



LET'S MEET  
**26<sup>TH</sup> ANNUAL  
CONFERENCE  
PRAGUE**  
28 - 30 APRIL 2025



**SCAN THE APP:**



**Network:** GEO

**Password:**

Austin2026



**A GUIDE TO THE  
OFFICIAL EVENT APP**

**FOR SPONSORS AND EXHIBITORS**

# WHAT'S IN THIS GUIDE



## ALL ATTENDEES

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## SPONSORS AND EXHIBITORS

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[Lead gen opportunities](#)

[Manage your company profile](#)

[View your company dashboard](#)

[Collect and retrieve attendee leads](#)

[Export your profile activity analytics](#)

## SPEAKERS

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[Update your speaker profile](#)

[Manage live polls](#)



### **NEED HELP?**

If you have questions or need support, you can reach out to **Mary Potter** at [mary.potter@globalequity.org](mailto:mary.potter@globalequity.org) or visit the **GEO Help Desk**.

# ACCESS THE APP AND GET STARTED

It's easy to download the app and sign in

## STEP 1 – ACCESSING THE APP

The app is available via url or to download from either the App Store or Google Play, depending on your device.

To get started, simply click the link below from your mobile device:

[GEO Prague 2025 Event App](#)

Alternatively, you can scan one of the QR codes below using your device's camera.



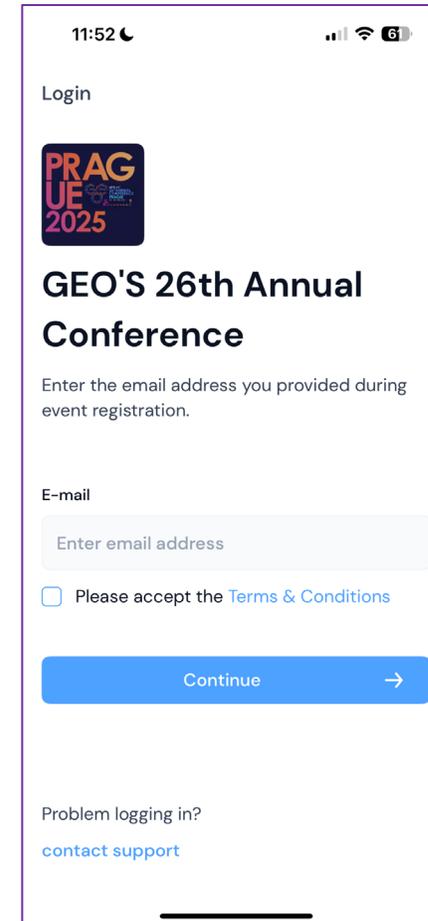
## STEP 2 – GETTING STARTED

Open the app and log in using the email address you used to register for the event.

Read the Terms and Conditions and check the box to agree.

After entering your email, you'll receive a passcode via email.

This passcode will serve as your password for the entire duration of the event and will remain the same throughout.

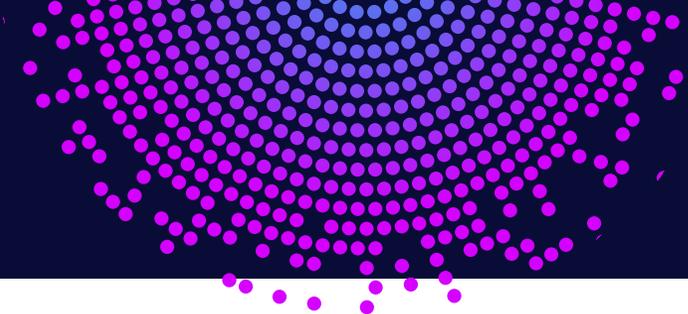


If you have any trouble logging in, please contact [Mary Potter](#) for assistance.



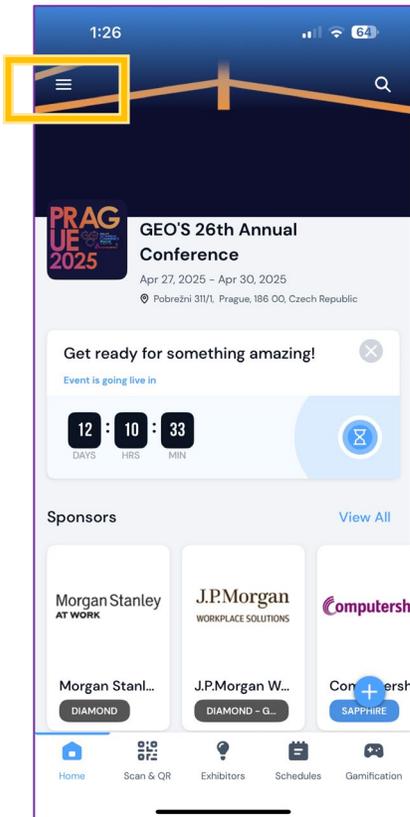
# EDIT YOUR PERSONAL PROFILE

Add personality to your in-app profile



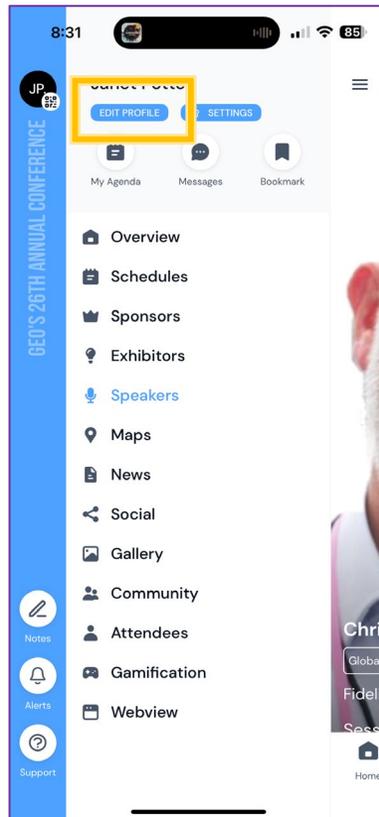
## STEP 1 – ACCESS THE MENU

Click on the 3 lines to reveal the full menu.



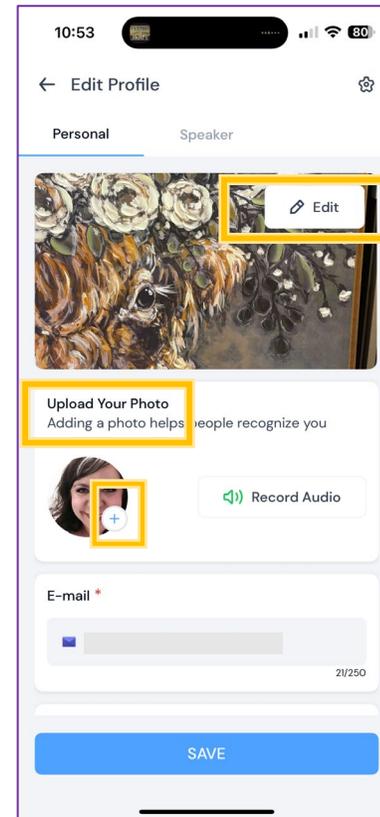
## STEP 2 – CLICK EDIT PROFILE

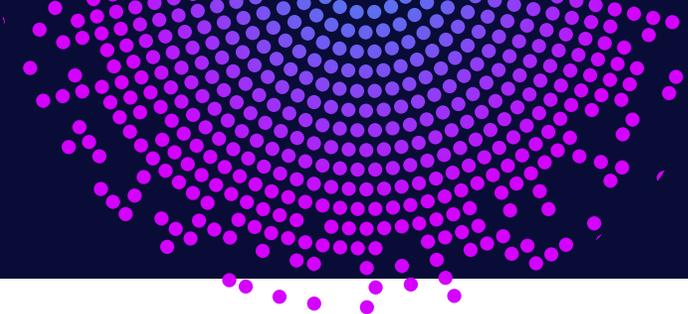
The first item at the top of the menu.



## STEP 3 – CLICK EDIT PROFILE

Check that your existing information is correct and add as much information as you'd like to share – a profile picture, background image, your bio, your interests. Click SAVE.



