

LIVEX

معرض جودة الحياة والاستثمار - ليفكس
Liveability and Investment Exhibition

Lead Capture & Retrieval

Turn your LIVEX connections into actionable business opportunities.

livex-global.com

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ADNEC Abu Dhabi



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THANK YOU / SUPPORT

What counts as a lead?

A lead is an individual who is a potential business prospect for your company.

With the LIVEX Global App, you can capture leads by scanning attendee badges onsite and record useful information about your conversations to support your follow-up after the event.

> Key message

Every connection is an opportunity.

Use the **LIVEX Global App** to capture, qualify and manage your leads throughout the event.

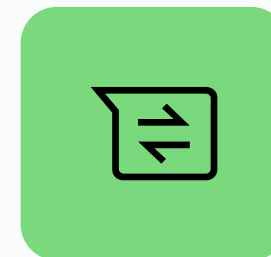
Your leads can include people who:



Have had their badge scanned by your team



Have connected with your company through the app



Have exchanged messages with your team



Have confirmed a meeting with your team



Have interacted with your company or sponsored content, where applicable



Benefits of on-site lead capture

01

Say goodbye to paperwork

Reduce admin time

Keep your lead information digital so your team can focus on the conversation rather than paperwork and manual data entry.

02

Don't miss a connection

Capture leads across your team

Your exhibiting team can use the LIVEX Global App to scan attendee badges and capture leads throughout the event.

03

Personalise your lead qualification

Capture the information that matters

Create qualifying questions specific to your company and use them to categorise and understand your leads.

04

Get business done faster

Access your leads digitally

Download your leads and share them with your wider team to speed up your post-event follow-up.

05

Be more sustainable

Go digital

Reduce your reliance on paper by using the LIVEX Global App for lead capture and management.

What are lead qualifying questions?

- A lead is an individual who is a potential business prospect for your company.
- As an exhibitor, you can create specific questions for your leads to answer, allowing your team to categorise them and take the right action.
- These questions can be customised around the unique goals, products and services of your company.
- Using lead qualifying questions can help your team gain deeper insight into a lead's needs, interests and potential business requirements.

Your team can also add internal qualification questions:

01

- Is the lead **Hot, Warm or Cold**?

02

- What is the recommended follow-up action?

03

- Should we **send information/ materials**?

04

- Should we **schedule a follow-up meeting**?

Examples of lead qualifying questions

01

What products or services are you interested in?

02

What are you looking to achieve?

03

When are you looking to make a decision?

04

What is the scale or scope of your requirement?

