

The Physical-to-Digital Event Activation Scorecard

A booth conversation moves fast. Use this page to see whether the next step is ready before the doors open.

A useful event path has four parts: a clear moment, a working destination, an honest consent step, and a named follow-up owner.

Score the path you have today

For each line, circle one score: 0 = not in place, 1 = partly ready, 2 = tested and owned. Add a note where the handoff could break.

CHECKPOINT	0	1	2	GAP / OWNER
1. The booth moment gives visitors a clear reason to continue.	■	■	■	
2. The destination matches this event and campaign.	■	■	■	
3. The page loads and reads well on a phone at the venue.	■	■	■	
4. Any form explains what is collected and how it will be used.	■	■	■	
5. The next action is clear: resource, demo request, or opt-in.	■	■	■	
6. A named person owns questions and follow-up from the event.	■	■	■	
7. Sales receives the context it needs through the agreed process.	■	■	■	
8. A review date is set to retire or update the campaign link.	■	■	■	

TOTAL ____ / 16 Lowest checkpoint _____

A score is a planning prompt, not a benchmark. Pick the lowest checkpoint and give it an owner before adding another activation.

Make one event easier to learn from.

Choose one event, one destination, and a short set of measures your existing tools can support. Keep the tap in its lane: it opens the URL assigned to it. It does not identify attendees, capture leads, count taps, attribute pipeline, update a CRM, or prove event ROI.

Before the event

DECISION	WRITE IT DOWN
Event / campaign	
Approved public destination	
Form consent and privacy owner	
Follow-up owner and handoff	
Link review / retire date	

After the event

MEASURE	SOURCE / BASELINE	OBSERVED
Destination visits and form completions	Destination analytics, under its consent setup	
Time to locate or send the promised resource	Compare with the event's usual process	
Follow-ups accepted with agreed context	Use existing sales handoff records	
Tags tested, with owner and review date	Pre-event readiness check	

Keep the conclusion honest

A visit is not a qualified lead. A form completion is not pipeline. Review campaign outcomes in the systems and attribution approach your team already uses. Note what changed, what did not, and what to test next.

Planning worksheet for B2B event and demand-generation teams. NFC-A TAG coins open the destination assigned by the campaign owner. A compatible phone is required; the destination may need network access or sign-in. Do not encode confidential account details or personal data.