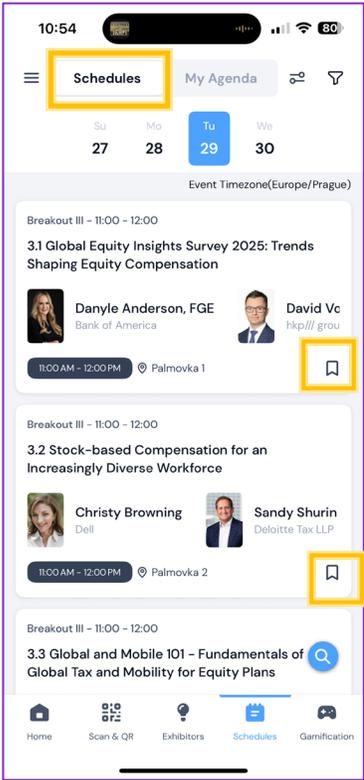


# CREATE YOUR OWN AGENDA

Create your own agenda in the app and receive session reminders

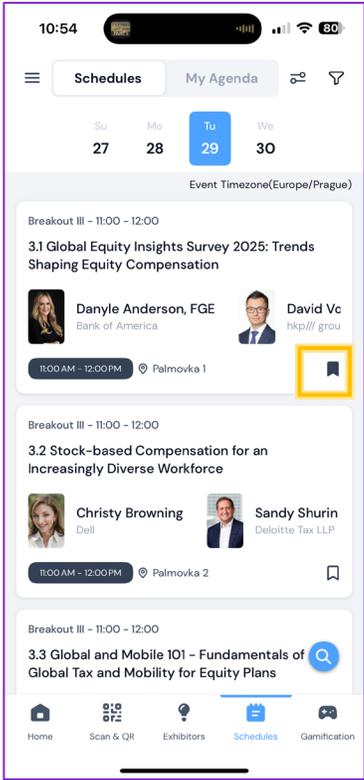
## STEP 1 – ACCESS THE SCHEDULE

From the overview menu, click on **Schedule**. You will see the sessions and a small bookmark icon.



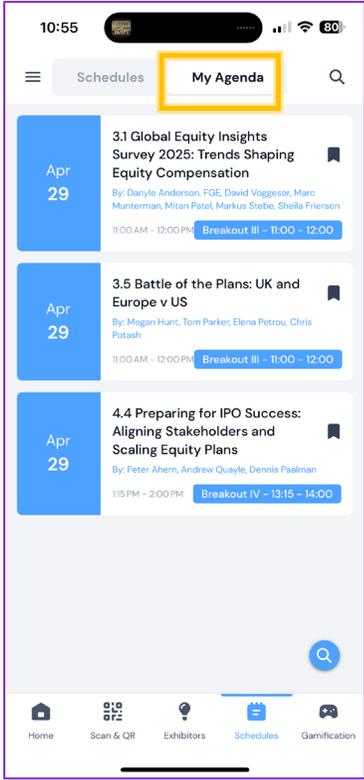
## STEP 2 – CLICK EDIT PROFILE

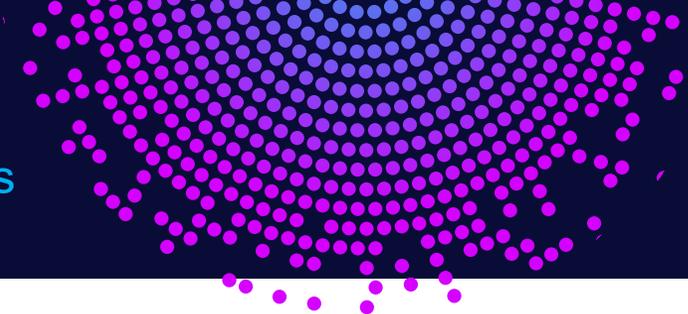
Bookmark the sessions you are interested in.



## STEP 3 – CLICK EDIT PROFILE

Click on **My Agenda** to review your saved sessions.



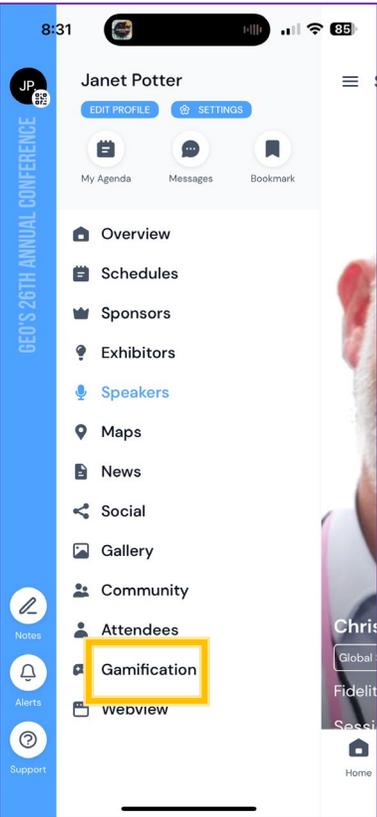


# PLAY TO WIN - GAMIFICATION

The more you engage with exhibitors and explore the app, the more points you'll earn!

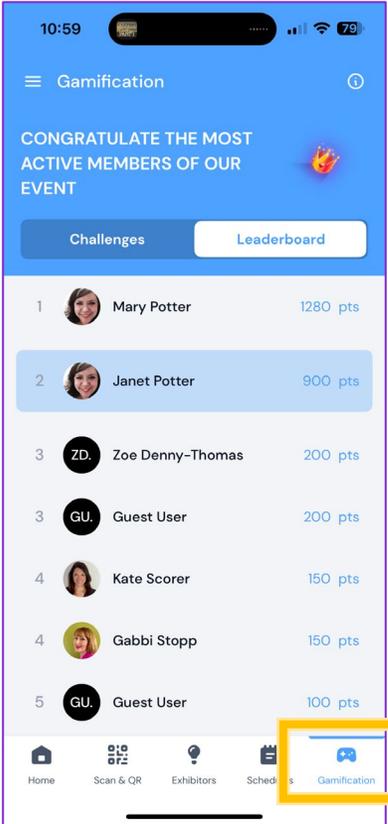
### STEP 1 – VIEW THE CHALLENGES

From the overview menu, click on **Gamification**. You will see the challenges and the leaderboard



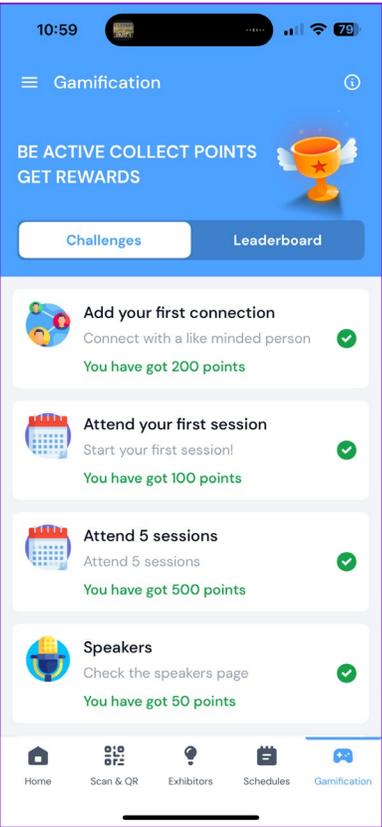
### STEP 2 – VIEW THE OPPORTUNITIES

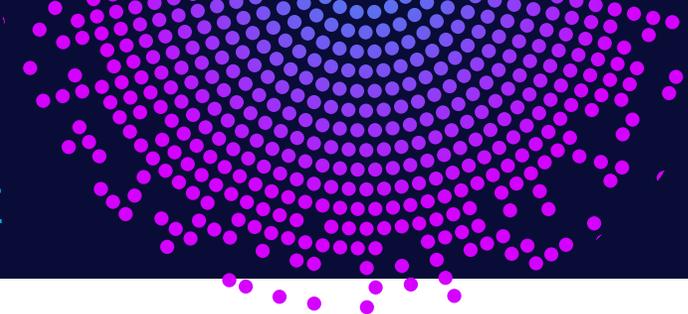
Click the Gamification at the bottom of your screen to see all the ways to earn points.



