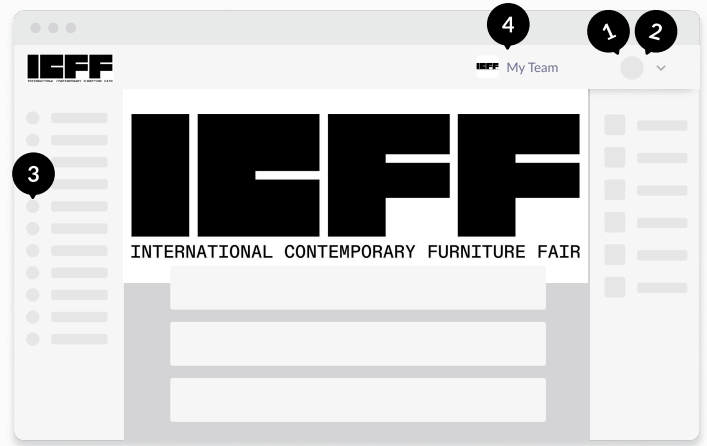


# Maximize your time at ICFF 2025



## 1 Update your profile

Make the best first impression with a profile picture and powerful headline.

### NAVIGATION

Edit Profile

Manage My Availability

Account Settings

MORE

## 2 Manage your availability

Prevent unnecessary rescheduling and meeting conflicts.

### Range of daily availability ?

All times shown in Event Local Time

00:00 to 24:00

### Event Days

Edit Availability

☒ Monday - April

Done

Select the times that you are **unavailable** on this day

from 11:00 to 12:00

from Select to Select

☒ Tuesday - April

## 3 Build your event experience

Explore the agenda to further customize your event experience.

### Event Agenda

Dates Tracks Stage Tags Search

10:30-11:30 Recorded Session

### Introductory Session

Main Stage - Track One

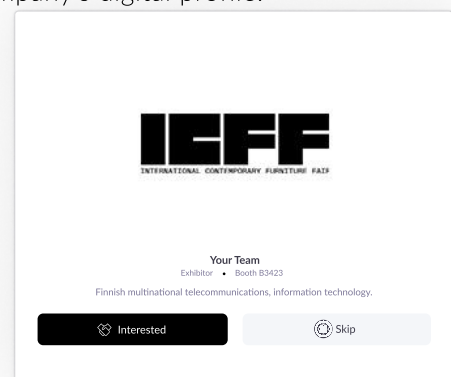
Marie Dupont  
Event Coordinator

Juan Perez  
CTO

Added to schedule

## 4 Familiarize yourself with My Team

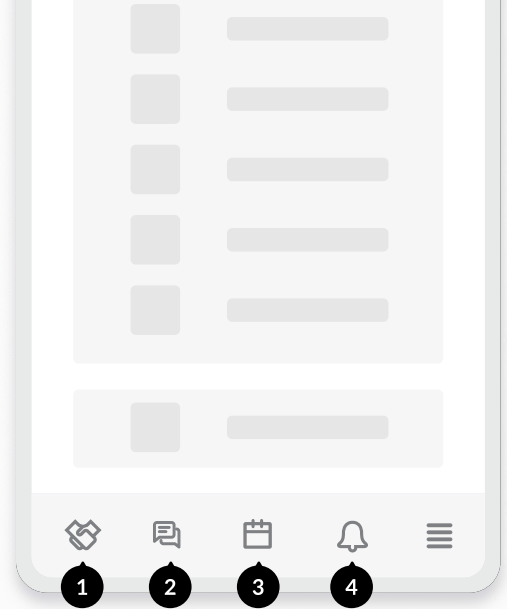
Collaborate with your colleagues to book meetings, review leads, and perfect your company's digital profile.



Images above are mockups for illustrative purposes. Actual event platform appearance may vary. We've carefully crafted this guide to help you harness the full potential of our event platform to prepare for ICFF 2025. Scan the QR code or [click here](#) for more in-depth resources.



# The ICFF 2025 Mobile App



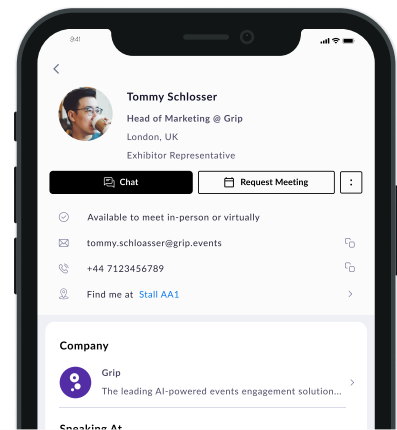
## 1 Discover ICFF 2025

Your central hub for ICFF 2025. Access essential information and personalized content.