05

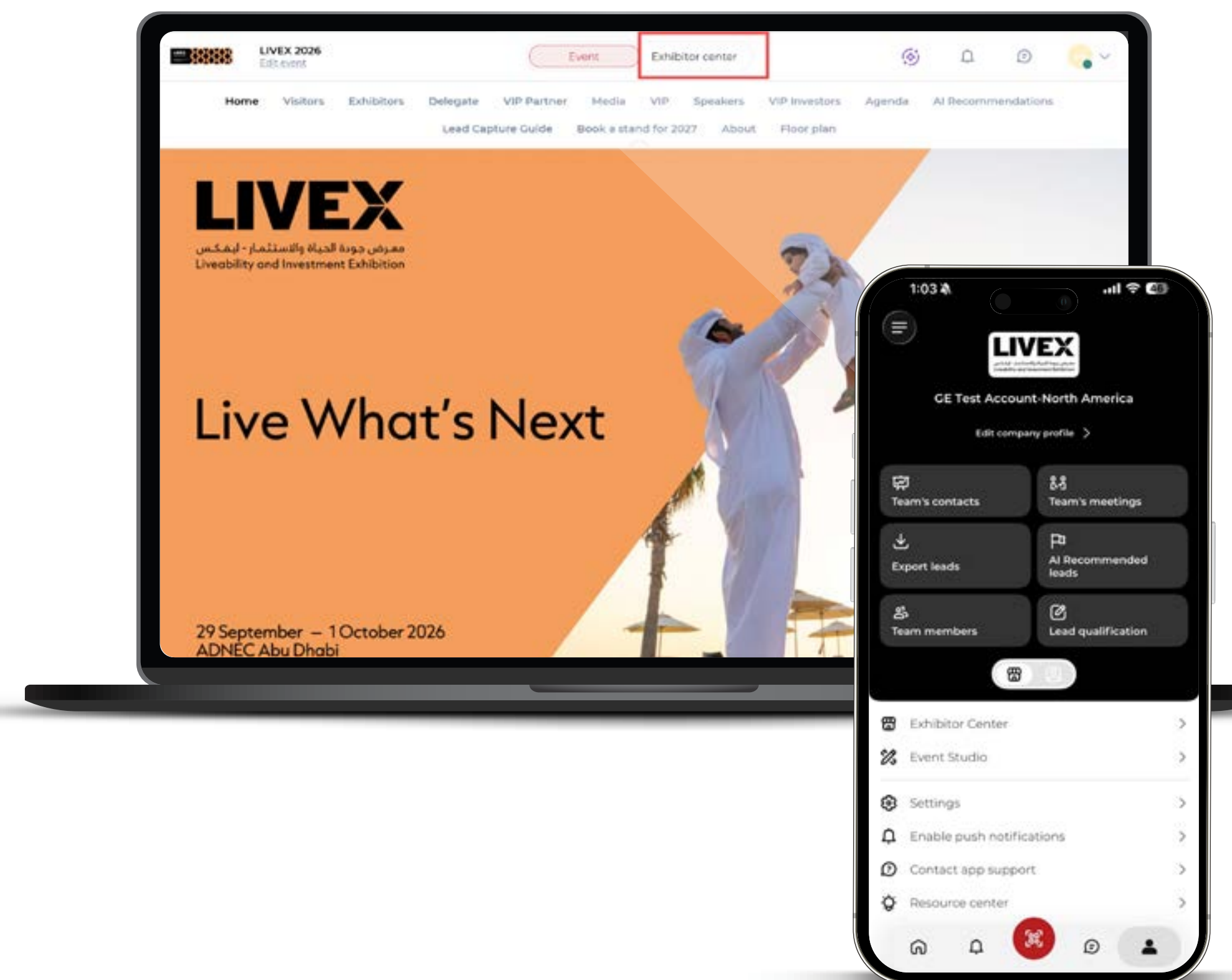
What is your preferred method of contact?

Set up your qualifying questions

Bring consistency to your lead qualification by creating personalised questions for your company. After scanning an attendee badge or connecting with someone online, your team can answer these questions to help identify the quality and potential of each lead.