### STEP 3 – PLAY TO WIN!

Collect points for attending sessions, visiting exhibitors and answering questions and make it onto the leaderboard.





# QUALIFY FOR CPE

Remember to scan into sessions and rate the session via the app for CPE

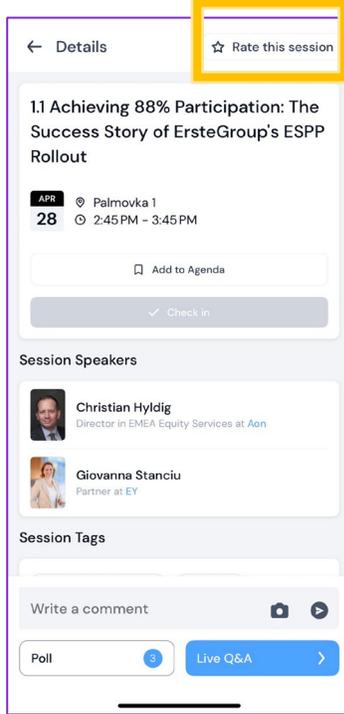
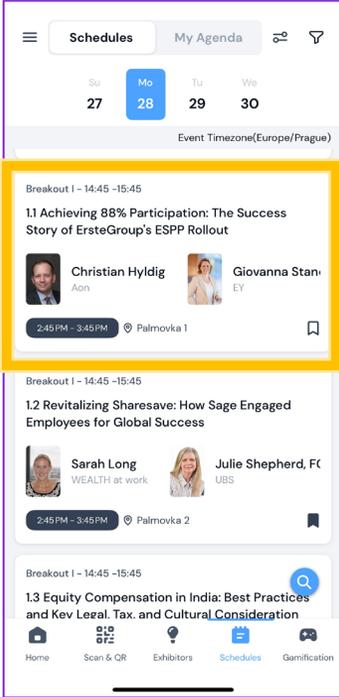
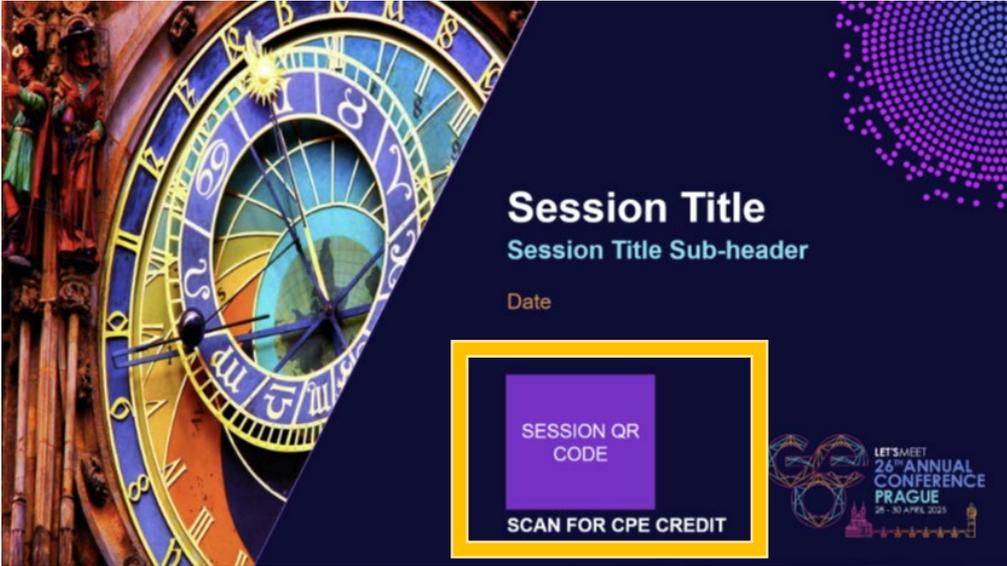
## STEP 1 – SCAN THE QR CODE AT THE START OF EACH SESSION

When you enter the room, you must scan the QR code displayed on the screen to record your attendance.

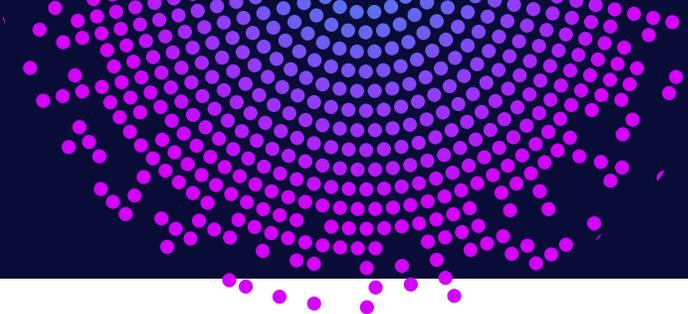
## STEP 2 – COMPLETE THE SESSION SURVEY AT THE END OF THE SESSION

At the end of the session, you must click into the session and select **Rate this session** to qualify for CPE credit.

**Note:** The survey is only accessible at the **end** of the session to ensure your timestamp reflects the full duration of your participation.



Only 60-minute panel sessions qualify for CPE. Roundtable sessions do not qualify.

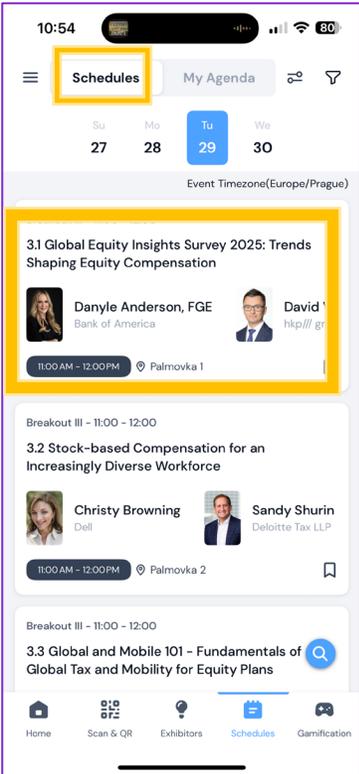


# COMPLETE A POLL

Share your experience by taking part in the in-session polls

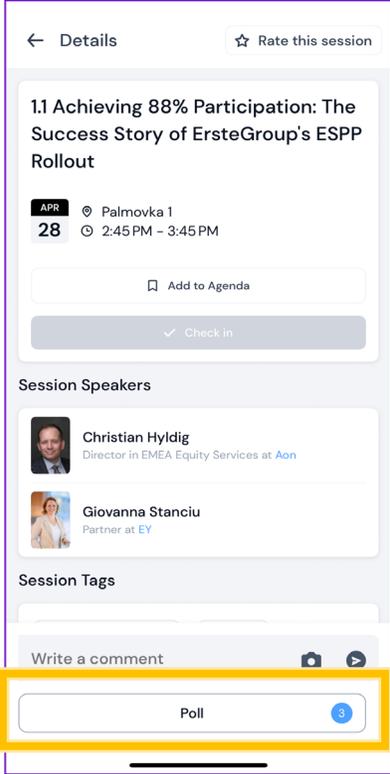
## STEP 1 – SELECT THE SESSION

From the overview menu, click on **Schedule**. You will see the sessions – click on the session you are in.



