IJS Connect Platform

Instructions Manual for Exhibitors

About IJS CONNECT Platform

- IJS Connect Platform is an advanced lead data collecting and tracking system.

Acquire the data of booth visitors and expand your clientele pool;

Get the chance to ask your leads the questions you are interested in;

Know more about the behaviors of your leads and consolidate your relations; and
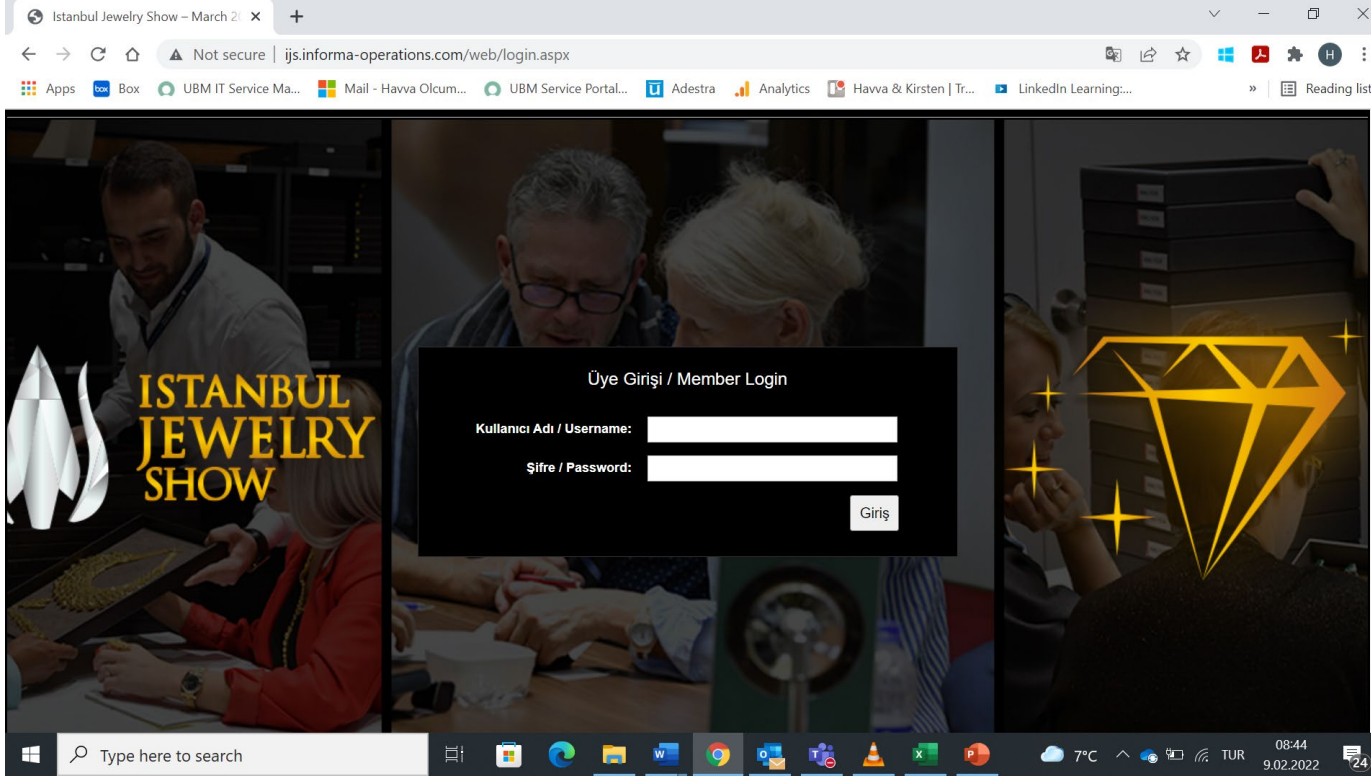
Deliver to your target group detailed information about your company, such as product catalogues and documents in a easier and faster way

How to Access IJS Connect Platform?

How to Access IJS CONNECT Platform?

Click on http://ijs.informa-operations.com/web/login.aspx and use your user name and password sent from IJScustomerservice@informa.com to login to the Istanbul Jewelry Show Manual for Exhibitors System.

Steps to Access IJS CONNECT Platform

1

Enter the page and then click on ORDER FORMS button at the bottom of the menu on the left side of the page.

Steps to Access IJS CONNECT Platform

2

Enter Forms page and click on VISITOR BADGE REQUEST form.

Click on «click here» button to access Visit Connect page.

What are the Features of IJS Connect Platform?

Welcome to IJS CONNECT Platform!
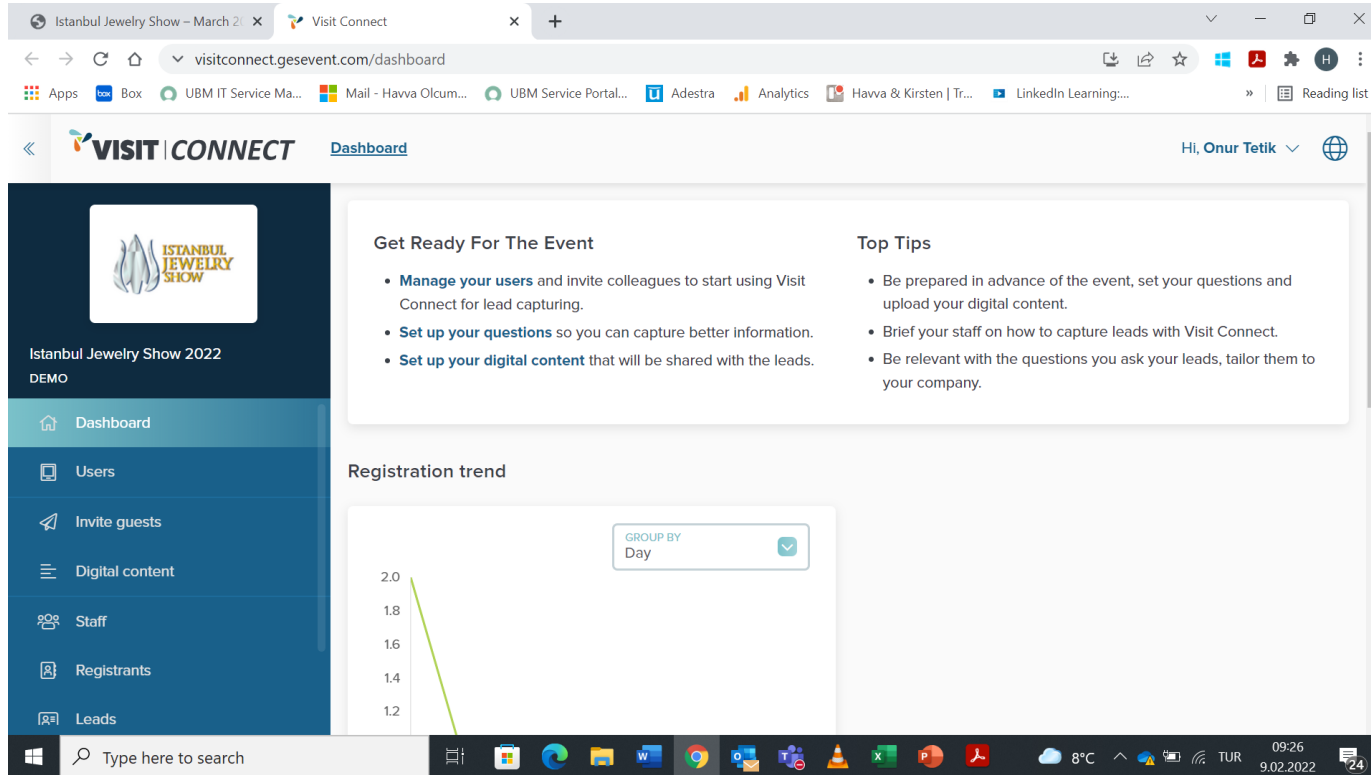
Click on the relevant section to access IJS Connect Platform.

