

Transcript: Lead Insights video, Informa Annual Review 2024

At first glance, this might look like any other business conference, but this Informa event is being enhanced by a powerful digital ecosystem, which is quietly revolutionizing the way that exhibitors, sponsors and attendees connect at events.

Over the next 3 days, every badge scan, every events session attendance, every in-app interaction, is being tracked, analysed and fed into, Informa's lead gen platform, Lead Insights.

100% of exhibitors at TMRE, are using Lead Insights, I'm here to find out how it works, and what it means for the future of B2B events.

Lead Insights is a dashboard that brings together all your leads as a sponsor or exhibitor into one place. So you're generating leads in a number of different ways around our events. So pre-event, that's through app engagements through our app ConnectMe, and so that could be through scheduling a meeting with them, it could be visiting their virtual booth, it could be downloading a piece of their content, or it could be scheduling one of their sessions into their personalised agenda. All of that combines and is sent through to Lead Insights.

And that really allows our sponsors and exhibitors to have, a really good view of who's engaging with them, who's showing intent before the event has even started. Then when you get on site at the event, that's really when Lead Insights comes to life.

Imagine I'm an attendee. I arrive at one of our events, and I'm given a lanyard with a tag on it, and I spot a booth that I'm interested in. So I go over, have a conversation, That exhibitor then scans my badge, and that data is sent automatically through to their Lead Insights dashboard.

As an attendee I then spot a session that I'm interested in going to. Instead of having to queue up at that session and get my badge scanned again, the tag on my badge automatically tells the exhibitor or the sponsor sponsoring that session that I have been in their session, and again my data is sent over to their Lead Insights dashboard.

And then I come out, I spot a product on show. I want to find out more about that product and it has a QR code next to it. So I open up the ConnectMe app, I scan that QR code, and again my information is passed on to the sponsor or exhibitor, automatically into Lead Insights.

All of that means that Lead Insights makes our B2B face-to-face events, much more effective.

As events continue to evolve, the integration of advanced digital platforms like Lead Insights is redefining the value of face-to-face events.

I really like Lead Insights is because they mention the intent as well. So if we've got people that are visiting the booth, are going to our session, it's going to indicate on the platform if it's high intent, if it's low, and that really just gives us kind of a temperature check, of how to interact with these people when we reach out to them after the event.

The best thing that Lead Insights has done for us overall is just, making sure that we have a central hub, to track all of the engagements that we've had, through the course of the event.

This has been the best platform so far. I'm kind of getting addicted to it, where I'm checking throughout the entire event.

Great insights. We were able to have insights before we even got here on who was interested. So we were able to prepare, able to share with the team.

We're already sharing stuff. You know, my job is to bring the opportunity to sales and with Lead Insights, we now have the opportunities.

It's no longer about how many hands you shake. It's about making every connection count, making every interaction measurable and maximizing your time on site. Lead Insights provides that solution and is the future of B2B events.