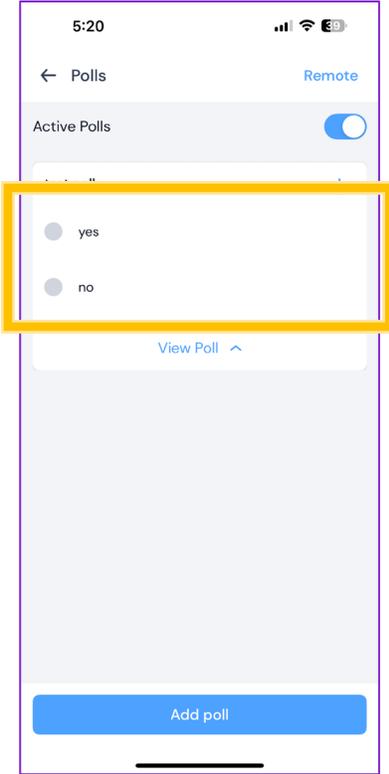
## STEP 2 – CHECK FOR POLLS

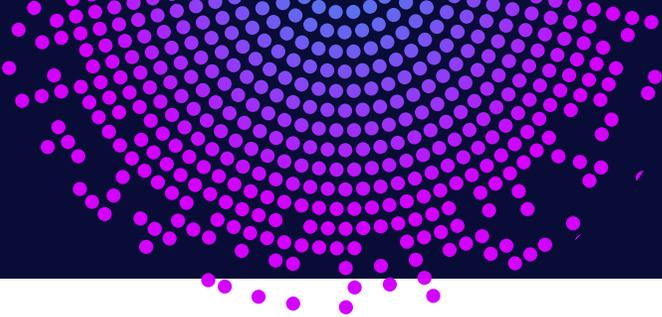
If a poll is active, a number will appear next to the Poll button, showing how many questions are available.



## STEP 3 – ANSWER THE POLL

Click on the poll and answer the poll questions.



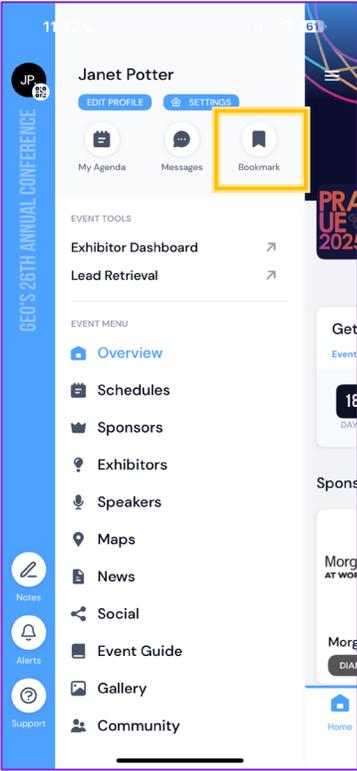


# VIEW YOUR BOOKMARKS

Easily access everything you've saved—all in one convenient place

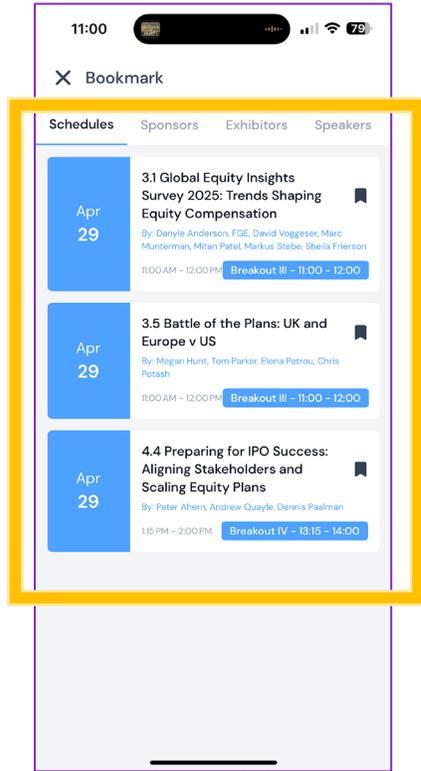
## STEP 1 – ACCESS YOUR BOOKMARKS

You can view all your saved items from the Overview menu. Just tap the three lines (menu icon) on the app's home screen, then select **Bookmark**.



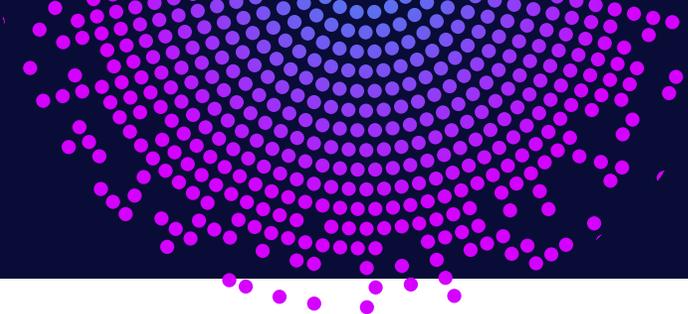
## STEP 2 – VIEW YOUR SAVED ITEMS

From there, you'll be able to view all your bookmarks—including your schedule, as well as bookmarked Exhibitors, Sponsors, and Speakers.



# NETWORKING, MESSAGES AND PHOTOS

Connect with your fellow attendees and share your experience



## NETWORK WITH ATTENDEES

### A - ENABLE NETWORKING:

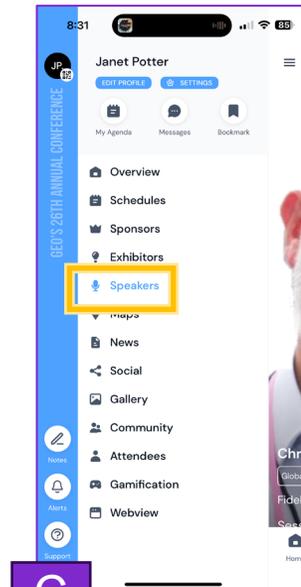
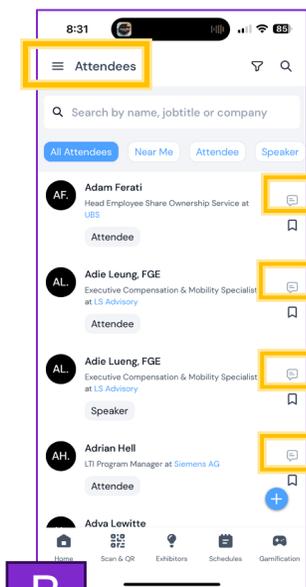
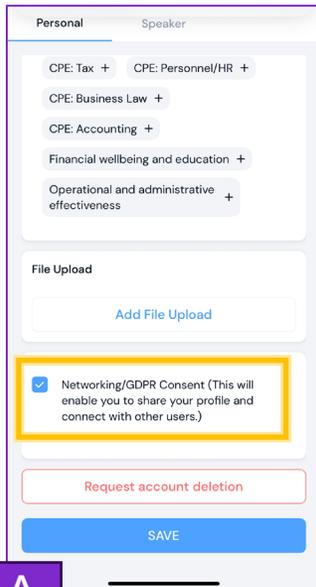
Go to **Overview** > **Edit Profile** > **Personal Profile**. Scroll to the bottom and check the box to allow networking.

### B - CONNECT WITH ATTENDEES:

Tap **Attendees** in the menu to see the full list. Tap the **message icon** next to a name to start a chat.

### C - MESSAGE SPEAKERS:

Go to **Speakers**, then tap the message icon in the top right of their photo to connect.

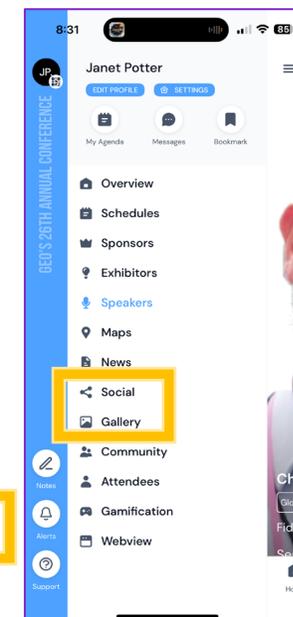
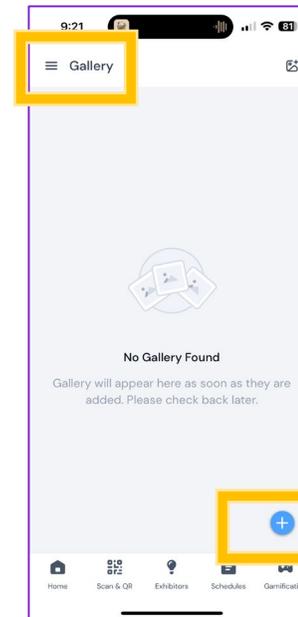


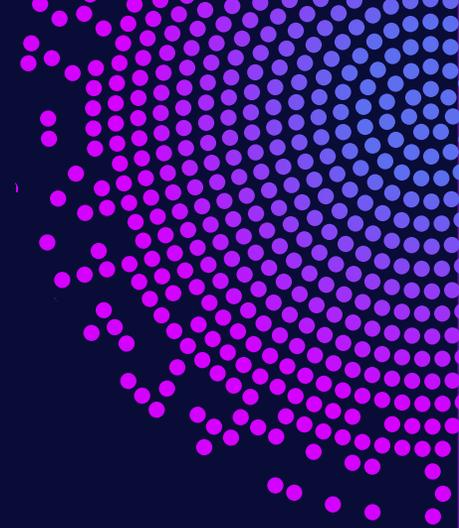
## POST PHOTOS AND COMMENTS

Go to **Gallery** or **Social** from the Overview menu.