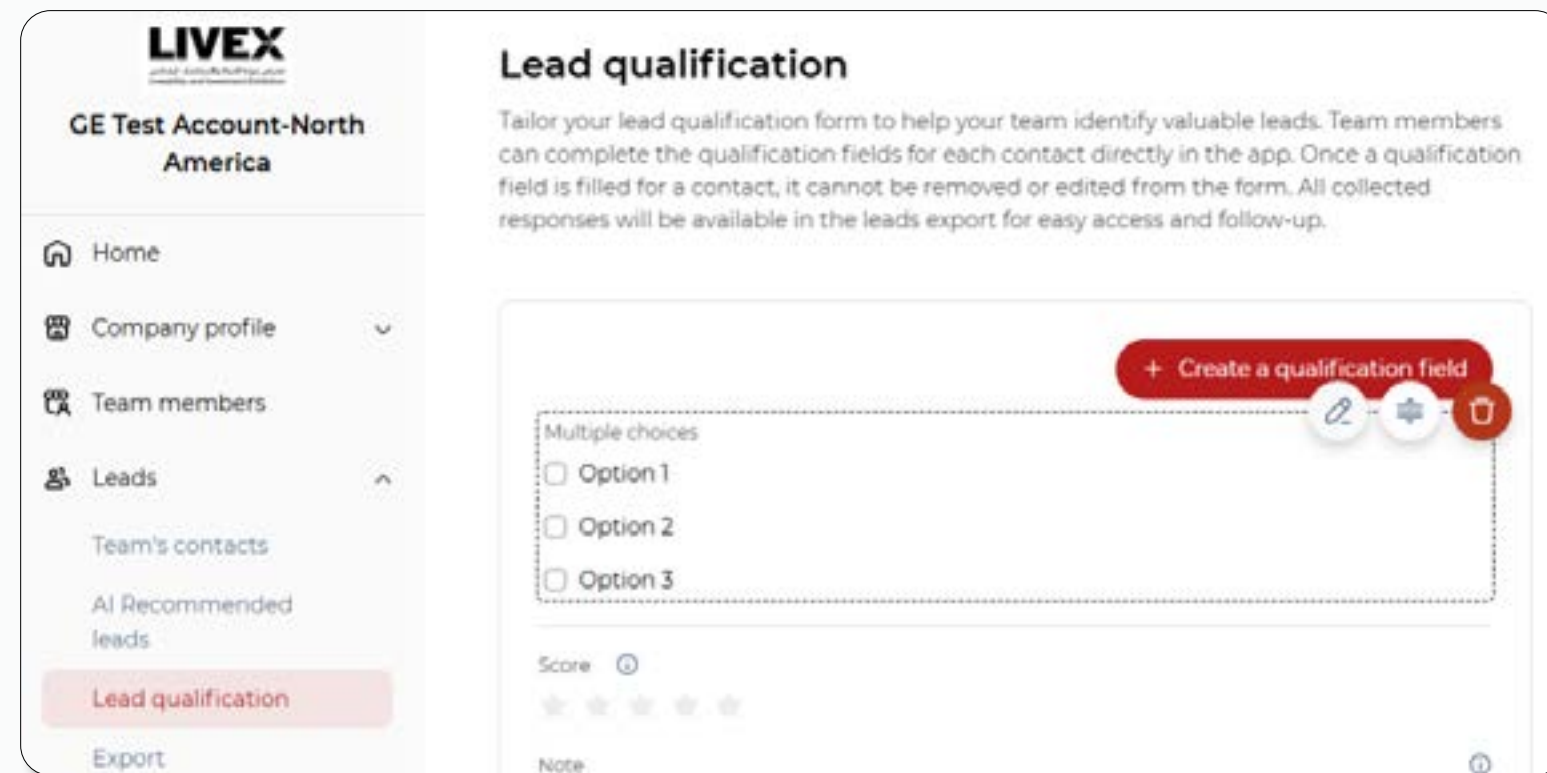
Your team can also add internal qualification questions:

- Step 1: Log in to LIVEX Global and go to your Exhibitor Workspace. From the event homepage, access your Company Profile to enter the Exhibitor Centre.
- Step 2: Select "Leads" from the left-hand menu, then select "Lead Qualification".
- Step 3: Click "+ Create a qualification field".
- Step 4: Create your questions. You can add different types of questions, including: Single choice, Multiple choice, Short text

