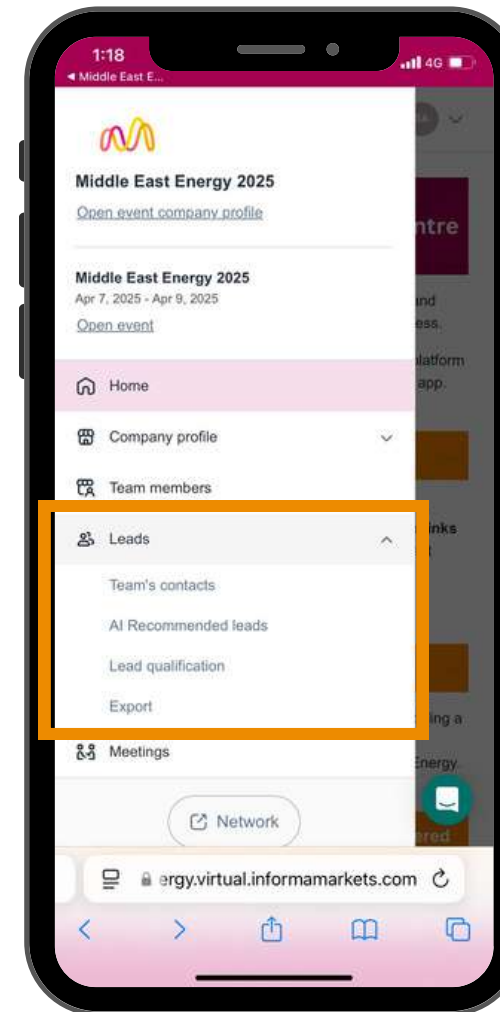
Setting up qualifying lead questions



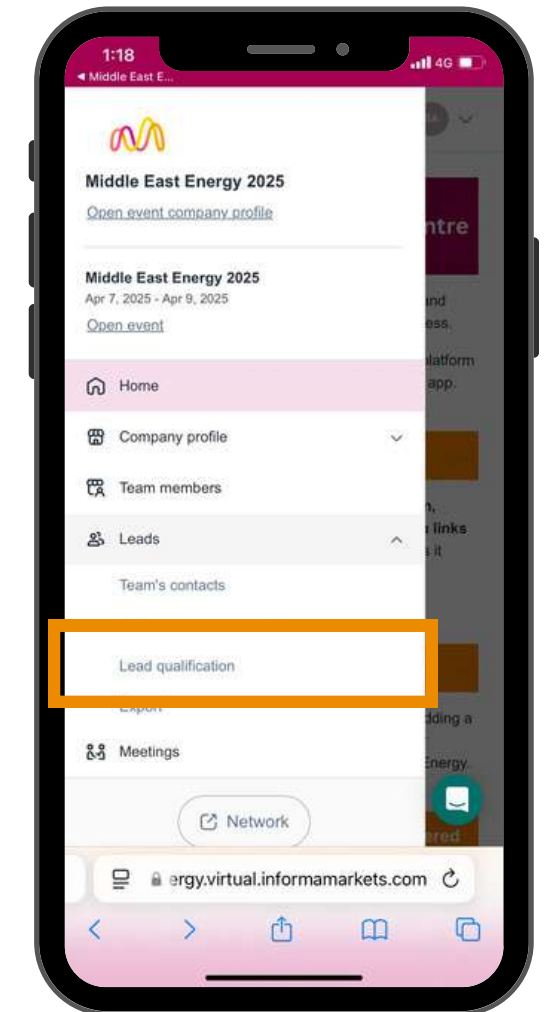
Step 1:
Click on the “profile”
icon and the bottom
right and then click on
“Exhibitor Center”