On this page;

- You can fill in visitor badge requests;

- Invite your guests to your booth;

- Upload your company video, brochures, documents etc.; and

- Access the data of guests who have visited your booth during the exhibition.

Welcome to IJS CONNECT Platform!
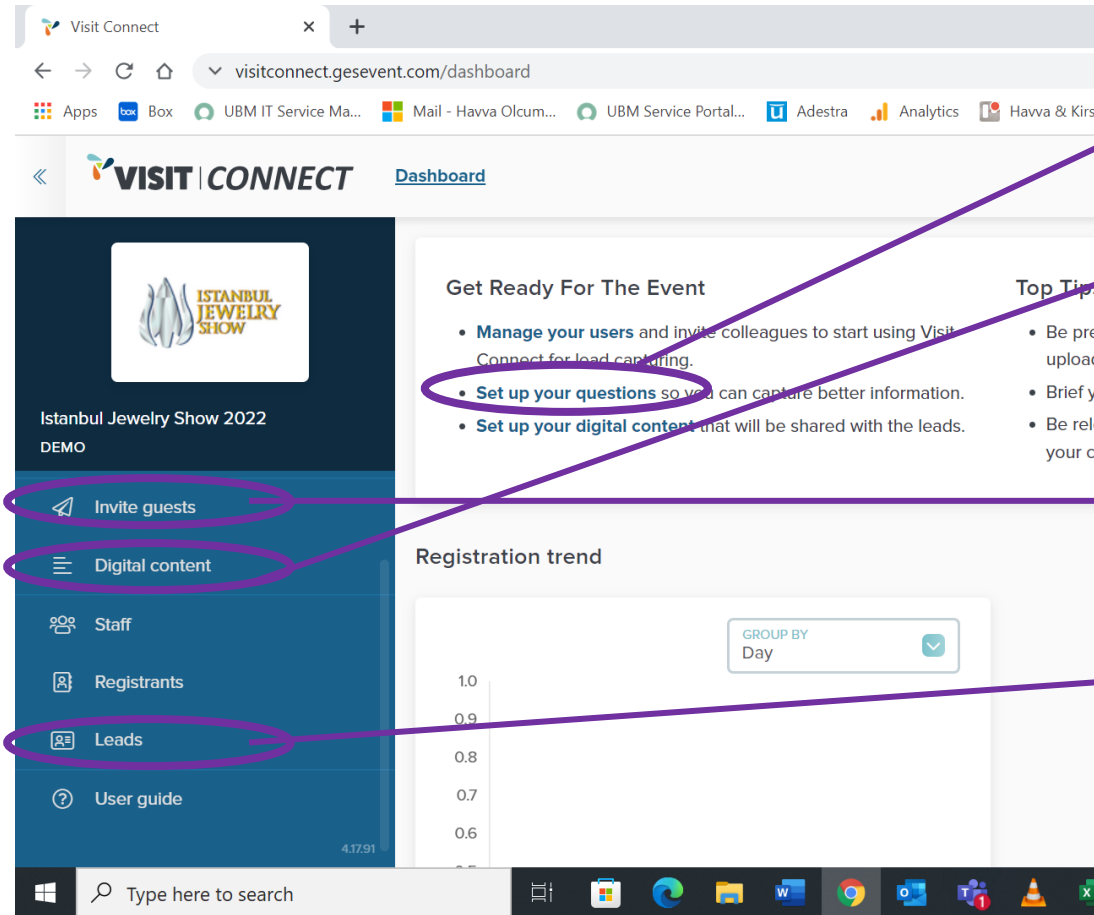
Set up your questions: Prepare your questions!

Digital content: Upload any document you want to share with your contacts!

Invite guests: Invite your guests!

Leads: View, review and download an excel copy of the data of your contacts collected during the exhibition.
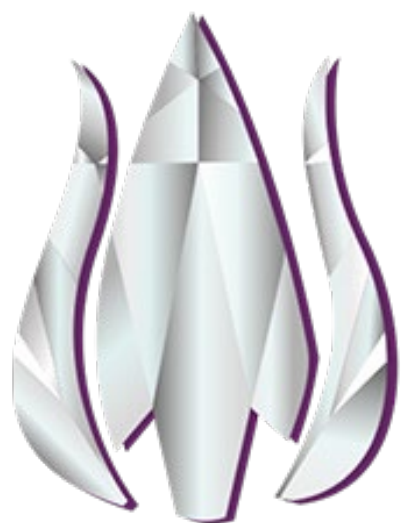
How to Set Up Questions?

How to Set Up Questions?

Click on **Set up your questions** section and click **+Add** button on the bottom-right section of the page to start adding your questions.
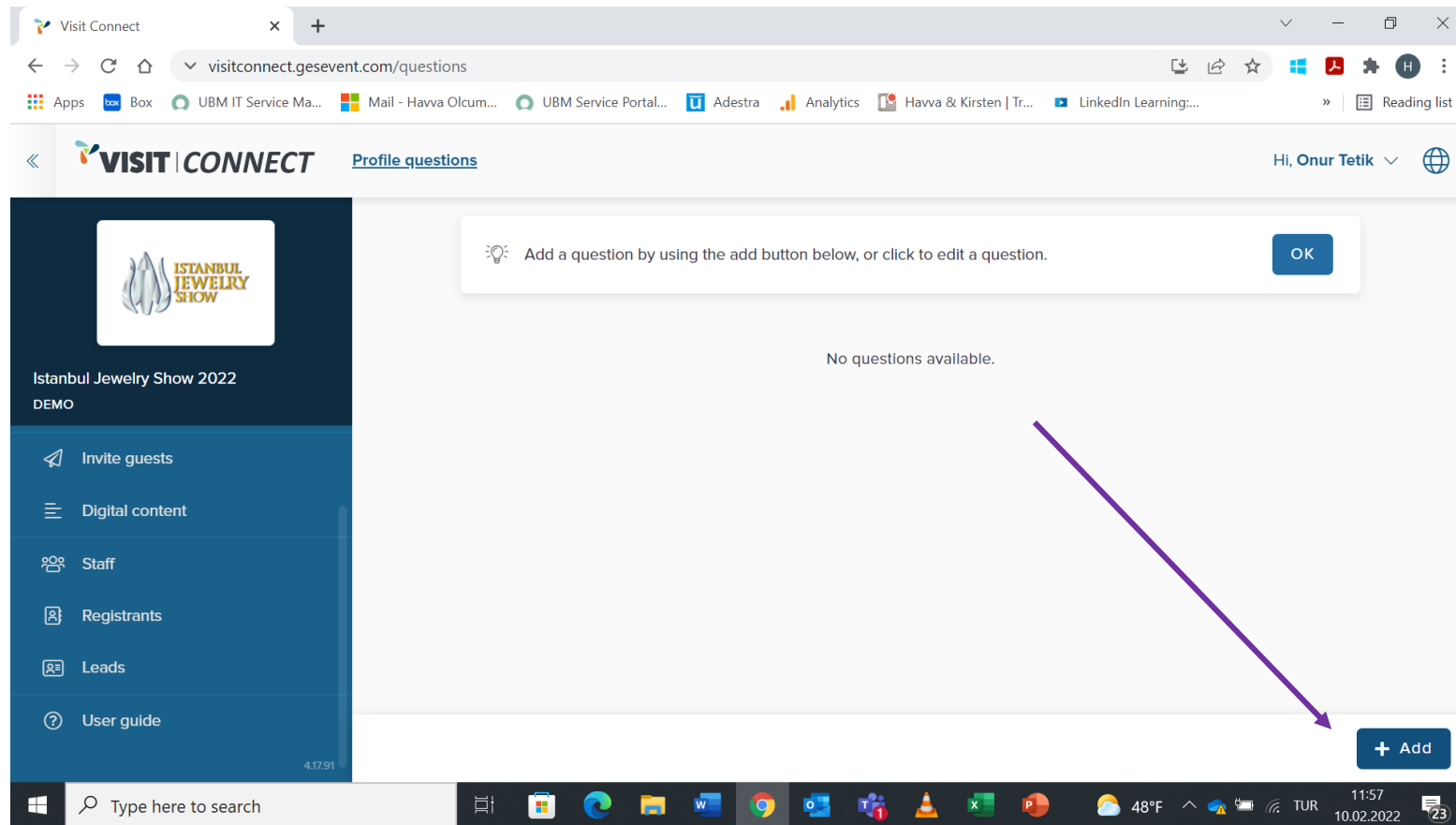
How to Set Up Questions?

