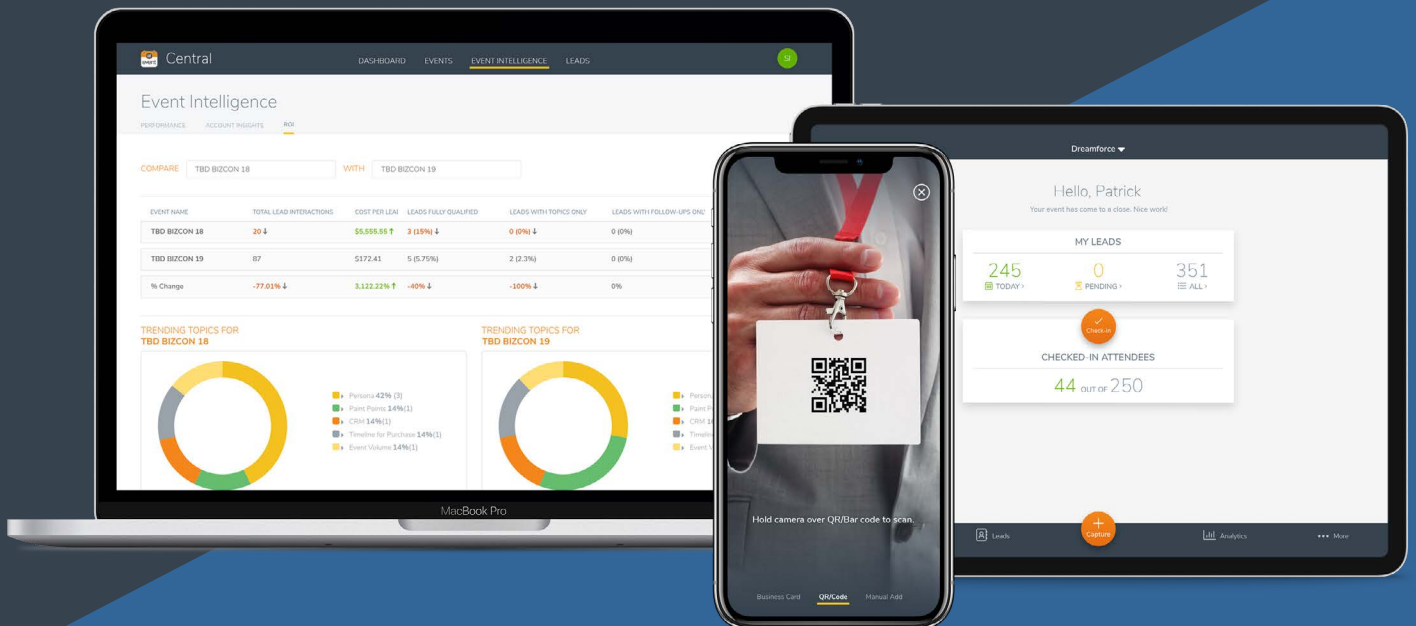# Unlock Human Connections at Events

Everything You Need to Make the Case for atEvent

Unlock Human Connections at Events

Everything You Need to Make the Case for atEvent

atEvent enables your team to capture essential context at the booth, in the breakout, and even at the networking happy hour—then sync everything to your marketing automation and CRM systems for fast, relevant follow-up that leads to more sales meetings.

The power of events lies in human connections. So we've built a solution that not only gives you a great lead capture experience but helps you connect better after the event. atEvent's powerful mobile app lets you capture essential context from in-person interactions anywhere around the event, without getting in the way. After the event, you'll follow up faster and engage better when you route leads automatically based on event conversations. And, you'll accelerate your pipeline with actionable lead and account insights.

This guide provides all the information you need to make your case and advocate for atEvent, including why an event lead management solution can be a game changer for your business, how atEvent works, and the top 5 reasons to invest in atEvent before your next event.
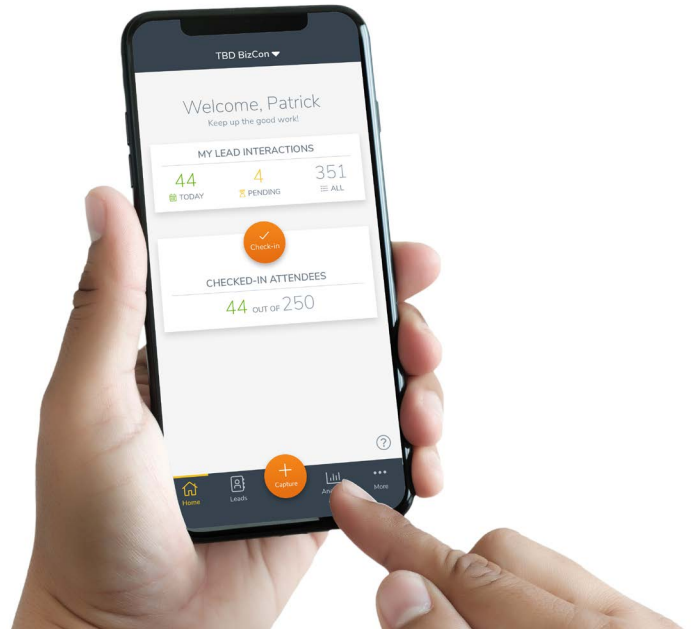
atEvent Customers Have Experienced the Difference

Increased leads captured at events by	Optimized lead management across	Reduced lead follow-up time by
45%[1]	**40+**[2]	**67%**[3]
YoY for a 3D imaging technology company	events per year for a telehealth company	for a specialized staffing company

See how atEvent captured more actionable leads for Sealed Air

READ CASE STUDY ❯

Why Is It Important to Have One Lead Capture Solution for All of Your Events?