Step 2:
On the top left click on
the 3 dashes beside
Middle East Energy logo



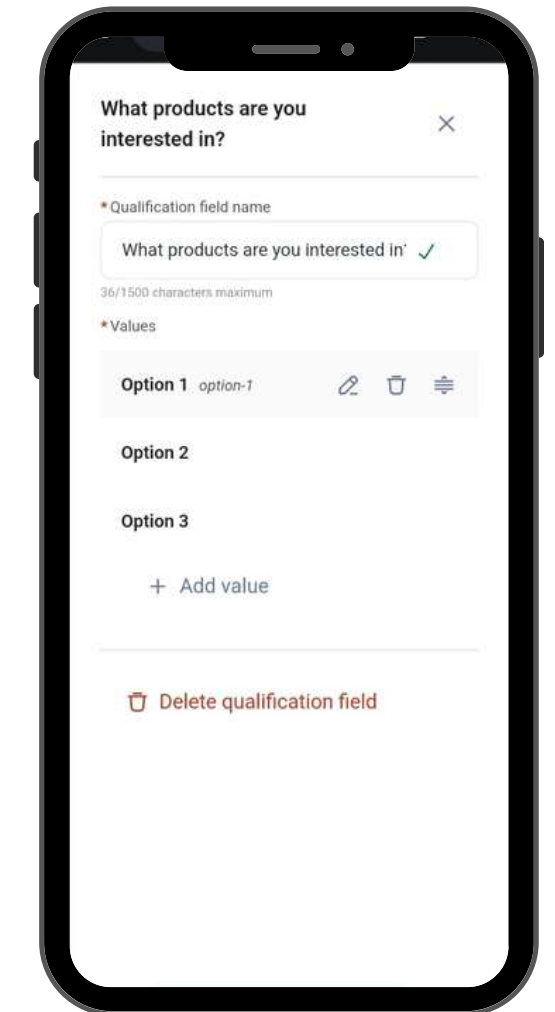
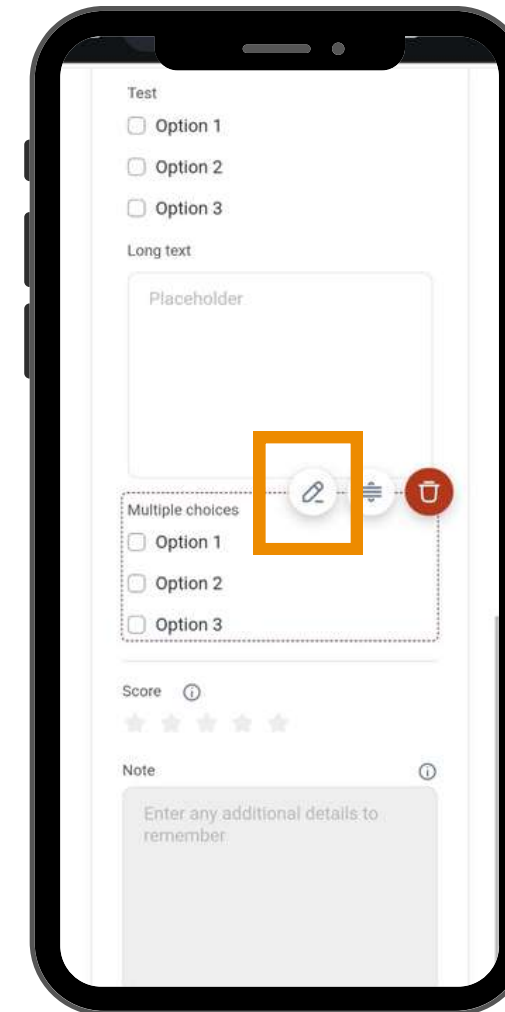
