

Booth Playbook — Made in GB Pavilion (2 pages)

Page 1 — Capture drill

1. Tablet on /l/central. Visitor scans with THEIR phone, or type for them.
2. Refusers ? Quick-Add (name + phone). Paper pad = last resort.
3. Wi-Fi dead? Keep typing — offline queue syncs automatically.
4. 18:30: every lead has owner + due date. Zero unassigned overnight.
5. QR placement: central standee at reception + pod QR per company.

Page 2 — SLAs + escalation

- Hot ?48h · all ?5 working days · no-response ×3 closes.
- Held meeting / Visited VIP needs next-step / ask before save.
- ECG office +92-21-38709970 · AKUH 021-3486-1616 · PIA 111-786-786.
- Weather rule: Fri 18 Sep GIL flight cancels ? NATCO road ? ISB?KHI.
- Glossary: L-ID lead · M-ID MOU · Hot/Warm/Cold per BANT-lite.