

# Lead scanning

at CWIEME Berlin



**Capture every interaction.  
Strengthen every relationship.**

Lead scanning at CWIEME Berlin enables fast, accurate lead qualification through badge scanning.

Capture detailed attendee data in seconds – turn conversations on the stand into

measurable pipeline or clear follow-up strategy. Data will include: Full contact information, job function, nature of business and purchasing authority.

But this is not just about new contacts. It is about building a complete picture of everyone you meet, including existing customers.

## Before CWIEME Berlin

### 1 Get ready

Preparation defines performance. Set your team up to capture meaningful, actionable connections.

### 2 Ensure app access for your team

Download and log in ahead of time to avoid delays onsite. Align your team on approach and messaging.

### 3 Give admin access to key team members

Ensure the right people can manage lead capture settings and export data efficiently.

## During CWIEME Berlin

### 4 Scan every badge

Whether it is a new contact or a long-standing customer, every interaction should be captured. Even if you already know them, scanning ensures:

- You know exactly who visited your stand
- Your wider team has visibility of the interaction
- Follow-up is consistent and not dependent on memory

### 5 Add notes and context

Capture what matters:

- Project updates
- New requirements
- Next steps

This is especially important for existing customers, where conversations often move projects forward.

### 6 Sync in real time

Your data updates instantly. If offline, it uploads once reconnected.

## After CWIEME Berlin

7

### Close the loop

Momentum matters. Act quickly while conversations are still fresh.

8

### Export your leads

Access and download your full lead list easily from the platform.

9

### Distribute leads across your team

Share with sales, account managers, and marketing teams.

This ensures:

- Existing customers are followed up with context
- New opportunities are progressed quickly
- No interaction is lost or overlooked

10

### Use tailored follow-up

Reference your notes to make outreach relevant and personal.

For existing customers, this is your opportunity to:

- Continue conversations started onsite
- Move projects forward
- Strengthen long-term relationships

### Make your presence count

CWIEME Berlin is the global meeting place for transformer, motor and e-mobility innovators.

Lead scanning ensures every interaction, whether new or familiar, contributes to your pipeline.

Capture the full picture.  
Share it across your team.  
Follow up with intent.

That's how you turn  
conversations into  
sustained business  
growth.