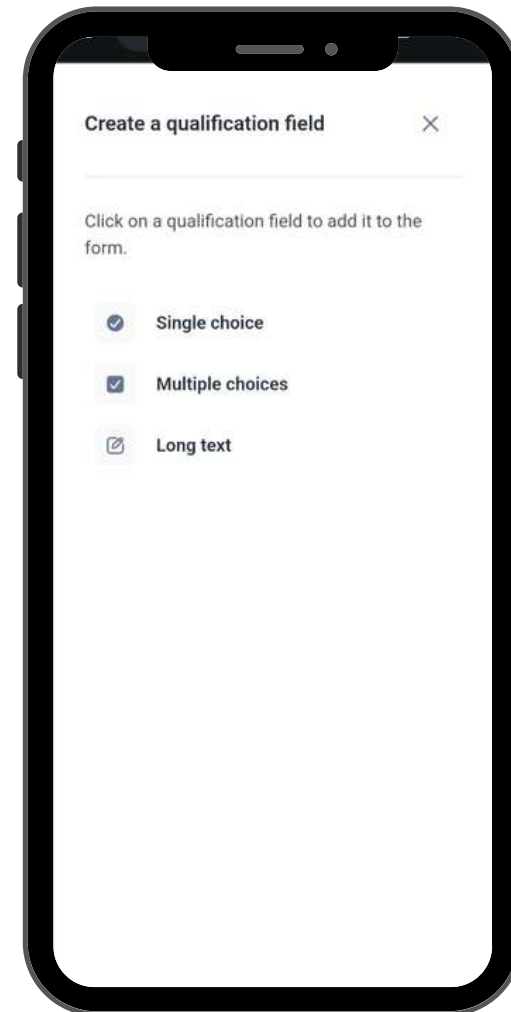
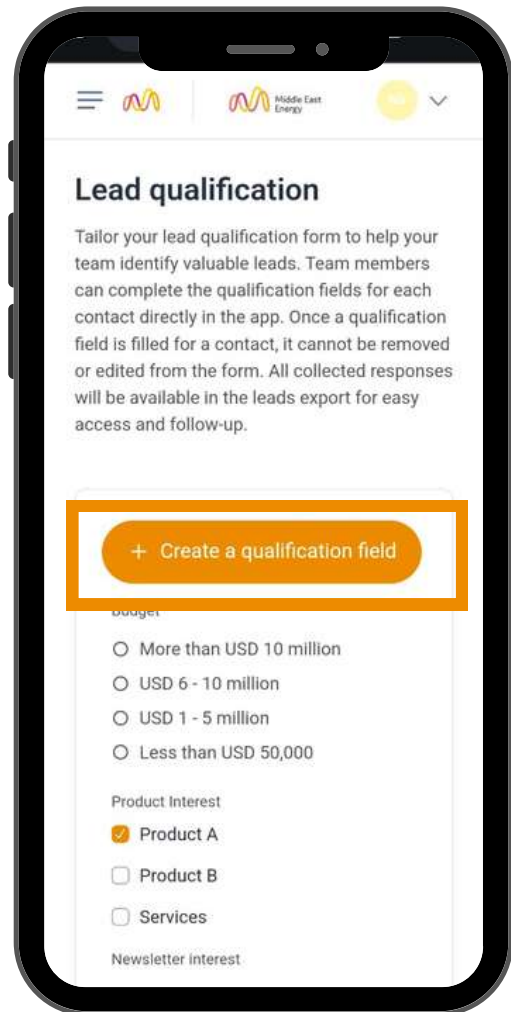
Step 3:
Select “Leads” from the
dropdown menu