- After writing your question, you may select the type of answer as free text, multiple choice or single choice in the purple box shown.

- Then click Save button to save your question.

- You are recommended to ask at most 10 questions and prioritize your questions to make it easier for your leads to answer.

How to Set Up Questions?

Question Examples

- What is your purchase frequency?

- Which communication methods do you prefer?

- Is there a specific type of product you seek?

- Which products are you interested in?

- What is your total budget?

- Is there any co-workers that may be useful to communicate with?

- What is the estimated quantity of order from product X?

- After discussing with your leads, you may also add the following questions for them to answer (booth staff is the employee who represents your company during the exhibition).

- Is this lead hot, cold or warm?

- Please specify a tracking process for continued communication (send brochure, e-mail, track by phone, set a meeting etc.)
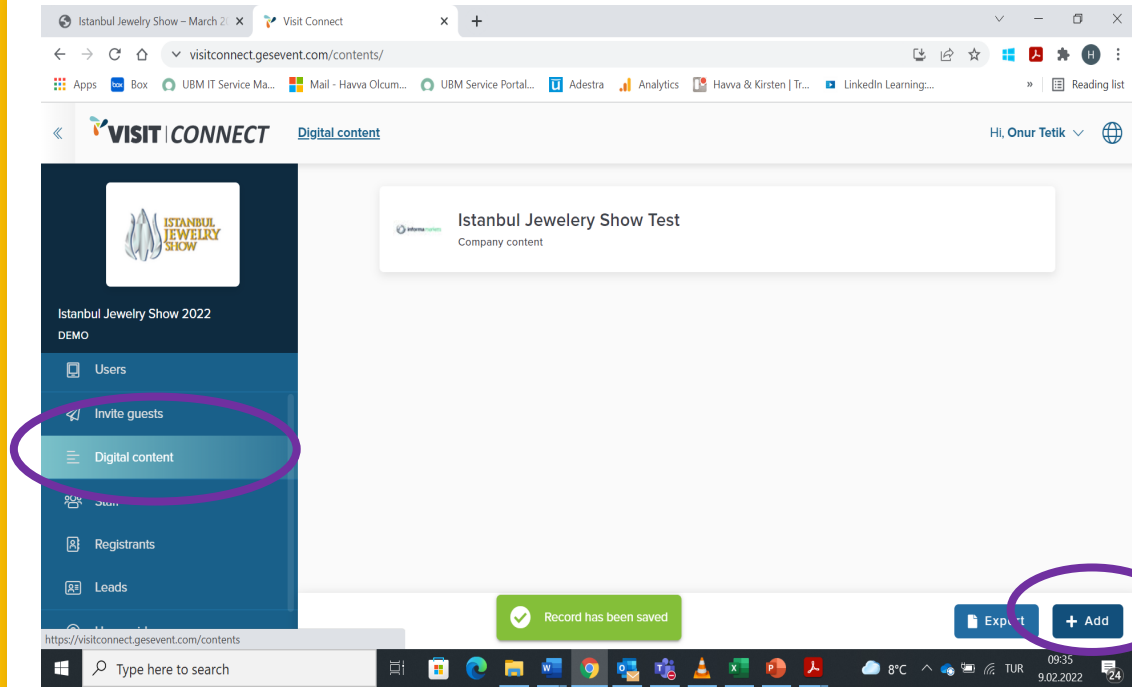
Remember: The more tailor made you set your questions to your clientele and company needs, the more effective is your tracking ability after the exhibition.

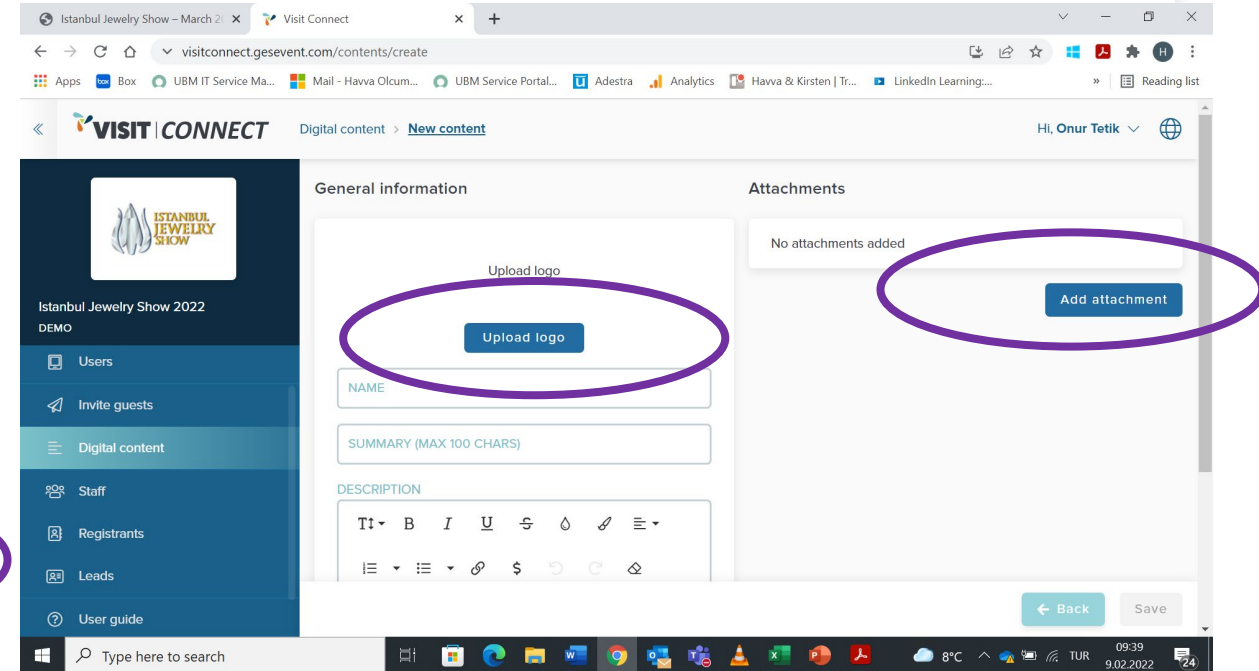How to Upload Digital Contents?