Tap the **plus (+)** button to create a new post.

You can share photos, videos, polls, or add to the Gallery





# SPONSORS AND EXHIBITORS

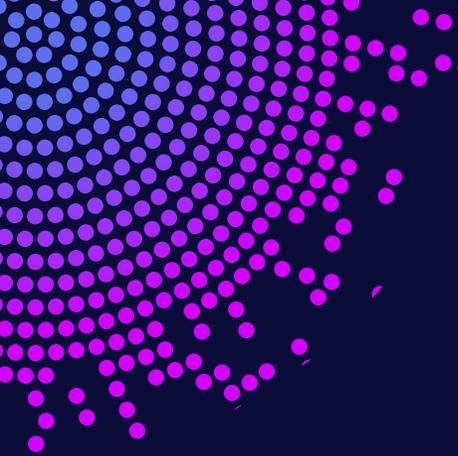
## GEO PRAGUE APP GUIDE

All registered GEO Prague attendees from sponsor and exhibitor companies can access the tools in this section.



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# LEAD GEN OPPORTUNITIES

Our gamification will drive attendees to your booth to win points

## ATTENDEES WILL BE ENCOURAGED TO VISIT YOUR BOOTH FOR:

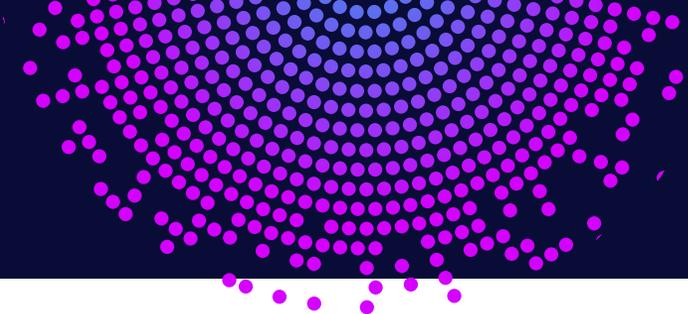
- **POINTS FOR VISITS:** Attendees earn points for visiting your booth and scanning your unique QR code. Remember to conceal your QR code when the booth is unattended.
- **POINTS FOR ANSWERS:** Attendees score points by answering your custom gamification questions.

To maximize your impact at the event, make sure to fully manage your presence in the app.

## USE THE APP FOR:

- **LEAD SCANNING AND RETRIEVAL:** Scan attendee QR codes, rate interest, add notes, and export detailed lead records instantly.
- **REPORTING AND ANALYTICS:** Track booth visits, scans, and link clicks in real time. Access and export comprehensive activity reports.
- **ENHANCED ONLINE PROFILE:** Showcase products, documents, videos, and links, creating a central engagement hub.
- **ONLINE BOOTH EDITING:** Customize your digital booth to enhance your online presence directly within the app.



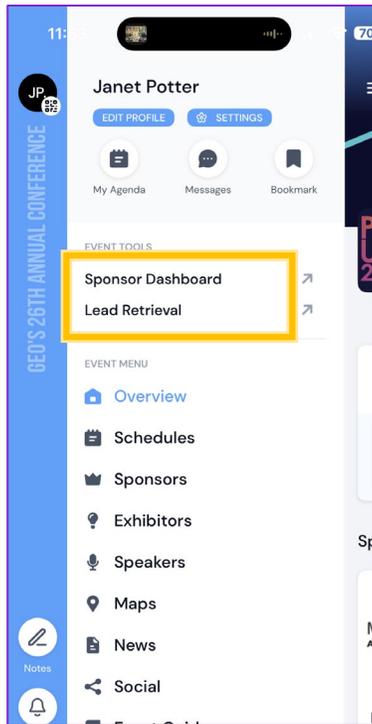


# VIEW YOUR COMPANY DASHBOARD

Manage your profile, keep track of your leads and export your data

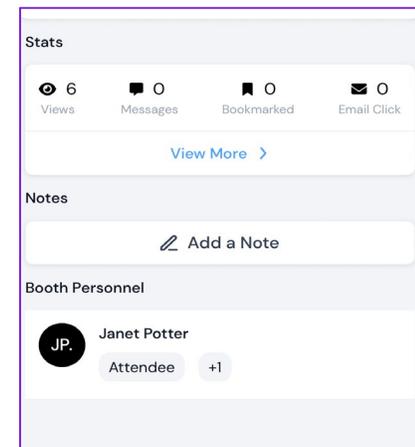
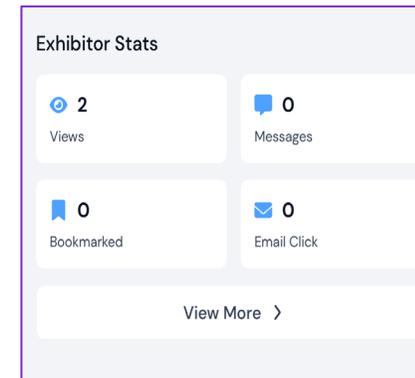
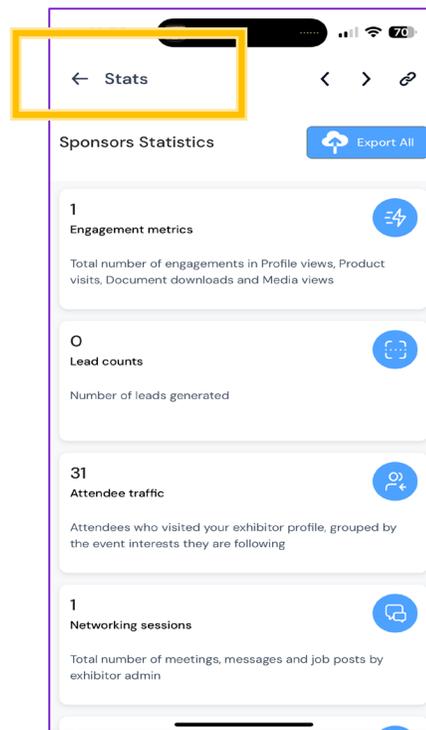
## STEP 1 – ACCESS YOUR EVENT TOOLS

Tap the three lines in the top left corner to open the menu. Under **Event Tools**, select **Dashboard** or **Lead Retrieval**.



## STEP 2 – VIEW YOUR DASHBOARD

Your dashboard allows you to view your profile and see and export your activity statistics.