Step 4:
Click on “Lead qualification”



Setting up qualifying lead questions



Step 5:

Click on the “Create a qualification field”

Step 6:

Choose whether you want your question to have single choice, multiple choice or long text answers

Step 7:

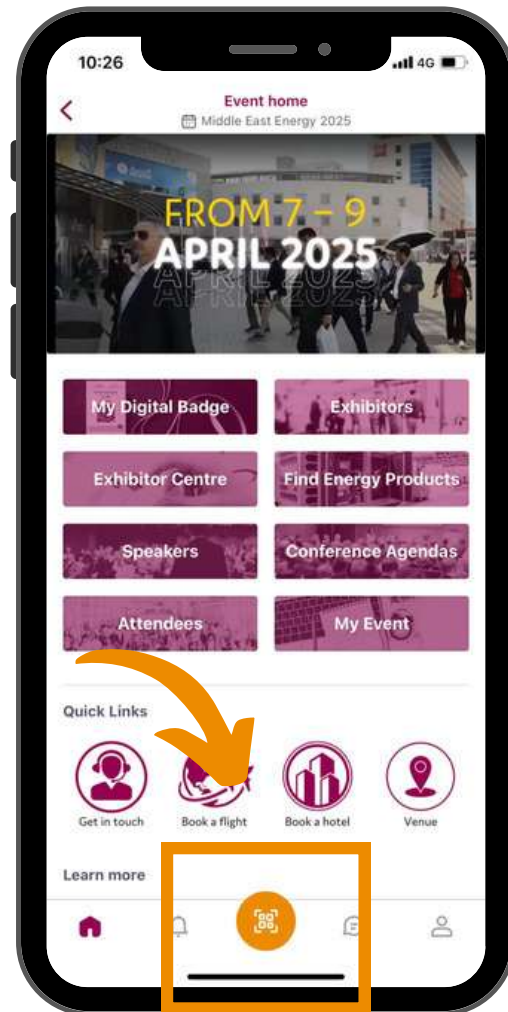
Once you make your choice you have the option to edit the field by clicking on the edit option

Step 4:

You can then make changes to the “Qualification field name” and the “Values” to display your options



Scanning leads at the show



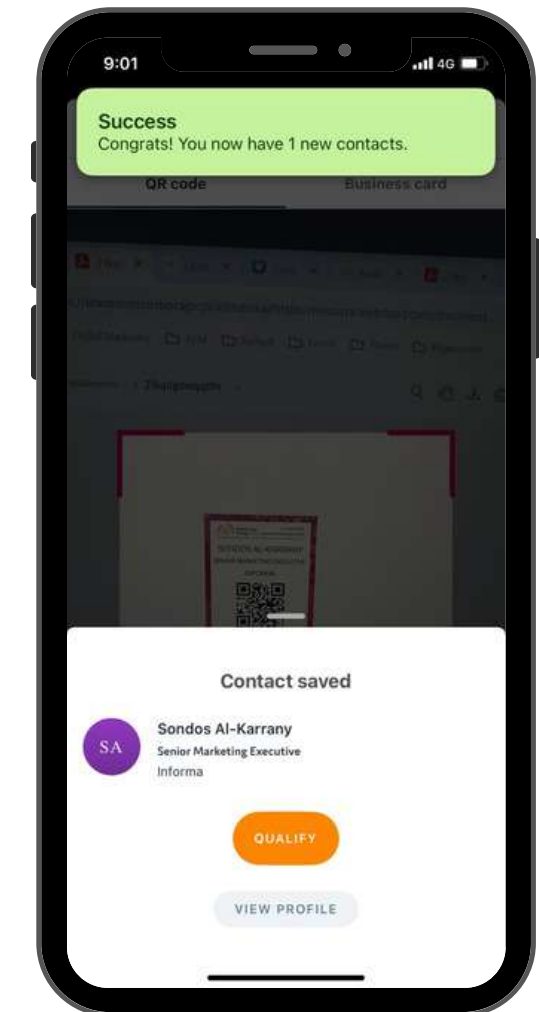
Step 1:

Click on the "Lead Scanning button in the app (orange scan button)



Step 2:

Point the camera directly at the attendees badge

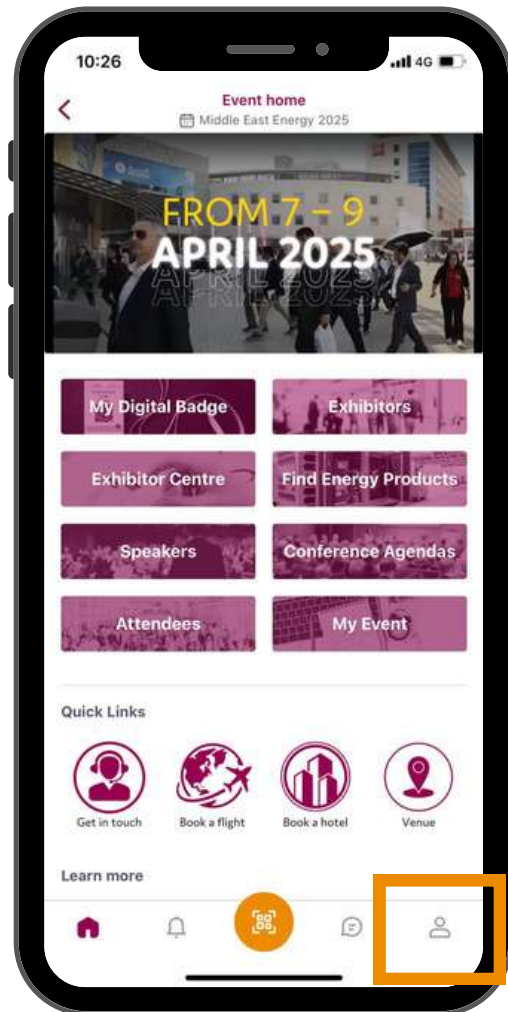


Step 3:

A successful scan will open the attendees profile and allows you to qualify the lead based on the qualifying questions

