



# Exhibitor Lead Tracker Dashboard

Stand Coordinator User Guide

# Stand Coordinator Confirmation Email

You have been registered for Fine Food 2024 as a Stand Coordinator. Here is your Fine Food 2024 Exhibitor Dashboard details. We recommend keeping this email somewhere safe!

As the registered Stand Coordinator for your organisation, you have access to the Exhibitor Dashboard where you can register stand staff, purchase tickets to additional networking functions and manage your leads.

Here is your personal link: [Exhibitor Dashboard](#)

To begin, log into your company's [Exhibitor Dashboard](#) and navigate to the "Manage my Team" tab, then click "add" and begin registering your stand staff. They will then be sent their own e-ticket directly once you have registered them.

To view a simple guide on how to use the Exhibitor Lead Tracker Dashboard you can [click here](#).

*Please note that you have already been registered as the stand coordinator and will automatically have access to the lead tracker. Your name won't be listed under the 'Manage my Team' tab. Please do not register yourself.*

## FINE FOOD 2024 APP LOGIN

The official Fine Food 2024 app is now available. Download the app by searching "Fine Food Australia" in your app store or clicking here: [Fine Food 2024 Event App - Android \(Install\)](#) or [Fine Food 2024 Event App - iOS \(Install\)](#).

You can then login using your email and mobile app PIN shown below (also printed on your badge).

**Email:** [test@divcom.net.au](mailto:test@divcom.net.au)

**Mobile App PIN:** N9YTQB

## SET UP QUALIFYING QUESTIONS

As the stand coordinator, you can set up qualifying questions that will apply to all scanned leads by accessing your exhibitor dashboard on a **desktop**.

Click on this unique auto login link to access the exhibitor lead tracker dashboard.

You can find your unique pin here for the Fine Food app. This will allow you to scan leads via the app.

# Exhibitor Lead Tracker Dashboard

**fine food**  
AUSTRALIA

**40**  
1984  
2024  
YEARS OF FINE FOOD

Celebrating  
40 Years of Food  
Connections

Home Manage your Team Stand Coordinator Details Lead Management Sign off

Welcome to the Fine Food Australia 2024 Exhibitor Lead Tracker Dashboard

As the Stand Coordinator, this is where you will manage your stand staff, scanned leads, and purchase tickets to functions for your team and guests.

All staff working on your stand must be registered under the 'Manage Your Team' tab. This will provide them with an Exhibitor Registration and grant them the ability to scan leads via the official app.

Please note: Stand coordinators do not need to register themselves as an exhibitor. We have done this for you. All stand coordinators automatically have access to the lead tracker. Your name won't be listed under the 'Manage your Team' tab.

If you have more than 50 staff members to register as exhibitors working on your stand, please contact [finefood@divcom.net.au](mailto:finefood@divcom.net.au) to submit additional names.

You can export your leads via the "Lead Management" tab above.

If you require assistance using the Dashboard, please contact our friendly customer service team at [finefoodo@divcom.net.au](mailto:finefoodo@divcom.net.au)

**fine food** The Ultimate 2-5 Sept 2024 4

Welcome to the Exhibitor Lead Tracker Dashboard homepage.

Now that you are here, you can click 'Manage your Team' to register staff working on your stand.

# Manage your Team – Staff Registration

The screenshot shows the 'Connections' web application interface. At the top, there is a navigation bar with 'YEARS OF FINE FOOD Connections' and a photo of hands shaking. Below this is a menu with 'Home', 'Manage your Team', 'Stand Coordinator Details', 'Lead Management', and 'Sign off'. The main content area is titled 'My Stand' and contains several paragraphs of text explaining the registration process. At the bottom, there is a table with two columns: 'Stand' and 'Checklist'. The 'Stand' column shows 'V18'. The 'Checklist' column shows a list of 'Exhibitor Registrations' with numbered 'Add' buttons next to each. A blue arrow points to the first 'Add' button.

Home Manage your Team Stand Coordinator Details Lead Management Sign off

### My Stand

Below is a list of all team members that are registered to work on your stand. Here, you can register new team members, and they will receive an Exhibitor Registration confirmation email directly.

You can also purchase tickets to additional networking events for yourself and your team below. Either 'open' an existing profile or purchase when you are 'adding' a new team member.