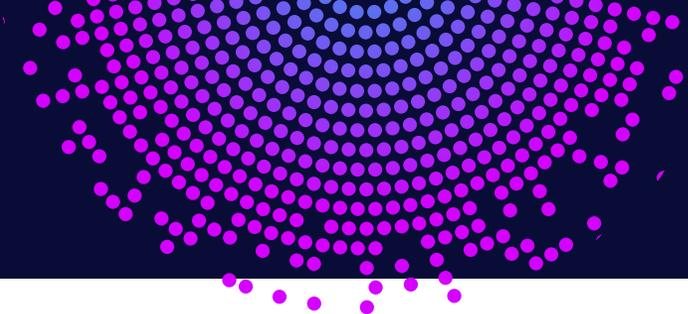


The Dashboard and Lead Retrieval links are only visible to sponsors and exhibitors



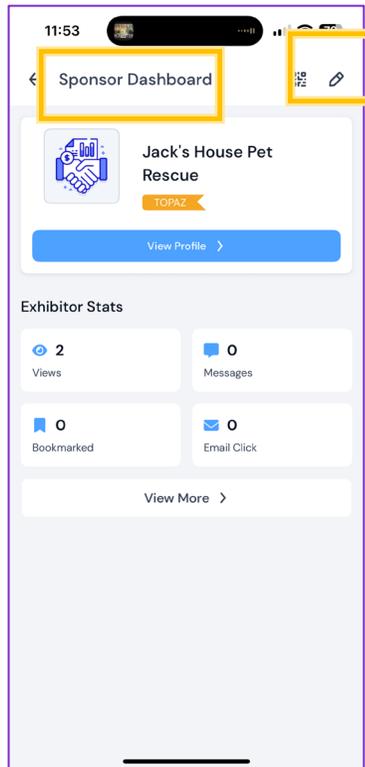
# MANAGE YOUR COMPANY PROFILE

Take control of your company profile and optimize your presence



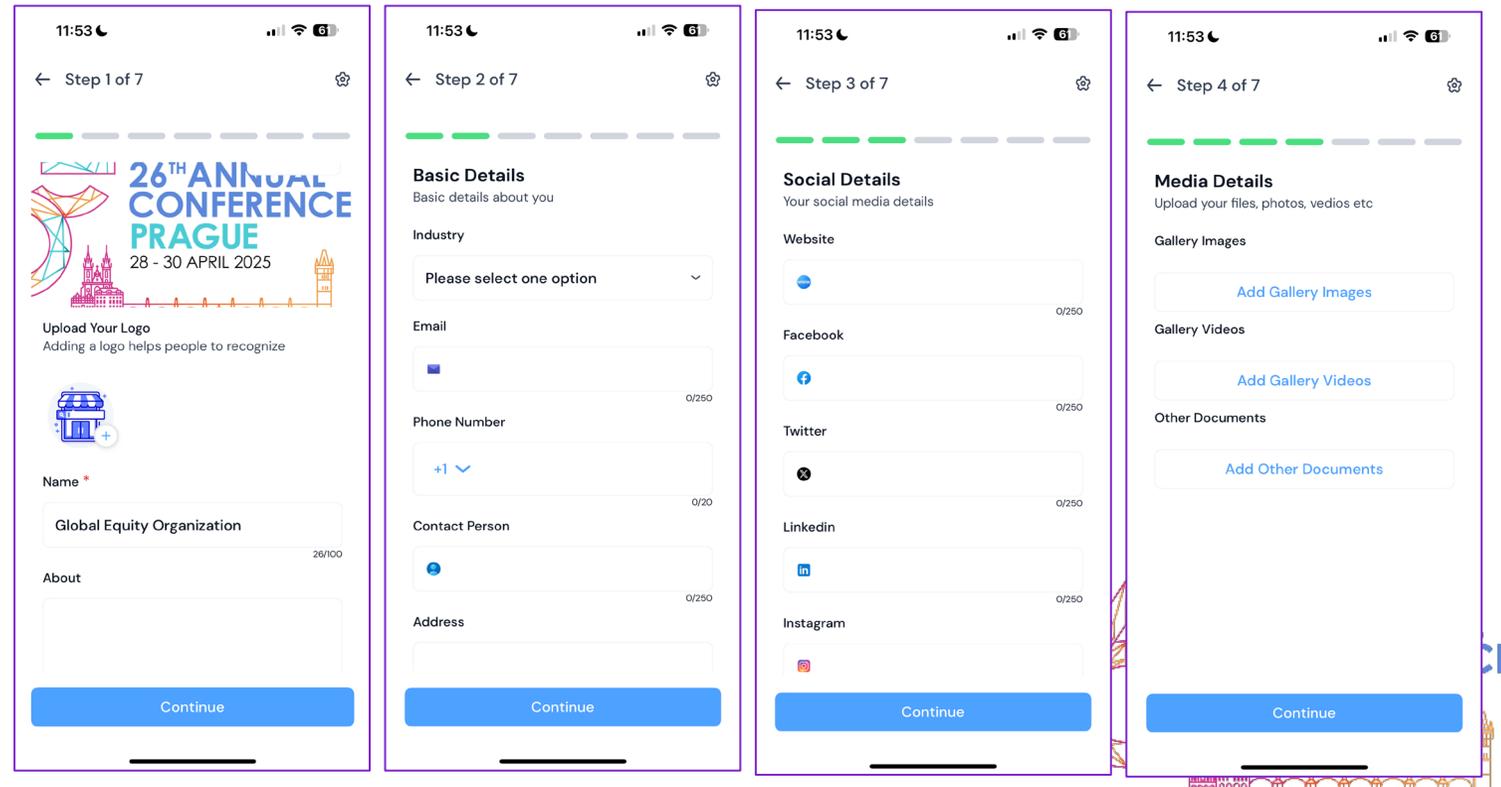
## STEP 1 – ACCESS YOUR PROFILE

To edit your online booth in your **Dashboard**, click on the pencil in the right-hand corner.



## STEP 2 – EDIT YOUR INFORMATION

You can add your logo, edit your company information, upload pictures, videos, documents, and other assets you may want to share with your visitors. Remember to click SAVE when you have finished.



# COLLECT AND RETRIEVE ATTENDEE LEADS

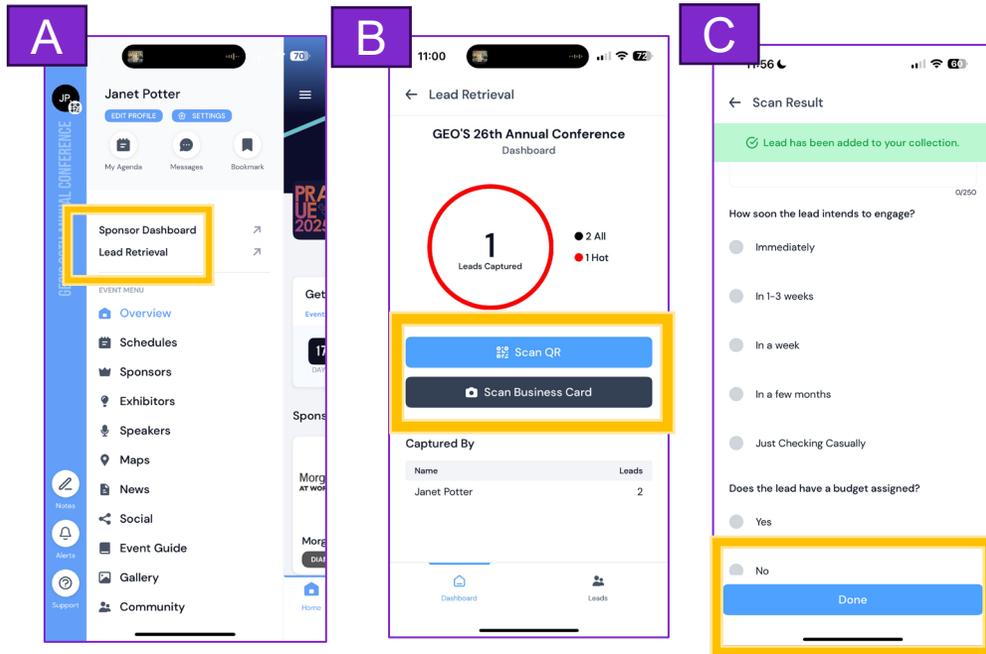
Effortless lead capture and retrieval—results made simple