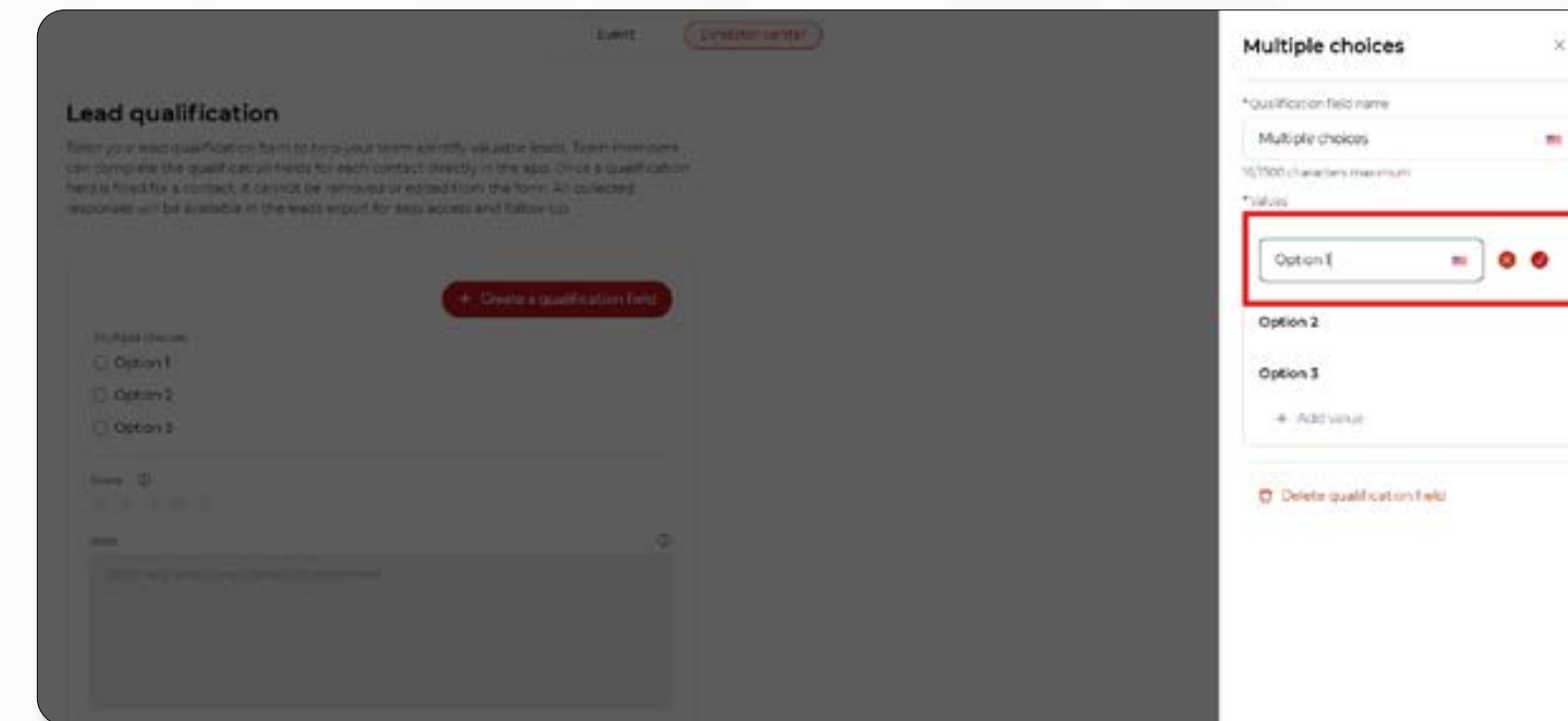


Set up your qualifying questions (continued)

- **Step 5:** Click on the pen/edit icon to edit an existing question or qualification field.



- **Step 6:** Edit the field name and values. To save a value, select the tick icon.



➤ Important

Once a qualifying field has been used by your team, it cannot be deleted or edited.

By default, any member of your team can add questions. Once a question has been added, it can be seen and used by all members of your team.

➤ Our recommendation

Nominate one person from your team to take responsibility for creating your qualifying questions and set these up as early as possible.