As the stand coordinator, **you do not need to register yourself as an exhibitor below.** We have done this for you and you will automatically receive access to the lead tracker. Stand coordinator contact details won't be listed below.

Only team members listed below, and the nominated stand coordinator, will have lead scanning ability via the official app. More information on the Exhibitor Lead Scanner app can be found [here](#).

Stand	Checklist
V18	
Registration	<input type="checkbox"/> Exhibitor Registrations <b>1</b> Add
	<input type="checkbox"/> Exhibitor Registrations <b>2</b> Add
	<input type="checkbox"/> Exhibitor Registrations <b>3</b> Add
	<input type="checkbox"/> Exhibitor Registrations <b>4</b> Add
	<input type="checkbox"/> Exhibitor Registrations <b>5</b> Add
	<input type="checkbox"/> Exhibitor Registrations <b>6</b> Add

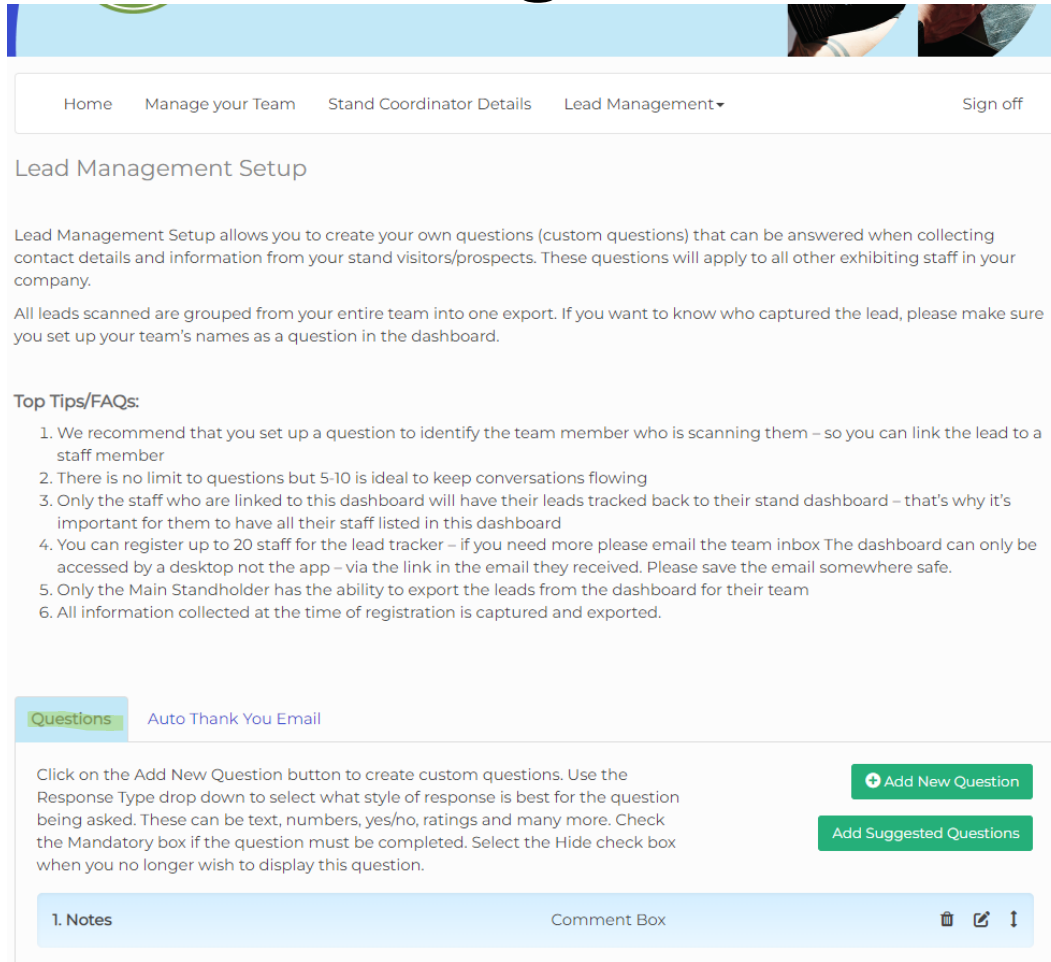
Under Manage your team, you can register staff working on your stand.

You do NOT need to register yourself as you are the stand coordinator and we have registered you.