## STEP 1 – SCAN ATTENDEE QR CODES

**A** - To start scanning leads, open the flyout menu and select **Lead Retrieval** under **Event Tools**.

**B** - Click **Scan QR** to scan attendee badge QR codes or **Scan Business Card**.

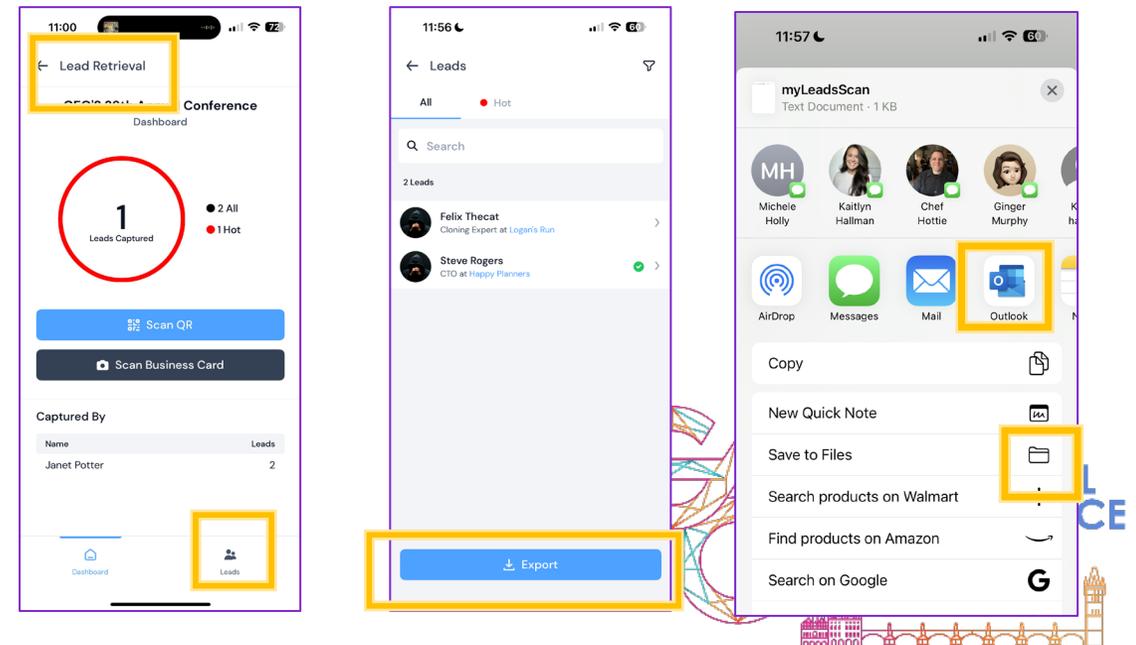
**C** - After scanning, you can add details like interest level, notes, and questions to help your account manager. You'll also see how many leads you've captured and who scanned them.



## STEP 2 – RETRIEVE YOUR LEADS

When you're ready to export your leads, go to the Lead Retrieval Home Page and click **Leads**.

Then click **Export** to either save the leads to your device or email them to your team.



# EXPORT YOUR PROFILE ACTIVITY ANALYTICS

Data to support your business case for attending the next GEO event

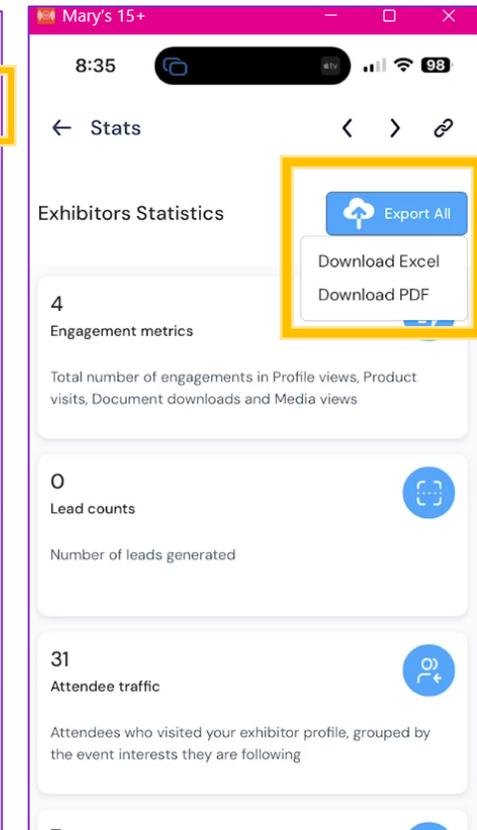
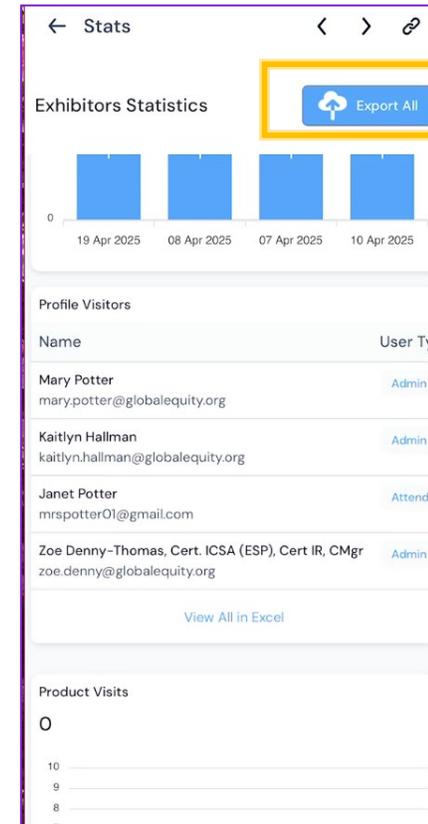
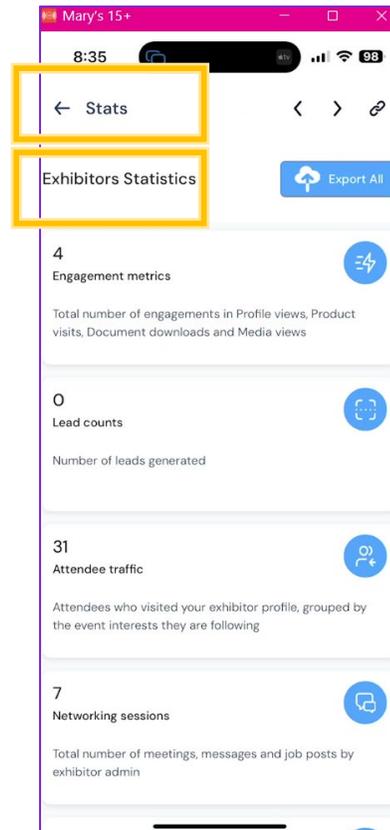
## STEP 1 – ACCESS YOUR STATS

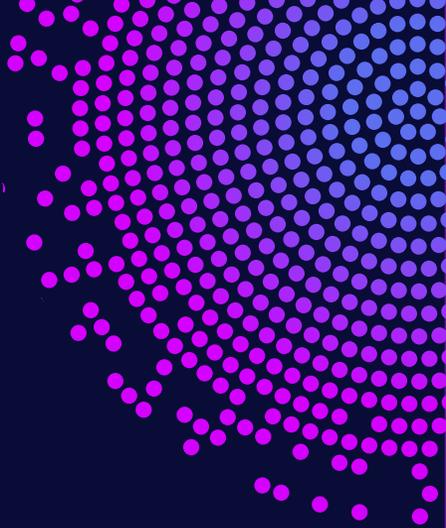
To download your stats, click on **View More** at the bottom of the **Exhibitor Dashboard**.



## STEP 2 – EXPORT YOUR STATS

Easily export all available stats using the **Export All** button at the top. You can also export your stats as Excel files or download as a PDF.





# SPEAKERS

## GEO PRAGUE APP GUIDE

GEO Prague speakers should familiarise themselves with the information in this section.