Capture Every Lead, Everywhere

B2B marketers understand the intrinsic value of events for generating leads and building relationships—but how much of that work is happening away from the booth? With atEvent, it doesn't matter. Your team can capture and qualify leads right on their mobile device at breakout sessions, happy hours, focus groups, receptions and anywhere else they have rich conversations with potential customers. This not only gives you a clearer picture of event interactions but ensures valuable leads won't slip through the cracks. atEvent is completely customizable so you can configure the app with qualifiers and follow-up actions that guide the conversation and let your team capture the exact information you need to advance your sales process. This leads to more meaningful engagement that builds human connections—for better event ROI.

Follow-Up Faster and Engage Better

According to Lead Response Management, contacting a lead within five minutes increases your chances of qualifying them by 21x.[4] atEvent helps you dramatically reduce your follow-up time by automatically syncing event leads to your marketing automation or CRM system, triggering post-event flows based on the data captured at the event. Increase your conversion rate by routing warm leads into one or more nurture streams while sending hot leads directly to sales for near real-time, personalized follow-up.

> *"It's really done a good job of making us an innovative organization in the way we handle leads, but it has also done a phenomenal job on evaluating which events we should attend."*
>
> **Daniel Cooke**
> Senior Director of Marketing
> Americold

Springboard Your Marketing with Event Analytics

Savvy marketers are using event data to not only deliver better events but inform a wealth of marketing and business decisions. Make sure your event is running smoothly and foster healthy competition during the show with atEvent's in-app performance dashboard. Use atEvent-captured data to gain deeper insights into leads and target accounts. Compare year-over-year event performance to understand how an event aligns with your business priorities and prove ROI. atEvent provides the analytics that all your teams need.

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atEvent Is Tested and Trusted

FARO · Sealed Air · ConnectWise · Cognizant · InTouch Health

americold · LexisNexis · worldpay from FIS · ADP

How It Works

Maximizing Event ROI with atEvent

atEvent is a complete enterprise-class solution for lead management before, during and after the event. Our clean, powerful mobile app lets your whole team scan badges or business cards, capture marketing consent and add key qualifiers right from their mobile devices. Advanced integrations with the top marketing automation and CRM systems let you segment and route leads automatically based on context captured at the event—for fast, personalized follow-up that builds connections and accelerates sales velocity. And event analytics provide actionable insights that help you optimize event performance and drive ROI.

> *"In the past, the process of aggregating all the content information and new buyer information from an event took five to six weeks. Now, it is completed within the business week."*

Subhayan Deb
Global Martech Lead
Cognizant

Capture

Scan, check in or add event leads manually—anywhere, anytime.

Qualify

Add custom qualifiers and follow-up actions.

Sync

Send lead data to marketing automation and CRM systems.

Follow Up

Engage event leads with fast, personalized follow-up.

Analyze

Measure event performance and demonstrate ROI.

Hear customers share their atEvent transformation   **WATCH VIDEOS** 📹

5 More Reasons to Invest in atEvent Before Your Next Event

1 **Superior Accuracy**

atEvent's business card and badge scans have a 95% accuracy rate, so you spend less time manually entering data and more time developing sales relationships.

2 **Widest & Most Flexible Integrations**

atEvent's ever-expanding list of integrations includes the most widely used trade show and conference lead retrieval systems in North America and the top MA/CRM platforms. Our MA/CRM integrations offer exceptional flexibility and control, including the ability to map fields to existing forms, 1:1 field mapping and multiple sync schedule options.

Select Trade Show Integrations

AMERICAN TRADESHOW SERVICES · SPARGO · iTN INT. · XPress Leads CONVENTION DATA SERVICES · CompuSystems · experient A Maritz Global Events Company · EXPO LOGIC · Lanyon · cvent · aventri · mci USA · tpni

MA/CRM Integrations

Marketo An Adobe Company — **Certified Partner**

HubSpot — **Certified Connect Partner**

salesforce · eloqua · salesforce pardot

3 **Fully Compliant Marketing Consent**

Complying with GDPR, CCPA, and other privacy regulations is vital for building trust with prospects and customers. atEvent lets you gain consent at capture in accordance with these and other privacy policies, including your own, and demonstrate deletion of data if asked. Leads can review your Privacy Policy from within the app, opt in to individual communication channels, and provide checkbox-only or signature agreement.

4 **Enterprise-class Security**

atEvent follows the latest security standards and protocols, and employs industry standard best practices for security controls such as firewalls, intrusion detection, change management, and written security policies. We've built our solution to pass the security requirements of some of the strictest enterprises, so you can get up and running fast without waiting for customizations.

5 **Responsive Support**

Our customer success team fully understands the complexities of the enterprise and the urgency of the event floor and is here to help you have a successful experience before, during and after every event. You're always covered with atEvent.

Ready to see what atEvent can do for you?

REQUEST DEMO 👍

1. As compared to leads captured the year prior using rental lead scanning solutions. *FARO Accelerates Sale Pipeline with atEvent.* atEvent. https://info.at-event.com/faro-customer-story

2. In reference to capturing and managing lead data and context for high volume of events. *InTouch Health Uses atEvent to Connect with Event Leads Faster.* atEvent. https://info.at-event.com/intouch-health-customer-story

3. Regarding time delays due to time spent transcribing lead information. *atEvent Put an End to the ROI Guessing Game for a Specialized Staffing Company.* atEvent. https://info.at-event.com/casestudy-staffingcompany

4. As compared to following up more than 30 minutes later. *The Lead Response Management Study Overview presented by InsideSales.com™.* http://www.leadresponsemanagement.org/lrm_study