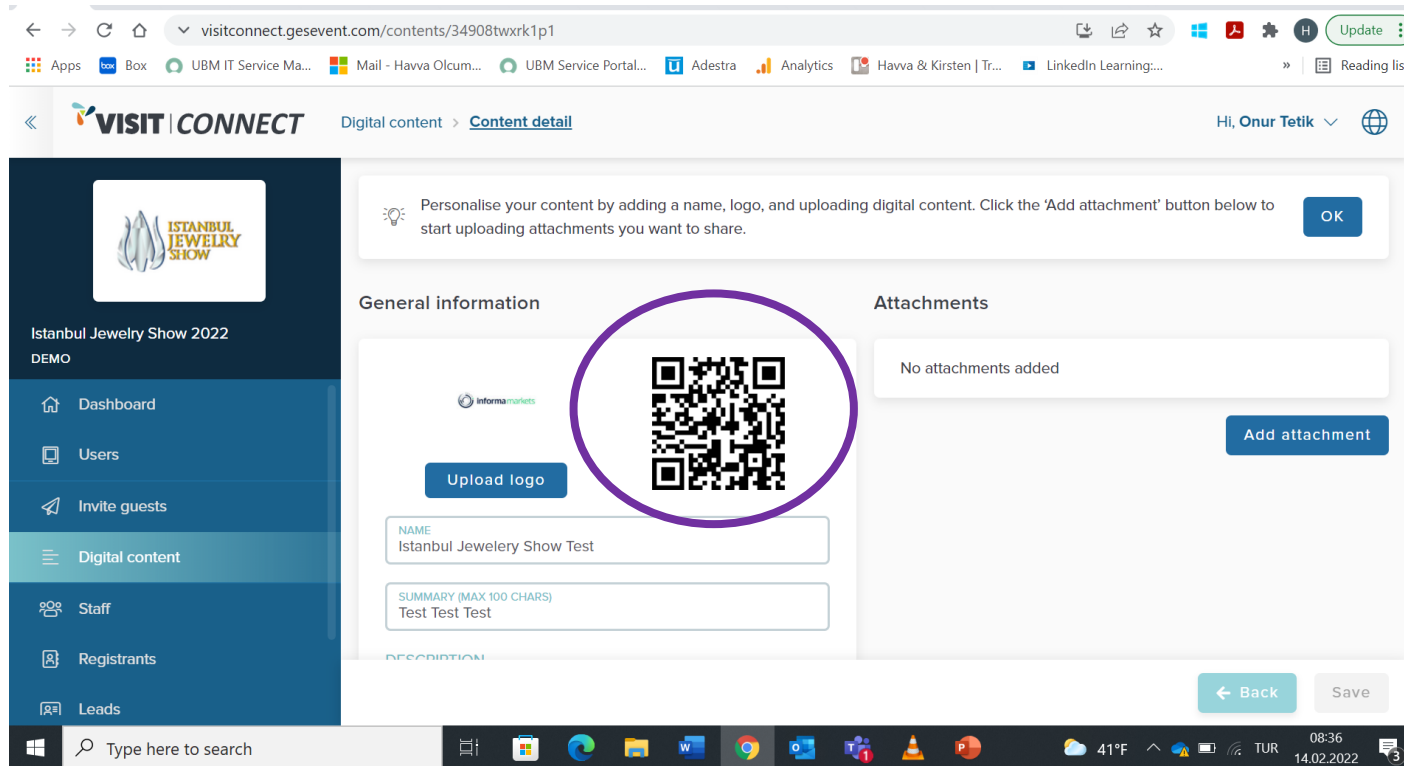# How to Upload Digital Contents?

1   Click on Digital Content button.

2   Click +Add button on the bottom-right corner to add your logo and documents.

3   Click on Upload Logo button in the drop-down menu to upload your logo.

4   Click Add Attachment button on the right and enter the document for uploading and select type of file to start uploading.

How to Upload Digital Contents?

After you upload your digital contents, the system will create a specific QR code for you.

Right click on this QR code and save it as image to download to your company.

This QR code may be placed anywhere at your booth.

Booth visitors will scan this QR code to acquire the documents you uploaded.

When booth visitors scan this QR code, their data will be transferred to your system and you will acquire their data.

How to Invite Guests?

How to Invite Guests?

1 Click on **Invite guest** heading.

2 Click on the section next to the link on the page displayed and copy the link or send to anyone and/or share on your social media accounts.

How to Invite Guests?
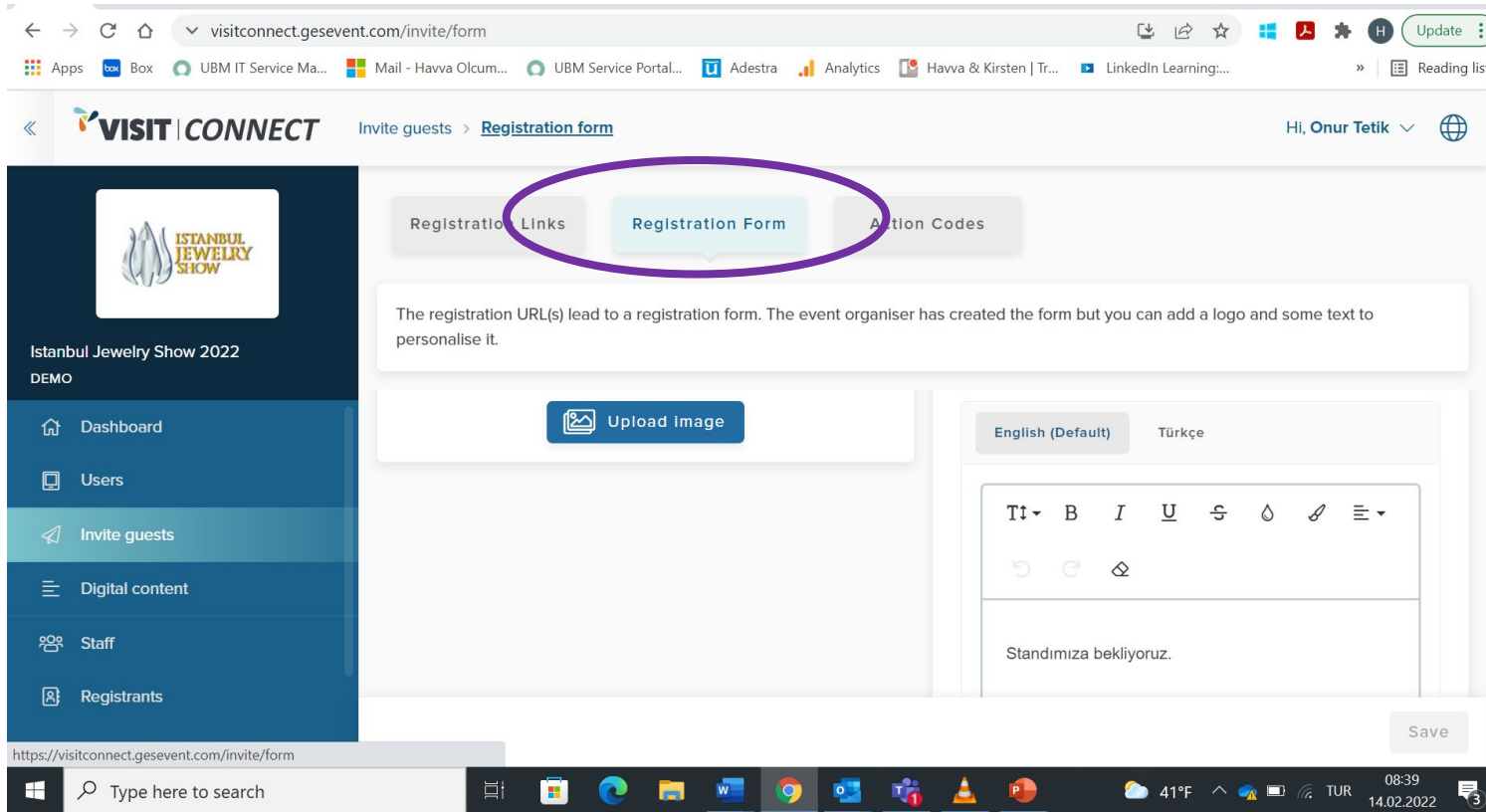
If you prefer, you may prepare an exclusive invitation message for your company.