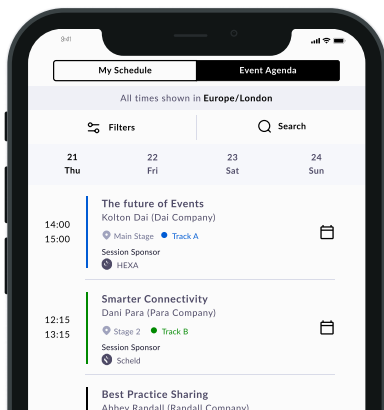
## 2 Chat with connections

Ensure you've made a connection or confirmed a meeting to initiate chats.



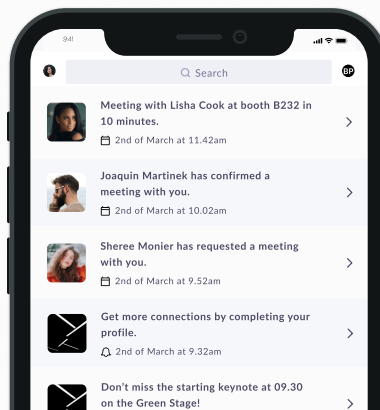
## 3 Follow your schedule

Keep track of your day.



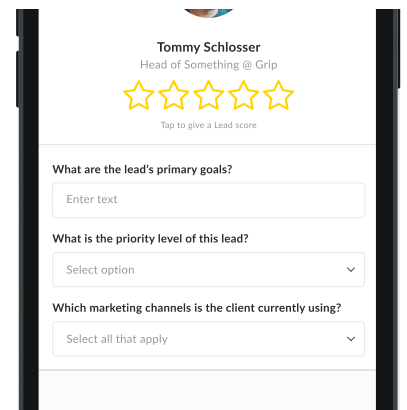
## 4 Get notified

Enable notifications to get event updates.



## 5 Lead qualification and notes

All-in-one view of your leads



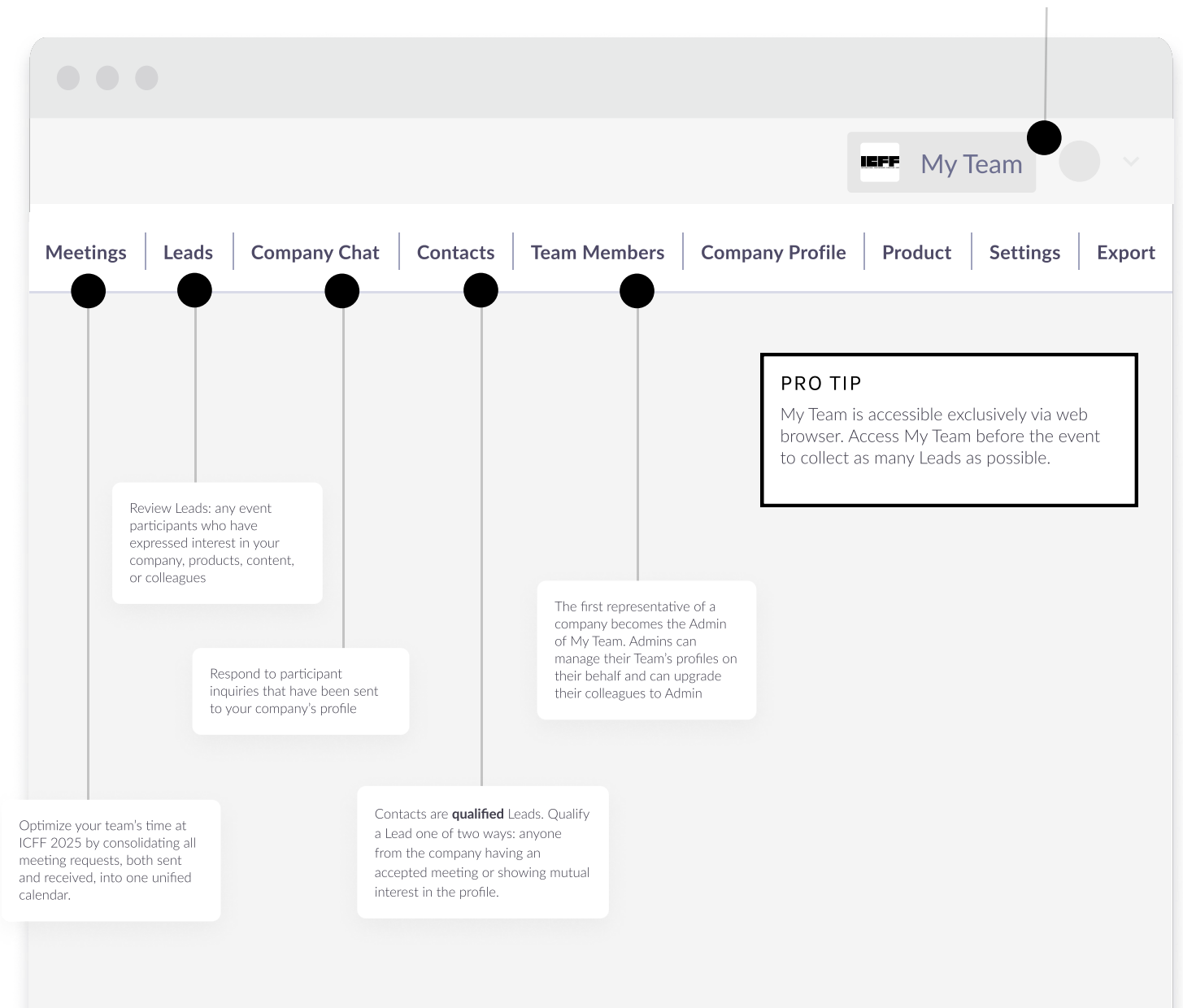
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# Manage your company's time at ICFF 2025

