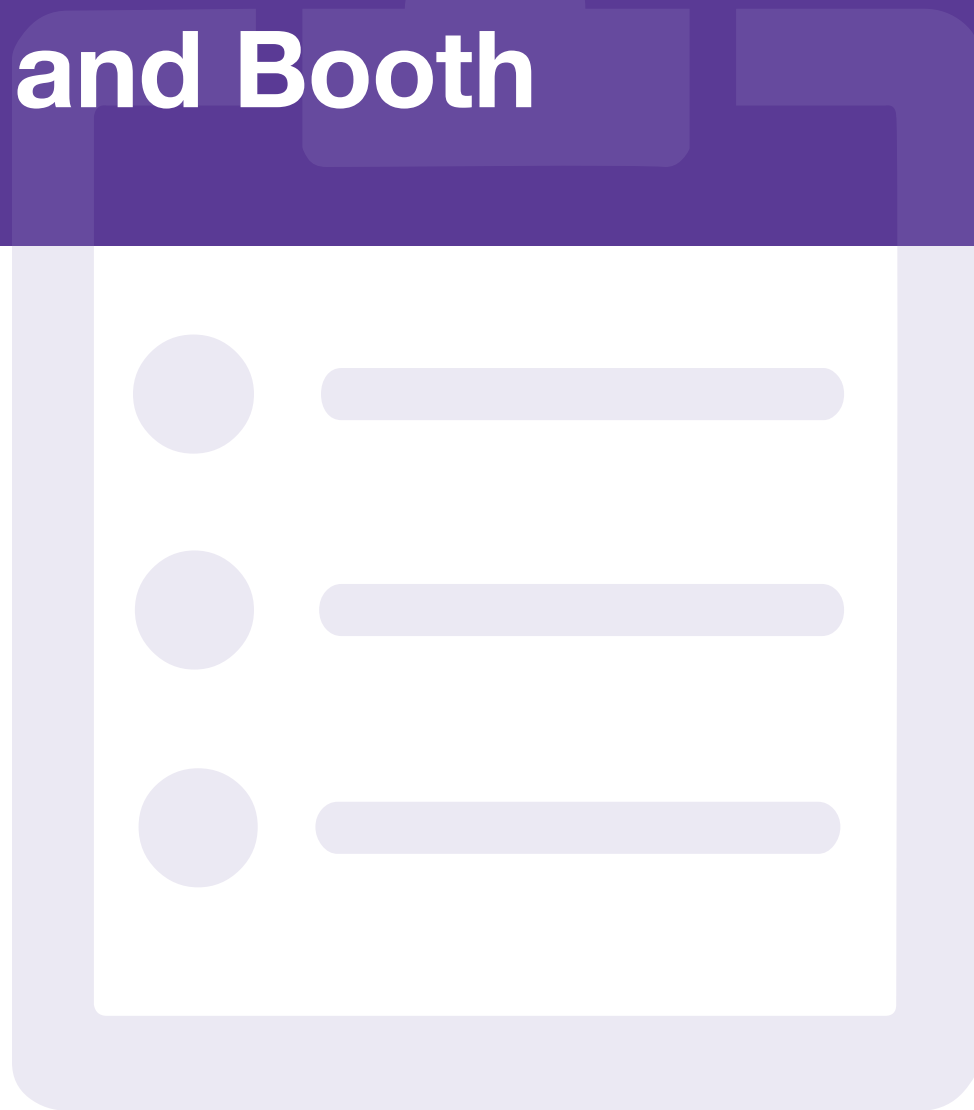


Part 2: At the event

Setting Up Your Kiosks and Booth



Setting up your kiosks and booth

Best practices for engaging with customers, managing the flow of activity around review submissions and having a successful experience

General setup

- Hardwire in to the network.
- Set Gartner Peer Insights as default homepage on browsers in kiosk laptops/devices.
- Setup an event campaign URL in your TPT account.

Booth setup

- Create a relaxed, comfortable and private environment for submitting reviews.
- Develop clear signage and call to action at booth.

Staffing

- Staff should be approachable and welcoming.
- Have at least two staff members per one to two tables.
- Engage with attendees — explain Peer Insights, answer questions and encourage attendees to submit reviews.

Review process

- Ensure all products you want reviewed during the event are available on Gartner Peer Insights at least four weeks prior to the event (if there are any discrepancies, please email peerinsights@gartner.com).
- Clients should use their current employment details when registering.
- Remind users they are sharing their opinions with Gartner and any personal information will NOT be shared at the event or otherwise.
- Reviews are robust and generally take 10 to 15 minutes to complete.

Validation and moderation process

Please refer to [Validation](#) and [Moderation](#) questions in FAQ for more details.

How does Gartner Peer Insights use reviewer contact information?

- Gartner Peer Insights' comprehensive [Community Guidelines](#) explains how we collect, use and safeguard your contact information.
- We also have [Rules of Engagement](#) that govern your use of our website and [Terms of Use](#) that set rules around the review submission process.

