



8 Tips for Maximising Lead Generation at Events

Events are a great way to grow your customer base, but lead generation needs planning. The aim is simple: capture useful details, build connections, and leave a lasting impression.

1. Define What a Lead Means to You



- **Idea:** Not all leads are equal — decide what information matters most.
- **Example:** A quick email capture might work for some, but others may need full contact details or specific qualifiers.
- **To Do:**
 - Agree what qualifies as a “good lead” before the event
 - Prioritise the details that are genuinely useful to you
 - Keep requirements simple enough to capture quickly

2. Set Clear Targets



- **Idea:** Staff work best with a measurable goal to aim for.
- **Example:** “Collect 200 qualified leads across the day” is more useful than “gather as many as you can.”
- **To Do:**
 - Decide how many leads you’d like by the end of the event
 - Break this down into hourly or shift targets
 - Share targets with staff so they stay focused:

3. Make the Process Quick and Easy

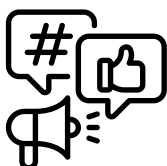


- **Idea:** The faster and smoother it is, the more likely people will share details.
- **Example:** Tablets, QR codes or short forms beat long paper surveys.
- **To Do:**
 - Choose the simplest method of data capture
 - Test the process before the event to avoid glitches
 - Ensure Wi-Fi, devices and chargers are in place

4. Create a Friendly First Impression



- **Idea:** People share more freely when they feel welcome and comfortable.
- **Example:** Staff who smile, make eye contact, and open with a simple question often capture more leads.
- **To Do:**
 - Brief staff to be approachable and professional
 - Provide an opening line or “ice-breaker” that feels natural
 - Position staff in visible, high-footfall areas



Events are a prime opportunity to grow your customer base — but lead generation only works when it's planned and consistent

5. Offer a Reason to Engage



- **Idea:** Incentives or experiences encourage people to stop and connect.
- **Example:** Competitions, samples, or a fun activity linked to your brand.
- **To Do:**
 - Decide on a simple incentive (raffle, free trial, giveaway)
 - Make the value clear and relevant to your audience
 - Keep entry linked directly to providing details

6. Capture Quality, Not Just Quantity



- **Idea:** 50 strong leads beat 500 names with no relevance.
- **Example:** A quick qualifying question (“Are you the decision-maker?”) helps filter contacts.
- **To Do:**
 - Train staff to ask one or two quick qualifiers
 - Focus on collecting information you can actually use
 - Keep “extra” questions optional to avoid slowing things down

7. Follow Data Protection Rules



- **Idea:** Compliance builds trust and protects your brand.
- **Example:** Make sure people know how their details will be used.
- **To Do:**
 - Provide a short GDPR statement or consent checkbox
 - Ensure data is stored securely during and after the event
 - Keep only the information you genuinely need

8. Plan the Follow-Up Beforehand



- **Idea:** Leads only work if you use them — have a plan ready.
- **Example:** A timely “thank you” email or call keeps the conversation alive.
- **To Do:**
 - Decide how quickly leads should be followed up
 - Assign responsibility for post-event contact
 - Track conversions so you know what worked