Click on Registration Form and upload your logo on the page displayed.

Select from English or Turkish options on the right side and add a message for the guests to be invited.

How to Invite Colleagues to Use IJS Connect Platform?

How to Invite Colleagues to Use IJS Connect Platform?

You have to authorize your staff members to manage and/or use IJS Connect Platform.

1 Click on **Users** heading.

2 Click on **+Invite User** button on the bottom-right for each new invitation and invite any staff members to use the system.

How to Invite Colleagues to Use IJS Connect Platform?

3 Click on the checkmark next to **Access Mode** option to choose the type of authority to be assigned to the respective staff member.

> **Admin Access:** Allows all access to the platform.

> **Staff:** Allow to view collected leads and manage meetings when available.

4 Enter the name and e-mail address of the staff member you want to invite and then click on Send button to send your invitation.

5 Recipient will receive an e-mail and will access the system by clicking the link in the e-mail. At the second step, a code will be sent to recipient's e-mail again and recipient will gain full access to the system with this code.

IMPORTANT!!!: Your staff has to access the system through **mobile device** via this link during the exhibition.

How to Collect Leads' Data?

How to Collect Leads' Data?

- Information about leads is directly transferred to the Visit Connect account of the exhibitor once the QR code on the badge of booth visitors are scanned.

You may use IJS Connect application for the following purposes:

- To scan the QR codes on badges of booth visitors to acquire their data;

- To record the answers of booth visitors to your questions,

- To share texts, images and audio notes with booth visitors, and

- To copy the contact information of booth visitors to your device contacts.

You do not have to download IJS Connect application to your phone. The app works with - web browser of your device. Once it begins working perfectly, it will keep working even if your connection is lost. Once you connect again, all data collected will be synched with Visit Connect server.

How to Collect Leads' Data?

- One method to collect visitor data and secure visitors as leads is to scan their badges. Second method is to upload your digital documents to the system and place these QR codes around your booth to allow visitors scan those QR codes to achieve your contents.

- Specify QR codes for your company in general or for special products with Visit Connect and make visitors share their contact info with you when they scan these QR codes placed around your booth!

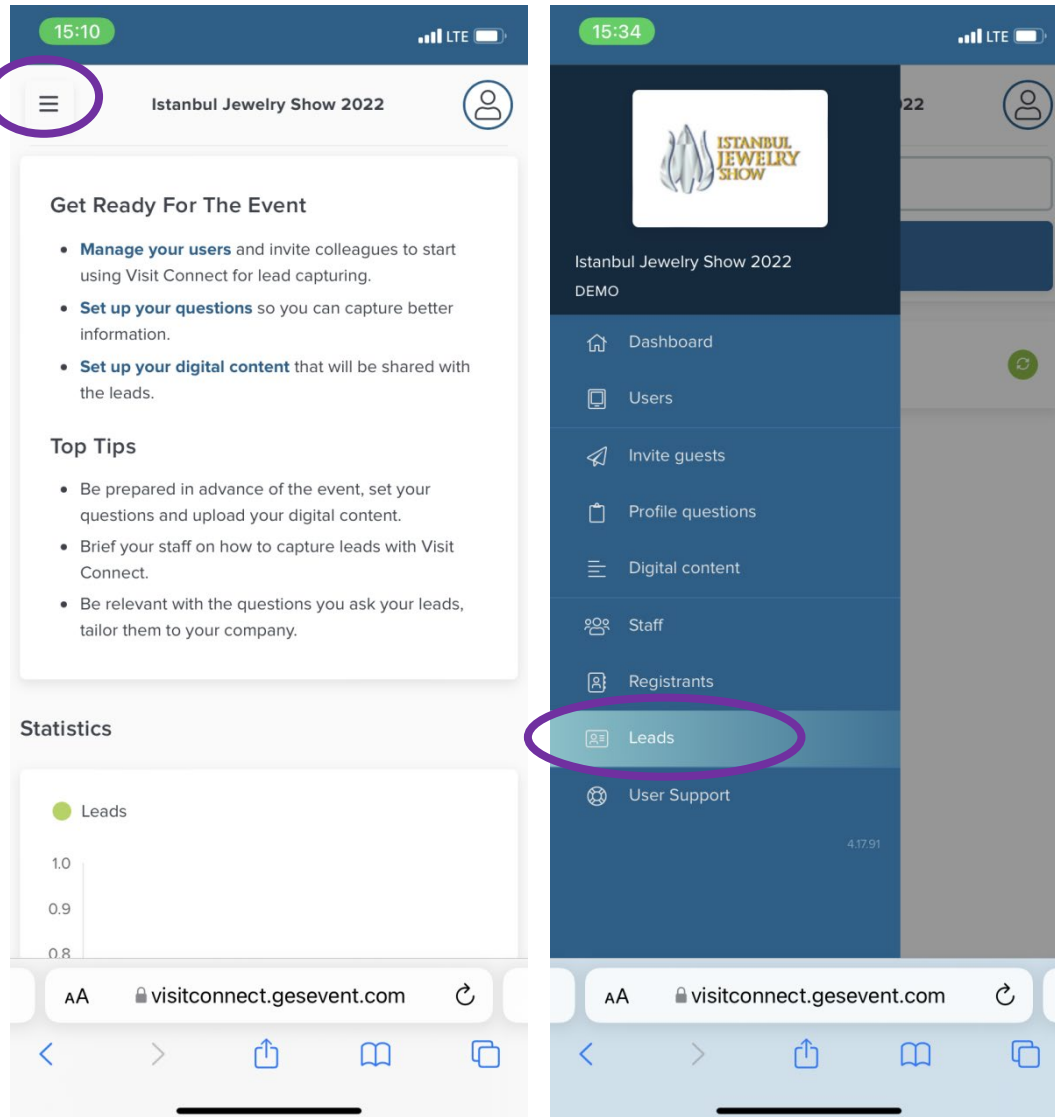| Visitor visits your booth. | Scan the QR code on visitor badge or the visitor scans the QR code at your booth. | Visitor acquires your documents and you acquire visitor data as a lead. |

