



InfoAktiv *Best Practices Guide*

For InfoAktiv – August 2010

Best Practices

In order to use your InfoAktiv system to best effect, here are some hints and tips. Apologies if some seem obvious, but it's surprising how often they are overlooked in the run-up to an event.

1. Planning and preparation

When setting up the InfoAktiv system keep in mind:

- What the event objectives are.
- Who will be using the system and what will they value.
- What you want to achieve by using InfoAktiv.

2. How do you want the InfoAktiv system to be used? – Will there be many short sessions requesting information, or protracted sessions browsing? Trying to service both types of User on the same system could create a conflict when it is busy.

Are you using InfoAktiv as the first stage in contacting new prospects, to gain more insight into existing customers, or both?

3. InfoAktiv works outstandingly well when integrated in the sales process – show your staff how it works and ensure that they use it as a sales aid or prompt. This is the most important factor in obtaining great results.

4. As far as possible, lead the customers to the important information that you want them to look at. Ensure that folder and document titles do that.

5. Try to segment the content as finely and logically as possible. – most people struggle with long lists of items.

6. When capturing User information, don't ask too many questions. Just as on the internet, too many questions will put people off.

7. Test your creation – make sure your content appears as you want it to. Items such as PDF files will display as the designer saved them. If it has been saved for tri-fold printing it probably won't look very good on screen!

8. Attract the customers, tweak people's curiosity or give them a reason to use the InfoAktiv system and view your content:

- Use the 'Attractor' screen – the use of moving graphics is a good idea and a good attractor screen is essential if you aren't actually leading users to the machine.
- Encourage them to touch it!
- Set up a 'draw' or 'promotion' using the quiz facility.
- 'Give-aways' – some companies give away USB sticks to draw customers to the InfoAktiv system and enable the customers to take copies of information that you want them to keep.
- Consider graphics on and around the screens. If you have a full-size kiosk it provides a superb branding opportunity.

9. Ensure that there is a follow-up process in place. For instant fulfilment use InfoAktiv's capability to email requested information automatically.

10. After the event:

- Analyze the audit files for content viewed and requested to see what can be learned.
- Check with event staff to collect their thoughts and ideas.
- If possible, ask the customers.
- Please feed back your thoughts to InfoAktiv – your feedback will help us to keep improving the products and services we supply to you.