All you need to do is select 'ADD' in the list and complete the registration form for each exhibitor working on your stand.

Anyone you register will then receive a confirmation email that they have been registered as well as a Fine Food app pin to scan leads. They can use this confirmation email to collect their exhibitor badge onsite from the Registration Desk.

# Lead Management



Home Manage your Team Stand Coordinator Details Lead Management Sign off

## Lead Management Setup

Lead Management Setup allows you to create your own questions (custom questions) that can be answered when collecting contact details and information from your stand visitors/prospects. These questions will apply to all other exhibiting staff in your company.

All leads scanned are grouped from your entire team into one export. If you want to know who captured the lead, please make sure you set up your team's names as a question in the dashboard.

### Top Tips/FAQs:

1. We recommend that you set up a question to identify the team member who is scanning them – so you can link the lead to a staff member
2. There is no limit to questions but 5-10 is ideal to keep conversations flowing
3. Only the staff who are linked to this dashboard will have their leads tracked back to their stand dashboard – that's why it's important for them to have all their staff listed in this dashboard
4. You can register up to 20 staff for the lead tracker – if you need more please email the team inbox The dashboard can only be accessed by a desktop not the app – via the link in the email they received. Please save the email somewhere safe.
5. Only the Main Standholder has the ability to export the leads from the dashboard for their team
6. All information collected at the time of registration is captured and exported.

Questions Auto Thank You Email

Click on the Add New Question button to create custom questions. Use the Response Type drop down to select what style of response is best for the question being asked. These can be text, numbers, yes/no, ratings and many more. Check the Mandatory box if the question must be completed. Select the Hide check box when you no longer wish to display this question.

+ Add New Question

Add Suggested Questions

1. Notes Comment Box

Click on the Lead Management Tab and then scroll down to Add Suggested Questions.

- 'Add Suggested question' gives a list of pre – generated questions.
- You can select any question that is relevant to your company and select add
- You can click 'Add New Question' if you wish to customise your own questions and answers. Custom questions will be displayed on the dashboard.
- ➔ User Tip : Ask 2 or 3 quality questions and add a comments box for notes about your lead.
- ➔ **Please note, once you scan a lead onsite (QR code on visitor badge) via the app, the questions you have set up on this dashboard will come up and you can input the visitors' answers and click **submit**.**

# Auto thank you email

Questions **Auto Thank You Email**

### Auto Thank You Email Setup

A thank you email can be configured to be automatically sent to all contacts that are scanned and had their information collected. This email can include an attachment which might be a product brochure or useful information that is applicable to all contacts that have been scanned.

From Name\*

From Address\*

Cc

Bcc

Subject\*

Attachment  [Browse](#)

Body\*

[Insert First Name](#)

## Auto Thank you Email

You can find this next to 'Questions'.

All scanned and confirmed leads will be sent an Auto Thank you email.

- Add a from name
- Add a from email
- Add a subject line
- Add the email copy
- Select Save

# Export your leads

The screenshot displays the Fine Food Australia website interface. At the top, there is a banner for 'Celebrating 40 Years of Food Connections' with the 'fine food AUSTRALIA' logo and a '40 YEARS OF FINE FOOD' anniversary graphic. Below the banner is a navigation menu with options: Home, Manage your Team, Stand Coordinator Details, Lead Management (highlighted), and Sign off. A dropdown menu under 'Lead Management' shows 'Setup' and 'Current Leads' (highlighted). The main content area is titled 'Current Leads' and contains a paragraph explaining that leads are listed with scan dates and times, and that an Excel export is available. Below this is a note: 'All leads scanned by your team (exhibiting under the same company name) will appear below.' There is a search bar for 'Search Contact Details' and a 'Total Leads 0' indicator. A 'Clear' button and an 'Add Filter' button are also visible. At the bottom of the screenshot, there is a banner for 'The Ultimate B2B Food Event' from '2-5 Sept 2024' at the 'Melbourne Convention & Exhibition Centre', featuring the 'fine food AUSTRALIA' logo and the '40 YEARS OF FINE FOOD' anniversary graphic.

- Click on the Lead Management tool
- Select 'Current Leads'
- An excel will be generated by clicking on the Export button at the bottom of the page.
- Please note, only the stand coordinator can export leads and this must be done via a desktop computer.