How to Collect Leads' Data?
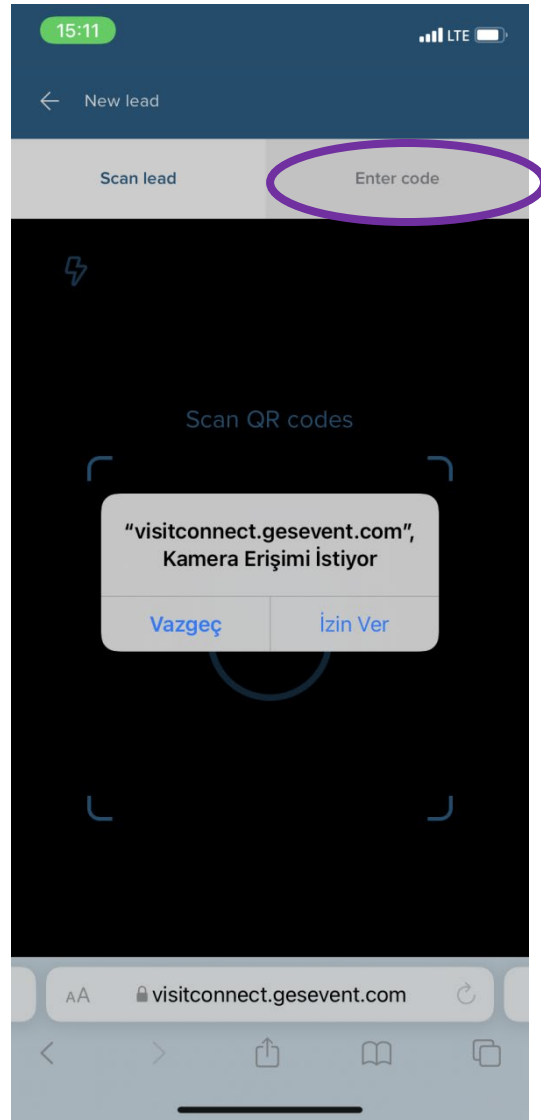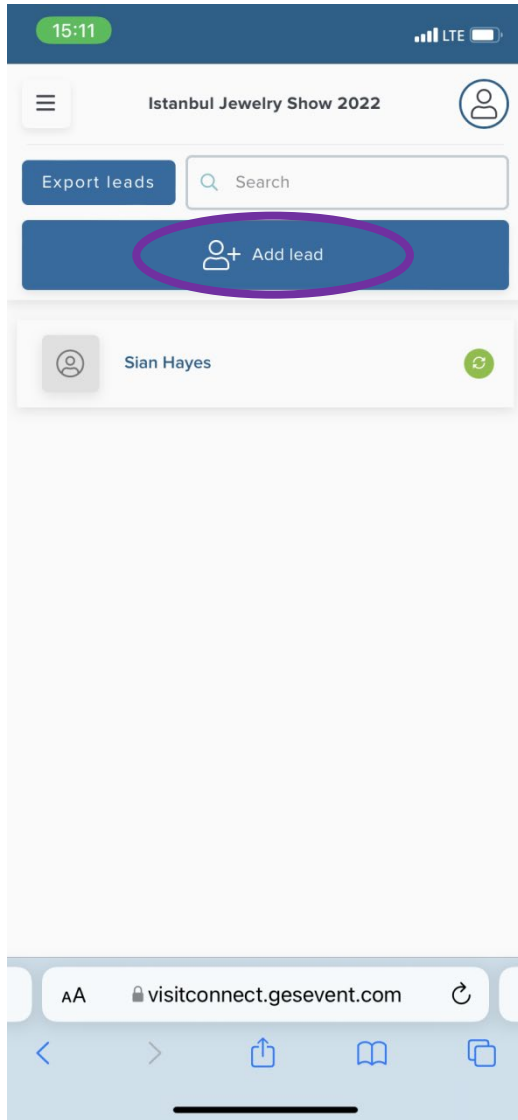
How to Collect Leads' Data?

Access the system on your mobile device.

Click the menu on the left side of the screen after logging in the system.

Click on Leads button on the page displayed.
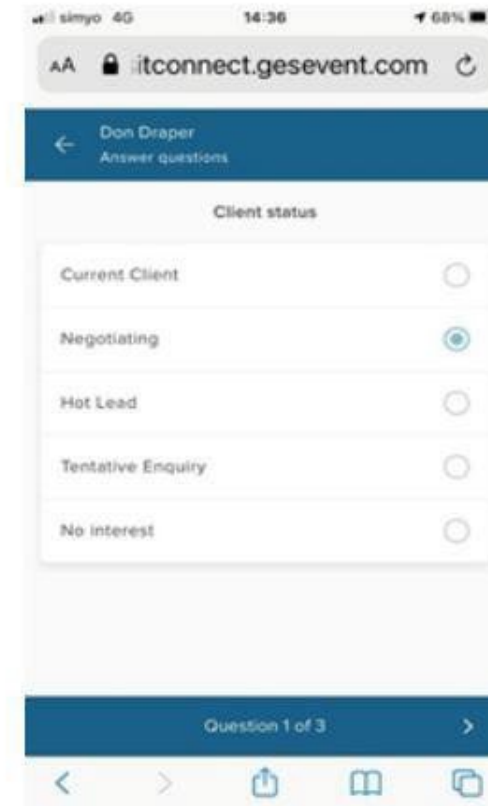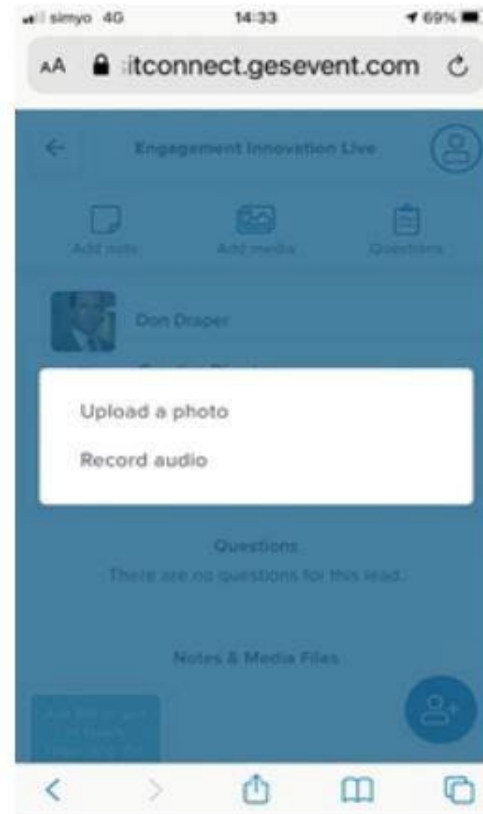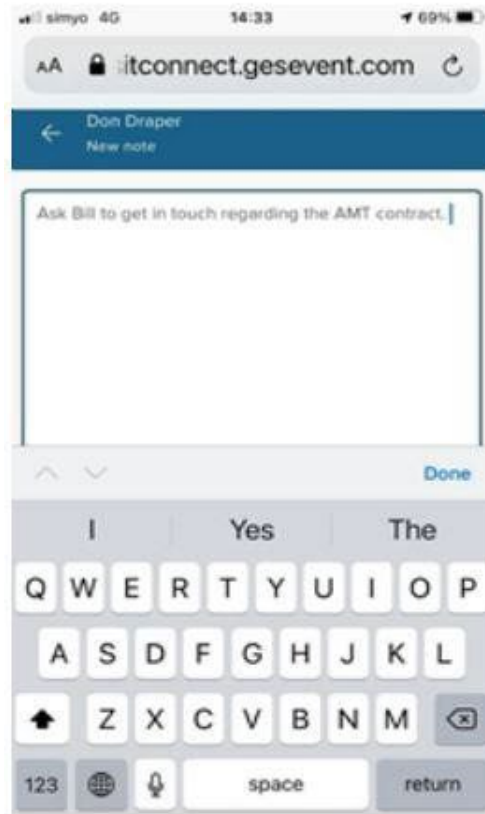
How to Collect Leads' Data?

- Click on Add Lead button.

- Allow camera access on the drop-down box..

