

Questions you should ask on your lead retrieval app



1 How did you hear about our event?

Learning how attendees heard about the event can provide valuable insight into how attendees are hearing about your event, which is also valuable to exhibitors who can then better target and tap into those specific audiences, platforms, etc.

2 What is your main reason for attending this event?

Seemingly simple questions like these actually help event planners and exhibitors focus on what attendees are expecting to learn from the event, which helps them deliver the right message, product, service, etc.



3 Would you like a demo?

Offering to present a demo to your attendees provides them with individual attention and value, while also giving event planners and exhibitors the ability to gauge interest in a specific product or service.

4 What are your current event challenges?

Asking about an attendee's specific challenges gets them thinking about what they really need from your offering, which lends event planners and exhibitors more actionable insight.



5 Which sessions have you attended so far? Which ones are you planning to attend?

Reviewing the sessions an attendee has already attended shows which sessions proved to be an initial draw at your event, while knowing which ones an attendee intends to visit signals additional interest. The flip side here involves looking at those sessions which an attendee has neither attended, nor plans to attend.

6 Have you visited any exhibitor booths? If so, which ones?

Similar to inquiring about sessions, knowing which booths an attendee has visited and intends to visit will offer invaluable insight and planning power to event managers and exhibitors.

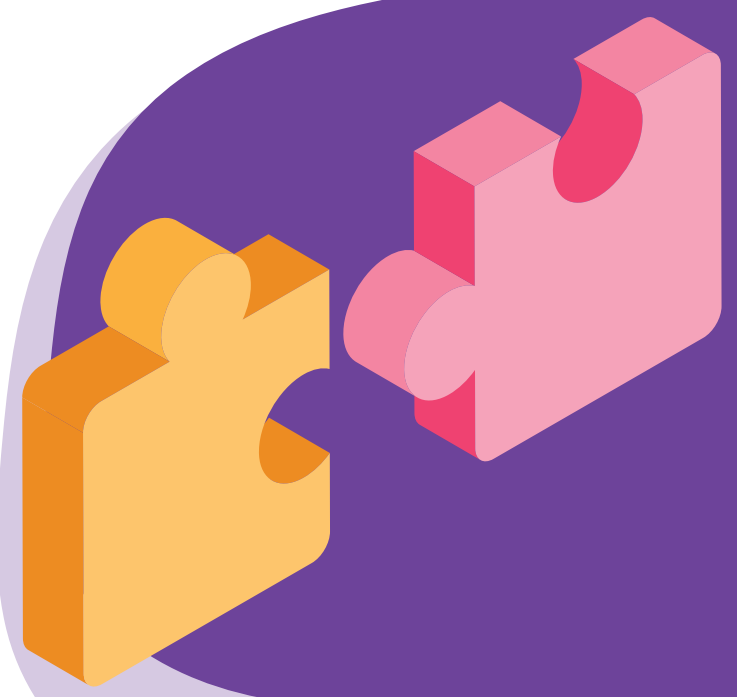


7 What challenges are you currently facing in your industry or business?

Understanding what isn't working for your attendee in their industry or business gives event planners and exhibitors the opportunity to present solutions with their products and services.

8 How do you typically stay up-to-date with industry trends and news?

Asking how an attendee keeps current with industry trends and news offers event planners and exhibitors an opportunity to make connections based on the promise of providing these updates and being a consistent source of industry information.



9 What types of products or services are you interested in learning more about at this event?

Consider questions like this one as a sneak peek into attendee expectations, which can empower event planners and exhibitors to ensure that they exceed those expectations with their presentations, products, and services.

10 Would you like to schedule a follow-up meeting to discuss your needs further?

An invitation to stay connected and have a targeted conversation about an attendee's specific needs and wants can result in meaningful connections and an extended network of professionals who can provide solutions to each other, along with the opportunity to connect about those solutions at future events.



Leveraging powerful lead retrieval, including same-day lead retrieval capabilities, can be a seamless experience with Expo Logic's mobile event app.

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