Scan attendee badges onsite

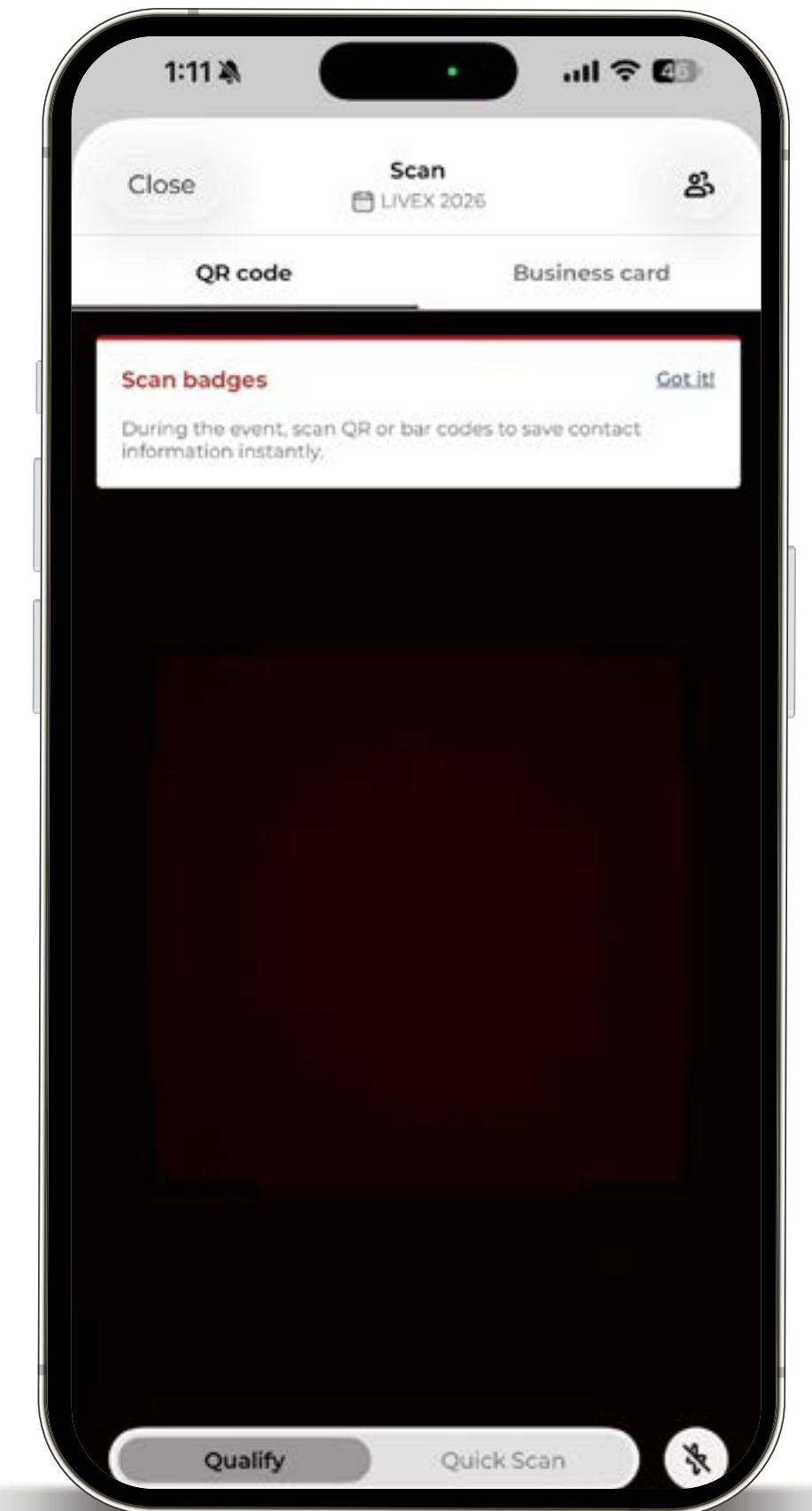
Scanning an attendee badge captures their contact details so you can access and follow up with your leads after LIVEX.

- Step 1: Log in to the **LIVEX Global App** and select the **QR Code** button.
- Step 2: Select “**QR Code**” or “**Business Card**”, depending on the available scanning option.
- Step 3: Align the camera with the attendee’s badge QR code.

➤ Before you start

You will need to have the **LIVEX Global App** downloaded to your device.

The app may prompt you to allow access to your device camera.
Please allow camera access so you can scan attendee badges.