- If you fail scanning QR code, click on Enter Code on the top section and enter here 15-digit code specified on the badge.
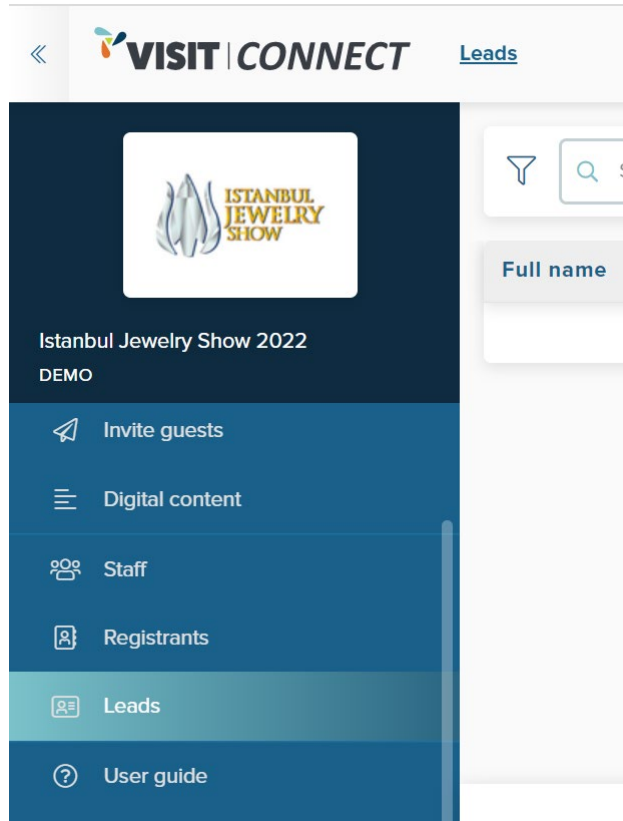
How to Collect Leads' Data?

- After adding the lead, you may answer the questions prepared before the event or add information, images or notes.
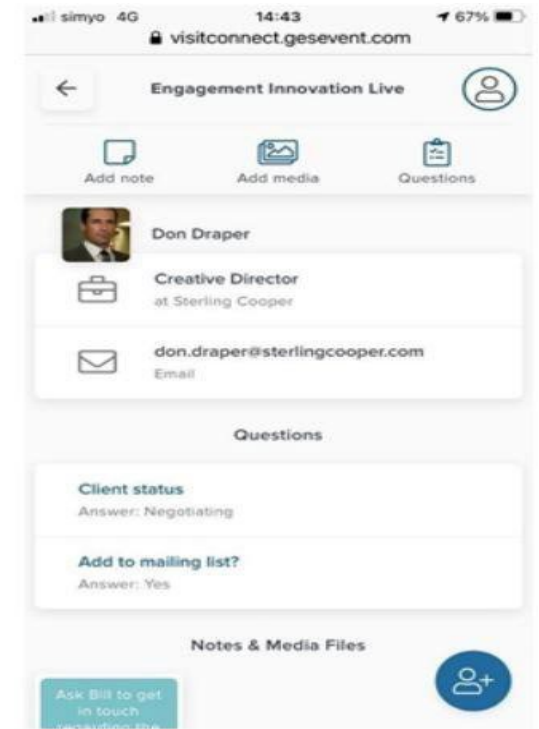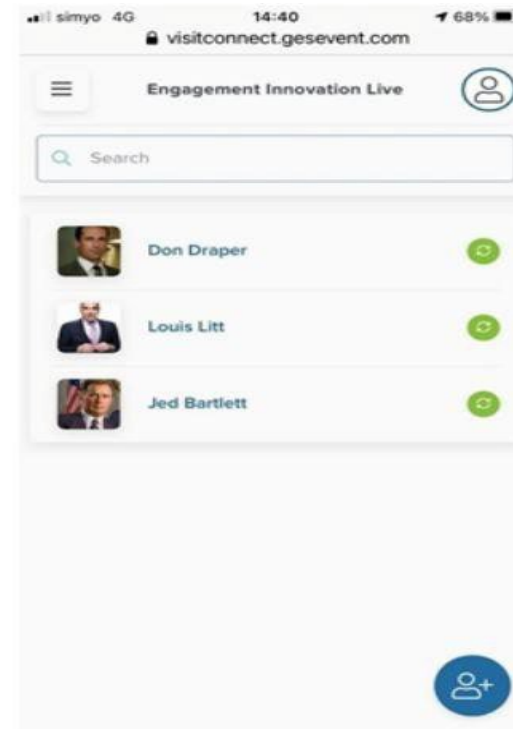
Review your Leads

- On the main screen of IJS Connect Platform, you may see a list that contains all of your leads. Click **Leads** tab to access this list.

- Click on each record to view the details. You can also keep adding notes after visitor leaves the booth.

How to Access Leads' Collected Data?

How to Access Leads' Collected Data?

Follow the steps below in the application to perform Manual Synchronization.
This procedure has to be performed on your mobile device.

- Connect your device to the internet (become online) and log in to IJS Connect Platform (Visit Connect)

- Click on Leads tab on the left side of the menu and scroll down the page to synchronize your leads.

- Wait until «All leads are synchronized» message is displayed.

And close the application.

- On web portal, log into OEM platform with your user name and password and follow the steps described in 3rd slide to access IJS Connect platform.
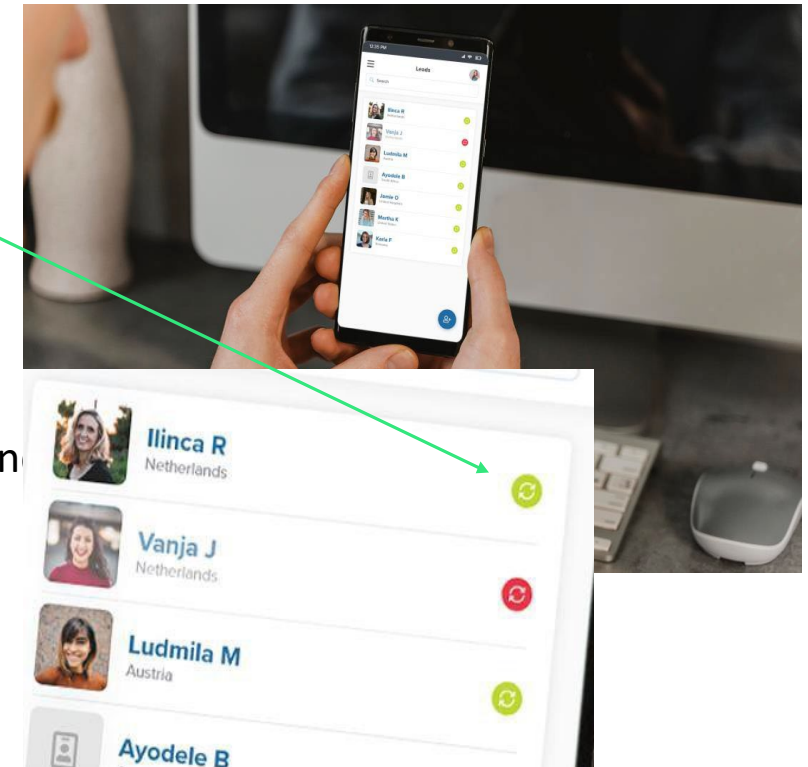
Which Data of Leads to be Acquired?

- On web portal, log into OEM platform with your username and password and follow the steps described in 3rd slide to access IJS Connect Platform.

- Click on Leads heading on the left menu to view all your leads.

- You can view Full name, Company, Email columns and contact information provided by your lead during registration.