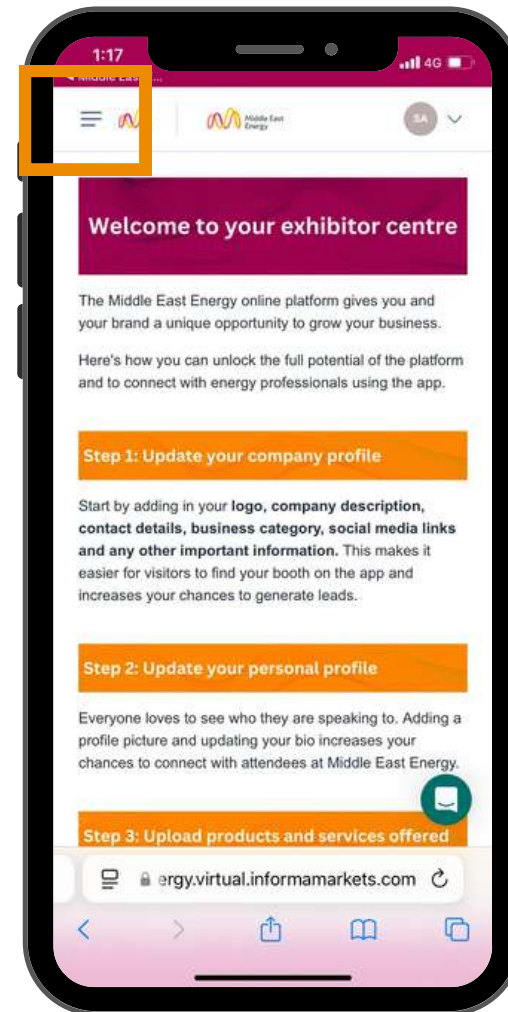


Managing leads scanned at the show



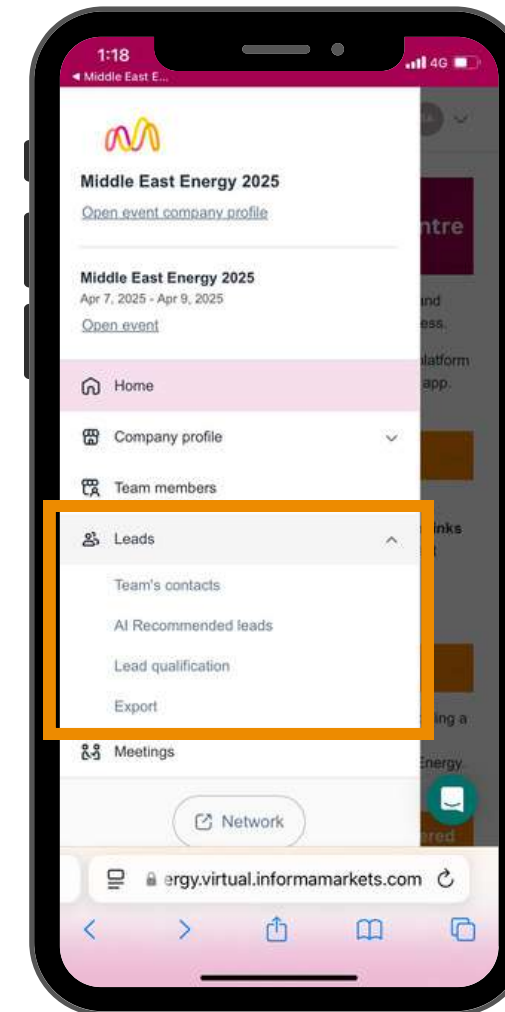
Step 1:

Click on the "profile" icon and the bottom right and then click on "Exhibitor Center"



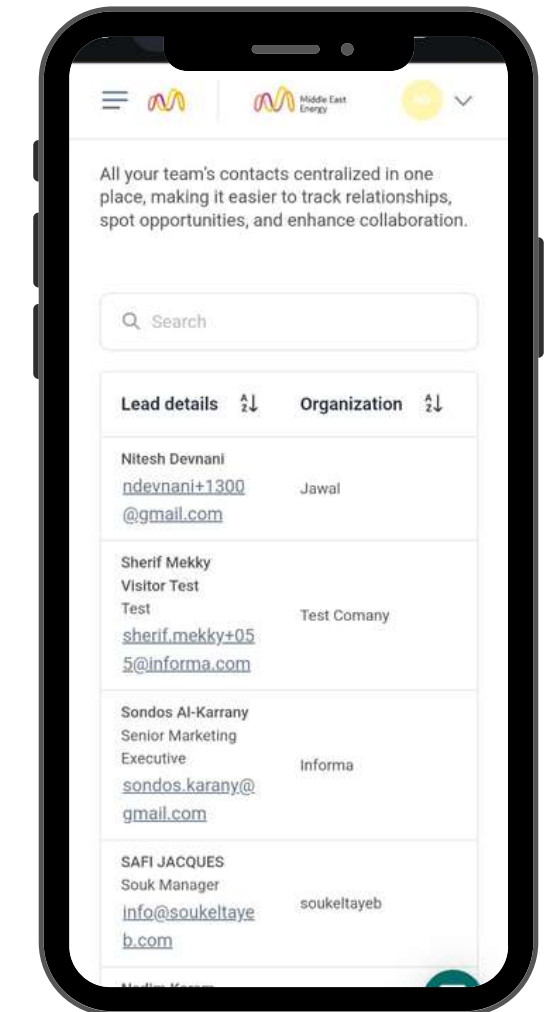
Step 2:

On the top left click on the 3 dashes beside Middle East Energy logo



Step 3:

Select "Leads" from the dropdown menu

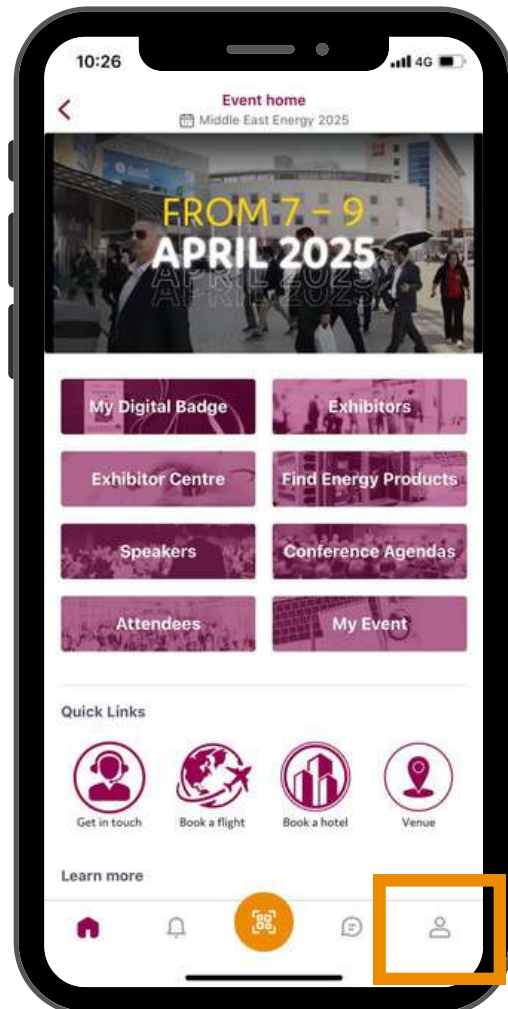


Step 4:

Clicking on "Team's contacts" will display your leads as well as your team's leads

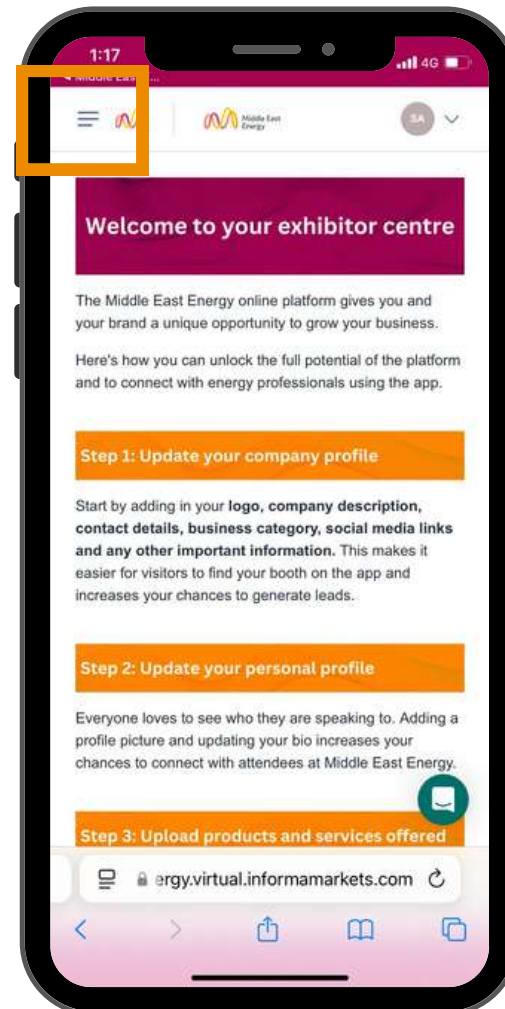


Downloading leads scanned at the show



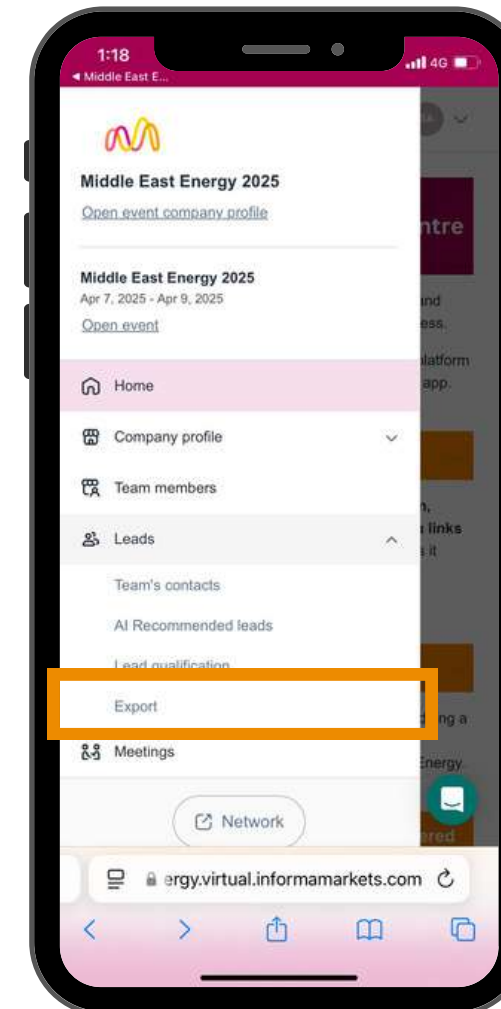
Step 1:

Click on the “profile” icon and the bottom right and then click on “Exhibitor Center”



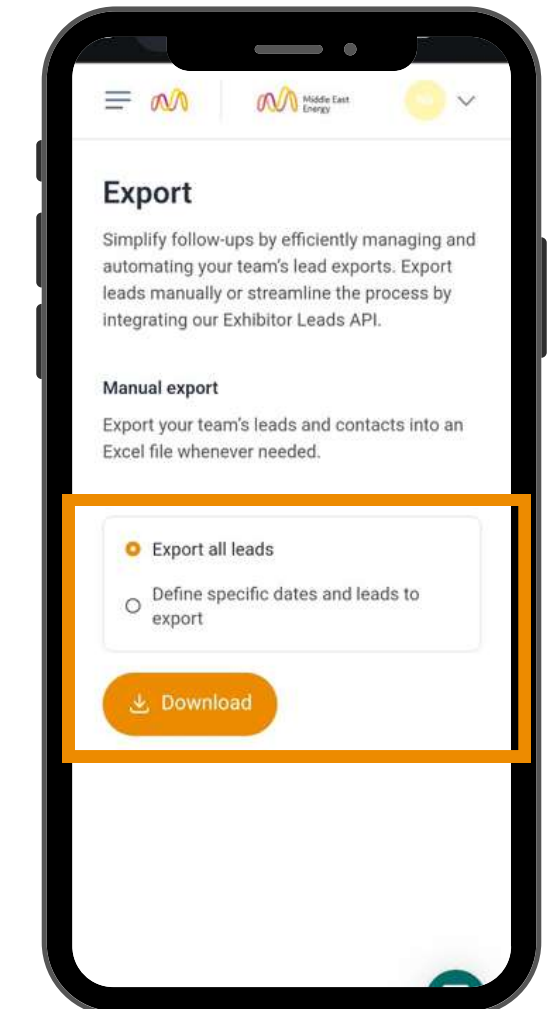
Step 2:

On the top left click on the 3 dashes beside Middle East Energy logo



Step 3:

Under the “Leads” section, click on “Export”



Step 4:

Hit the “Download” button and all your leads will be downloaded in excel format

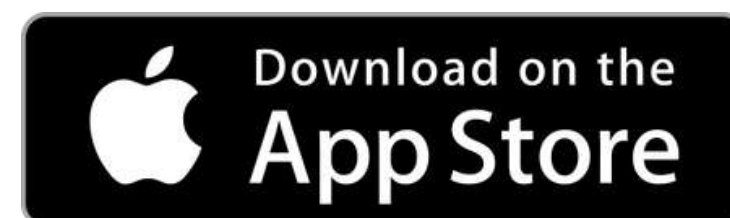


Test badges

This section allows you to test badges and try out the lead scanning tool available in the Middle East Energy app.

Scanning these badges will allow you to access dummy contacts details and to give you a better understanding on how the tool works before the event begins.

Download the Middle East Energy app
to start scanning





Test badges

Scan the badge QR codes to collect the attendees details





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Contact

the customer service team should you have any queries at
MEE.customerservice@informa.com



or