Score your leads and add notes

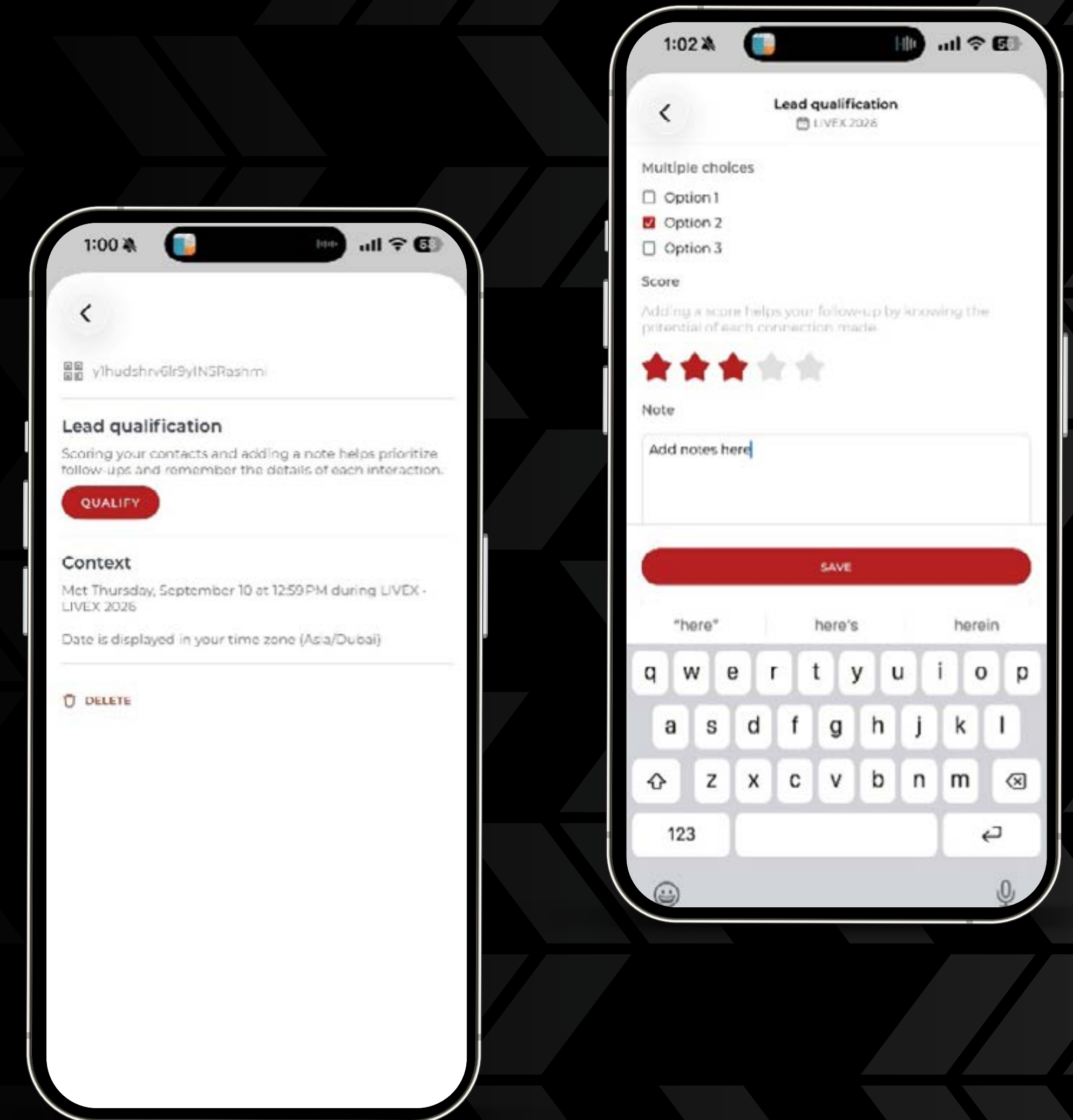
Once a badge has been scanned, you can view the lead's contact details and add your own notes to help your team follow up effectively.

- Step 1: Click "Next" after scanning your lead to start adding your own annotations.
- Step 2: Give your lead a **score out of 5** based on their potential.
- Step 3: Add your own notes about the lead and your conversation.

Tip

- **Capture your notes while the conversation is still fresh.**

Record key requirements, areas of interest and agreed next steps so your team can follow up effectively after LIVEX.