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# UPDATE YOUR SPEAKER PROFILE

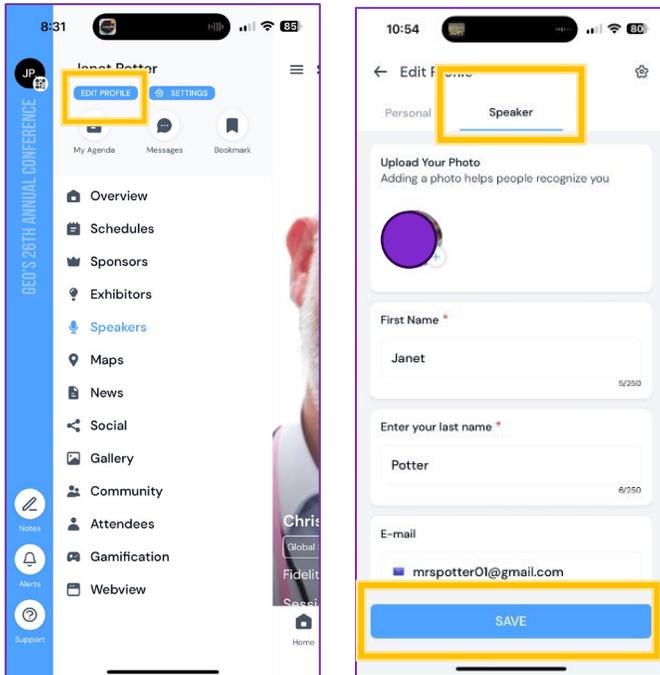
## How to manage your additional speaker profile

### VIEW AND EDIT YOUR SPEAKER PROFILE

As a speaker, you have two profiles: personal and speaker.

To see your speaker profile, select **Edit Profile** and tap **Speaker** at the top of the screen. Update any details you want to change.

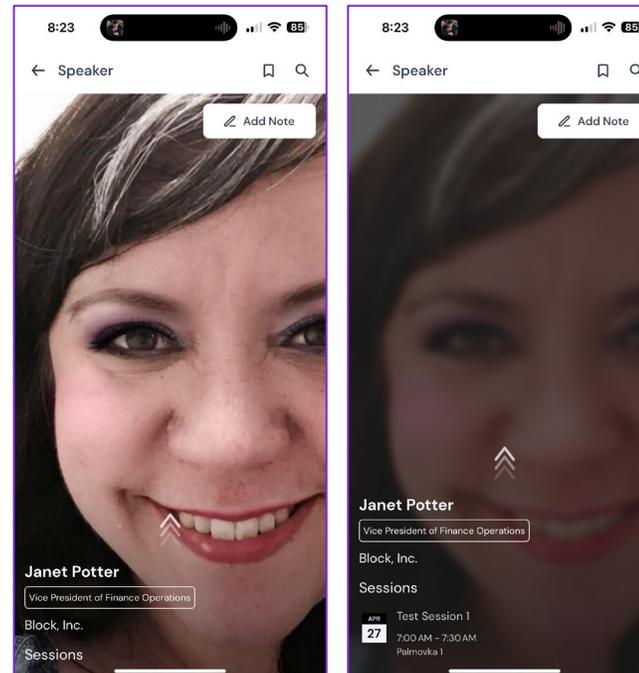
If you're also a sponsor or exhibitor, you will have those profiles to access and update, too.



### YOUR SPEAKER PROFILE LINKS TO YOUR SESSIONS

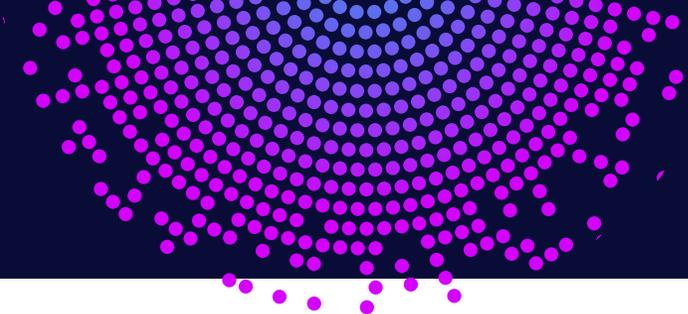
The GEO Event team has linked your sessions to your speaker profile in the app.

When attendees search for you and swipe up on your profile, they'll see your assigned sessions.



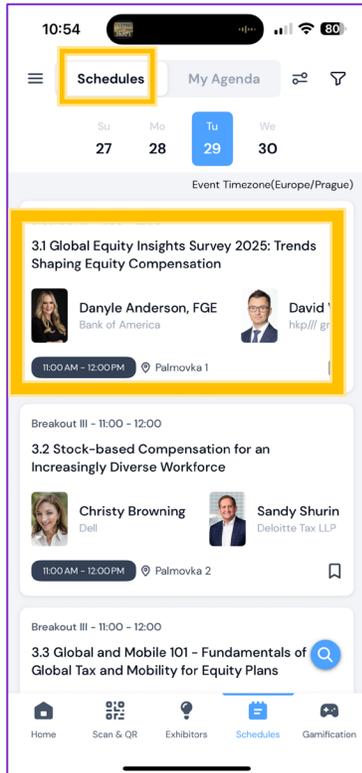
# MANAGE LIVE POLLS

View results for your polls for any session you are assigned to



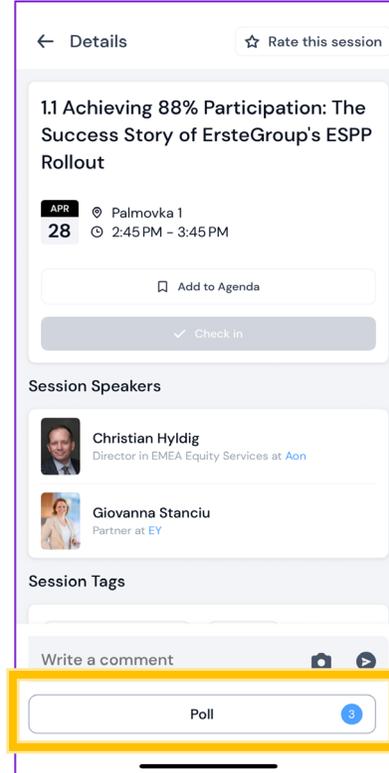
## STEP 1 – SELECT THE SESSION

From the overview menu, click on **Schedule**. You will see the sessions – click on the session you are in.



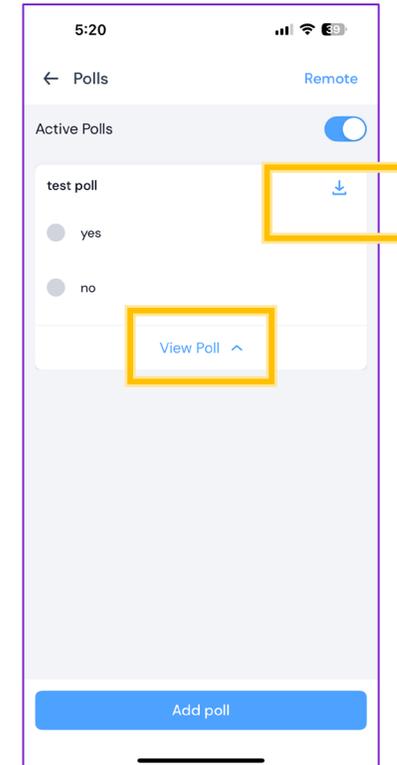
## STEP 2 – CHECK FOR POLLS

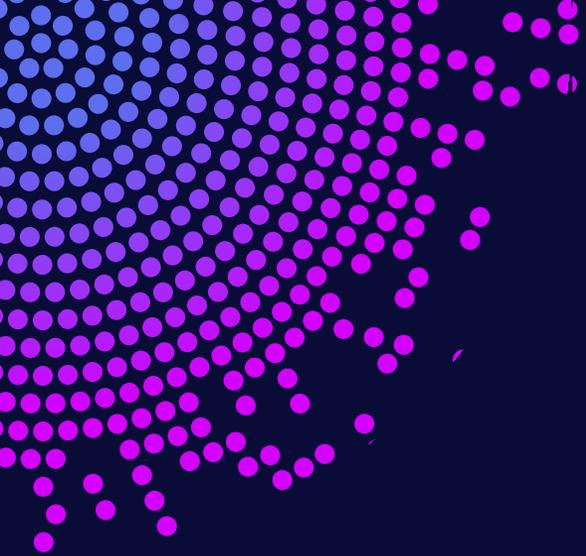
If a poll is active, a number will appear next to the Poll button, showing how many questions are available.



## STEP 3 – VIEW OR DOWNLOAD THE RESULTS

Click the **Download** symbol or **View Poll** link to view the live results.





**THANK YOU FOR ATTENDING  
GEO PRAGUE 2025**