## My Team

Centralize your team's engagement with event participants to maximize insights and return on your time at ICFF 2025.



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# Lead qualification at ICFF 2025

## Settings

Create custom questions to help your team qualify leads consistently, in a structured and efficient manner. Lead qualification data is included on My Team exports.

The screenshot shows the 'Lead Qualification Settings' page within the 'ICFF My Team' application. The top navigation bar includes links for Meetings, Leads, Company Chat, Contacts, Team Members, Company Profile, Product, Settings (which is highlighted), and Export. The main content area is titled 'Lead Qualification Settings' with a subtitle 'Customize the lead qualification questions that your team will use to assess leads. Learn more'. Below this, there are three question cards. The first card is titled 'What are the lead's primary goals?' and has a 'Paragraph' type. The second card is titled 'What is the priority level of this lead?' and has a 'Single Select' type; it shows options 'High', 'Medium', and 'Low' with an 'Add new option' link, and an unchecked 'Other' option. The third card is titled 'Which marketing channels is the lead currently using?' and has a 'Multi Select' type; it shows options 'Social Media', 'Email Marketing', 'Content Marketing', 'SEO', 'PPC', and 'Affiliate Marketing' with an 'Add new option' link, and a checked 'Other' option. At the bottom, there are buttons for '+ New Question', 'Preview', and 'Save Changes'.

ICFF My Team

Meetings | Leads | Company Chat | Contacts | Team Members | Company Profile | Product | **Settings** | Export

### Lead Qualification Settings

Customize the lead qualification questions that your team will use to assess leads. [Learn more](#)

What are the lead's primary goals?

Paragraph

Paragraph text

What is the priority level of this lead?

Single Select

High × Medium × Low × |Add new option

☐ "Other" option

Note: Options will appear in the order you add them. Please add them in your desired sequence.

Which marketing channels is the lead currently using?

Multi Select

Social Media × Email Marketing × Content Marketing × SEO × PPC × Affiliate Marketing ×

Traditional Advertising × |Add new option

☒ "Other" option

Note: Options will appear in the order you add them. Please add them in your desired sequence.

+ New Question

Preview

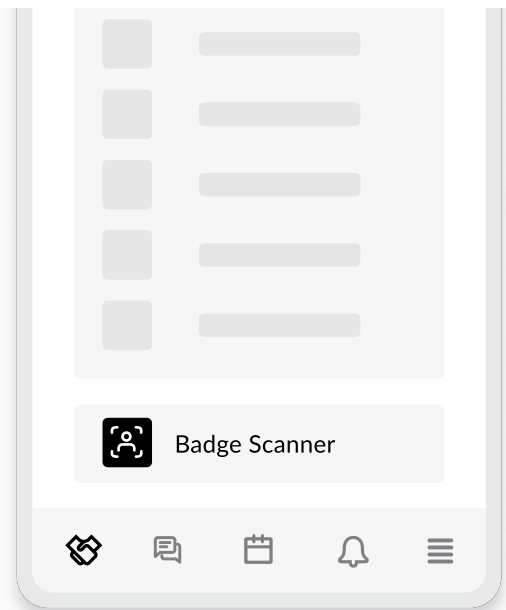
Save Changes



# Badge Scanning at ICFE 2025

## 1 Scan

Quickly scan a QR code to exchange contact information; be mindful that badge scans will share your email and phone number, even if you've opted to keep those private.



## 2 Lead qualification and notes

Qualify leads on-the-spot to capture initial impressions, aiding in future follow-ups. All lead qualification data from badge scanning is included on My Team exports.