- This list also contains the following information about your lead:
  - Business segment of their company
  - Title
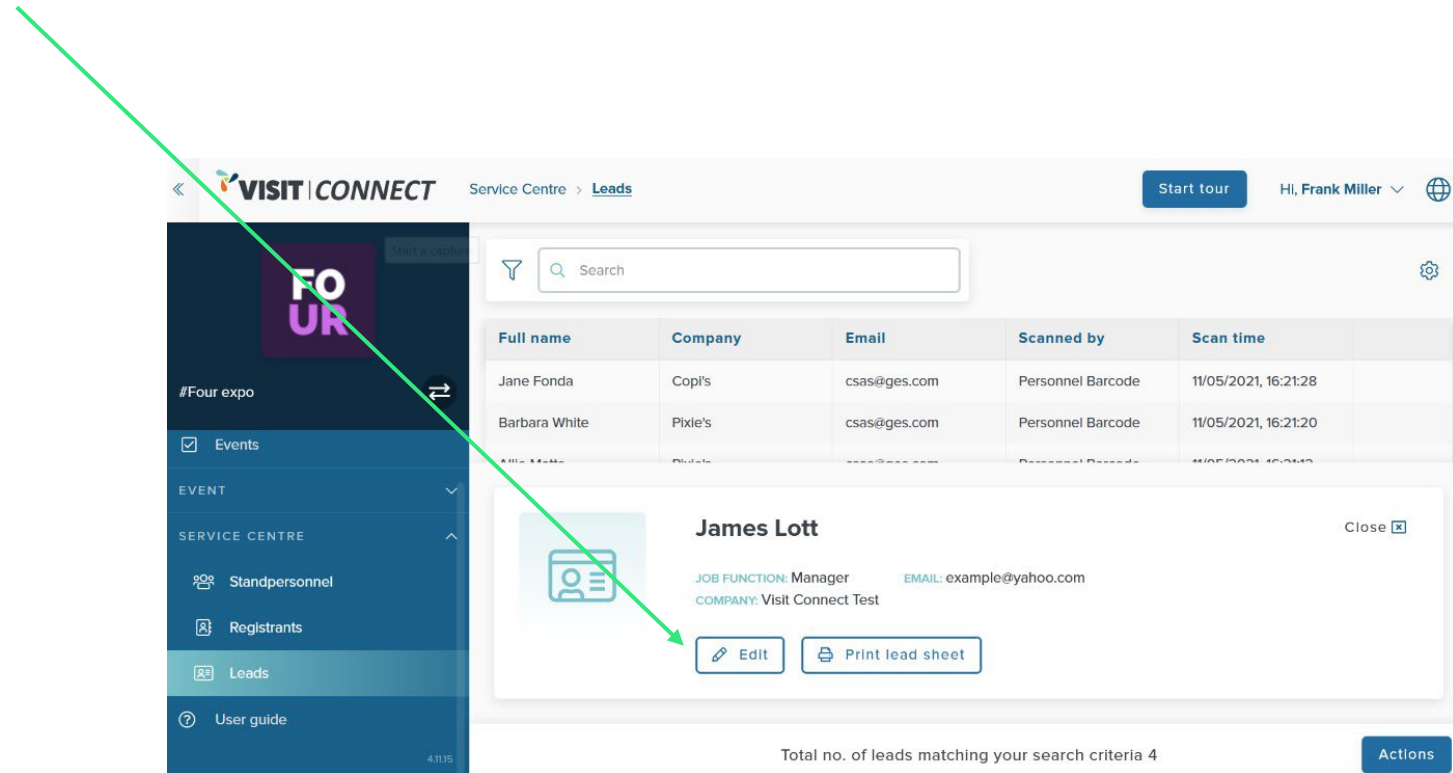 - product groups they are interested in

How to Manage Leads?

How to Manage Leads?

You can manage your leads in IJS Connect Platform (Visit Connect) as follows:

- Write in the search section on top and **enter to** search for your leads.

- Filter your leads by various criteria: communication stages, company, lead scanning staff member, contents scanned by the lead, dates of scanning

- Click on the lead on the list to display a preview of information about the lead. Preview is displayed at the bottom of the screen and in this section:

  - Click Edit button to view and edit information about a lead (See access to lead data for further information).

  - Click PRINT LEAD SHEET to save or download information (See print lead sheet).

How to Access Leads' Information?

- When you click Edit on the list of leads, you may scroll down to view a more detailed table about the lead:

How to Access Leads' Information?

- The tab on top of the lead details page allows you to view various details: see the next slide for details.

How to Access Leads' Information?

- **CONTACT:** View and edit leads' contact information.

- **YOUR QUESTIONS :** View and edit answers of lead to your (special) questions

- **REGISTRATION QUESTIONS :** View and edit answers by lead on online registration form (This tab is blank if it is not permitted for sharing).

- **NOTES:** View or edit notes saves for this lead or add new notes.

- **CONTENT:** Allows you to view the contents collected by your lead..

- **STAGES :** View or select the stage of lead: Contacted, Active or Long-Term Opportunity. You may use this tab to create a communication history with the lead.
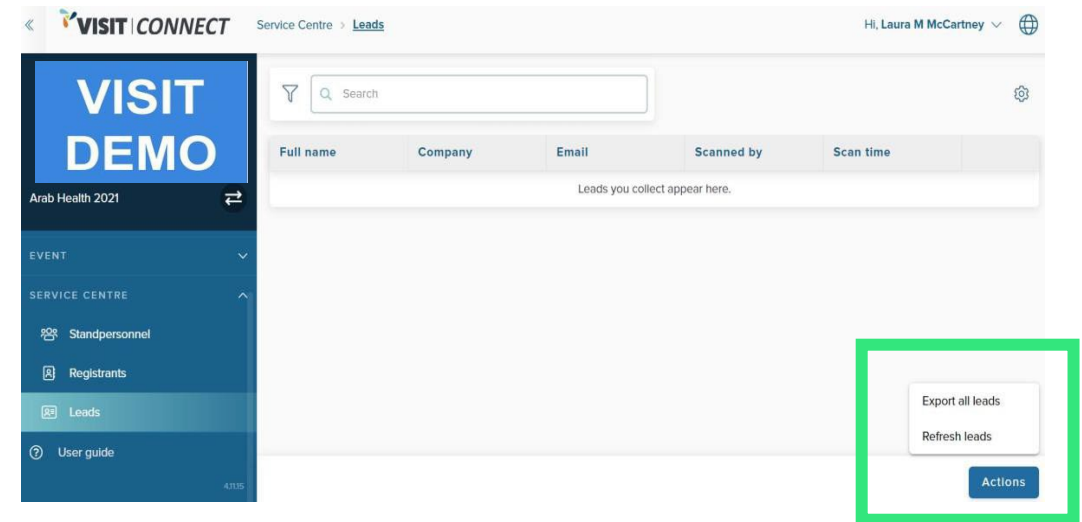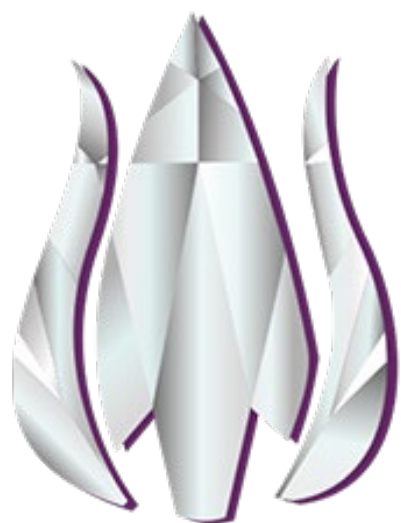
How to Download Lead Information?

How to Download Lead Information from System?

- You may use Visit Connect web portal (Visit Connect is the web portal where you manage accounts, licenses and leads) to import leads to an Excel workbook or .csv file or to export to CRM for tracking purposes..

- Click on **Leads** on the menu.

- Click on **Actions -> Export all leads** on the bottom right corner.

- Click on **DOWNLOAD** and select where to save the file on your computer and then click Save.

- You may open the file imported in Microsoft Excel format or export to any software that supports such file format.

Thank you...