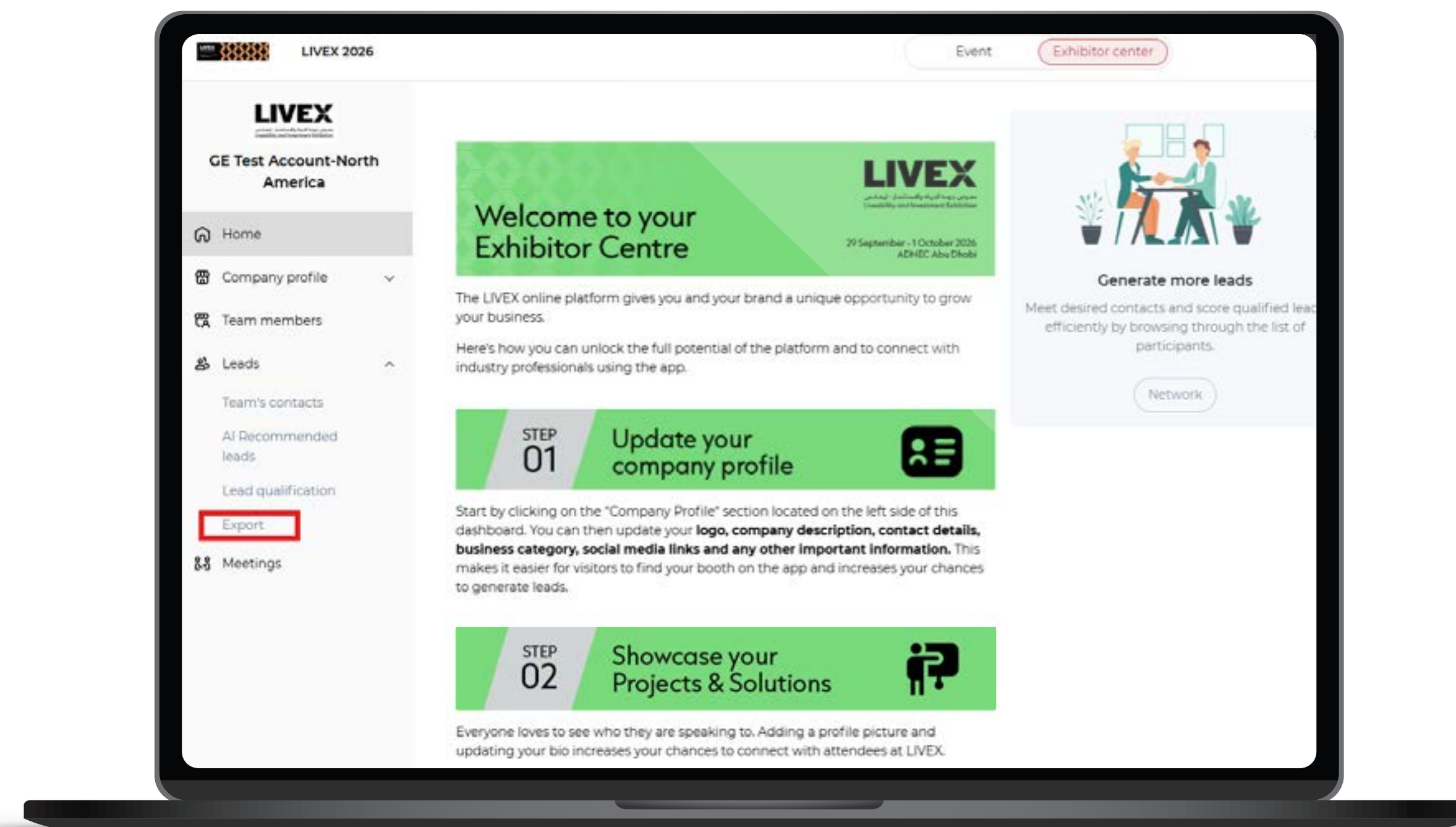




Download your leads post-event

After LIVEX, you can download your captured lead information and use it to plan your post-event follow-up. Your lead data can include information captured through badge scans and relevant interactions made through the app.

- Step 1:
 - Log in to the **LIVEX Global App**.
 - For the mobile version, select your profile icon and access the **Exhibitor Centre**.
 - For the WebApp, navigate to the **Leads** section in the left-side menu.
- Step 2: Open the available drop-down menu options.
- Step 3: Select "**Export**".
- Step 4: Choose whether to download all your leads or filter the leads based on the available options.



➤ Key message

Your LIVEX follow-up starts here. Use your captured leads to continue conversations and turn connections into business opportunities after the event.

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Thank You

Your LIVEX journey doesn't end
when the event does.

Continue building relationships, following up with leads
and turning your LIVEX connections into opportunities.

[Start connecting today](#)



Download the
LIVEX Global App

Need help?

Customer Support:

Email: customersupport@livex-global.com

Our support hours are
[Monday to Friday, 09:00 – 17:00 GST.](#)

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