A mockup of a lead qualification form. At the top, it displays the name 'Tommy Schlosser' and the title 'Head of Something @ Grip'. Below this is a five-star rating system with five yellow stars and the text 'Tap to give a Lead score'. The form contains three sections: 'What are the lead's primary goals?' with a text input field labeled 'Enter text'; 'What is the priority level of this lead?' with a dropdown menu labeled 'Select option'; and 'Which marketing channels is the client currently using?' with a dropdown menu labeled 'Select all that apply'.

## 3 Continue the conversation

Don't just collect contacts—scanning a QR code connects you in the app, allowing you to quickly book a meeting unlocking the ability to continue conversations via chat.

### PRO TIP

Badge scans will be available on your My Team export by default!



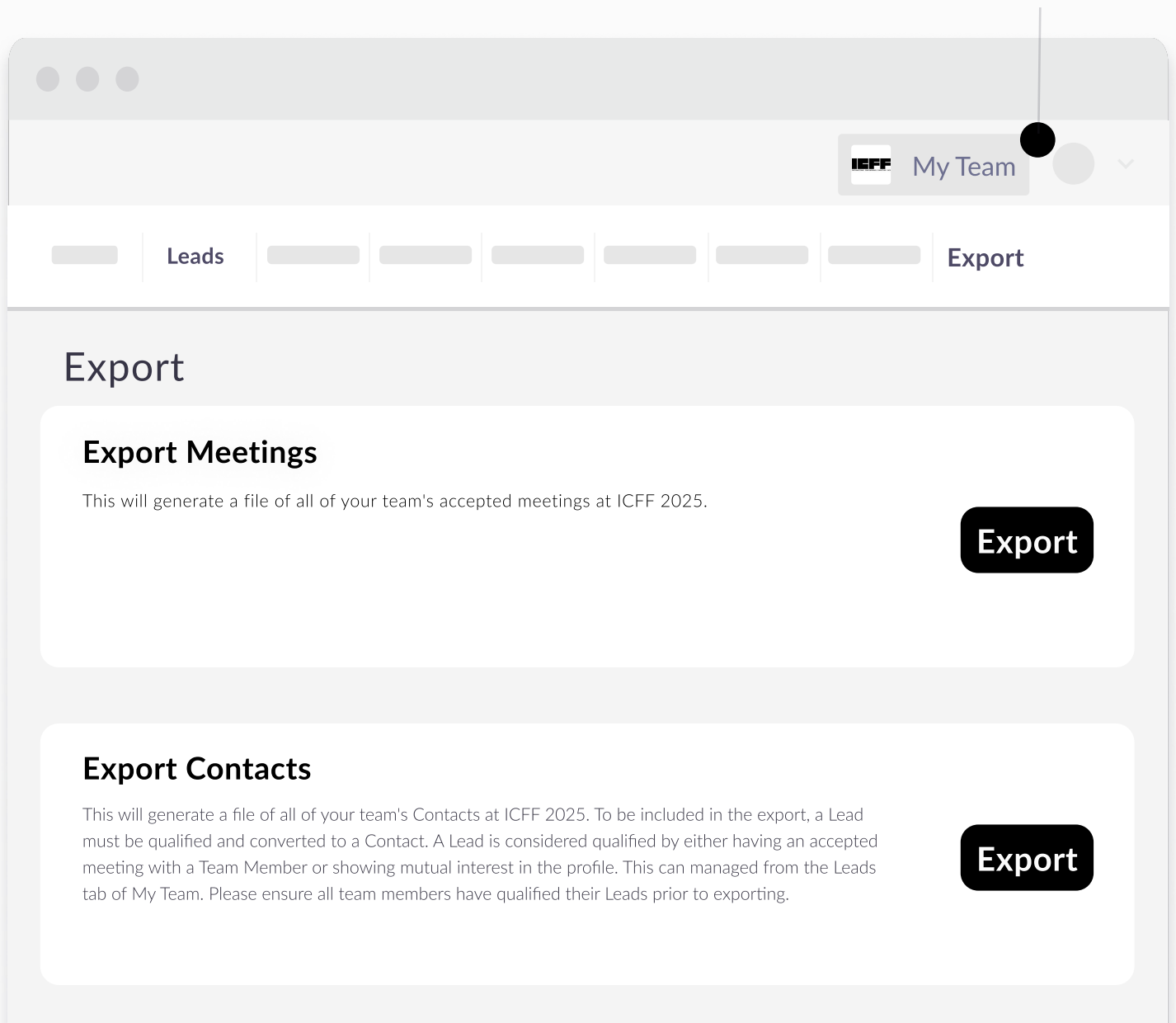
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# What to do after ICFF 2025

## Team Exports

Download your team's contacts and accepted meetings for post-event review and targeted follow-ups.



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