

**Recommendations for the effective use of the IT platform
to increase the effectiveness of the brokerage event
B2B meetings ended with the status: “possible cooperation”**

CONSIDERATIONS BEFORE THE TRIP

- Analyse regional sectors and identify suitable sectors
- Make sure that the chosen market/technology/ innovation is in line with your strategy before planning begins.
- Are the members interested in the selected activity?
- How is the event to be financed?
- Which cooperation partners can be engaged?

Once you have considered these points, you are ready to plan the practicalities.

HOW TO ARRANGE A MATCHMAKING EVENT?

Matchmaking events often take place in connection with big international fairs, conferences, company missions abroad or at major Danish and international events. This is a good way of complementing participation in the main event, as it can create concrete results in an efficient and constructive manner. It adds value for all parties. All potential partners are gathered together in one place, thus the participants can save time and money as compared to having to travel around the world to meet potential partners.

In the long term, more international partnership agreements are signed. These benefit everyone, whether they are mainly commercial, technological or project-oriented.

DEVELOPING THE CONCEPT

- Enough internal resources available to manage the event professionally?
- Are there other competing events?
- Where should it be held: our own conference, fair, etc.?
- Is there a critical mass for it to be implemented?
- Who is in the target group?
- Identify and select Danish and foreign cooperation partners.
- Enter into agreements to implement the event and consider making a time-and-action plan for the event.
- entering into agreements with relevant cooperation partners about:
- Facilities, tables, chairs, information desks, accommodation, assistance during the day and other practicalities.
- Promotion in Denmark and abroad.

PREPARING THE EVENT

- Selecting a matchmaking tool (there are a number of online tools especially made for matchmaking).
- Prepare a marketing strategy and package.

UNIQUE SELLING POINTS FOR PROMOTIONAL USE

- Present your products, services or projects.
- Meet new cooperation partners face-to-face.
- Engage with international contacts, and begin an international cooperation.
- Find new commercial / technological / research partners.
- Obtain the latest knowledge about relevant topics.
- Present, discuss and develop new projects.

PROMOTION, AND RECRUITING PARTICIPANTS

- Activate all relevant channels of communication.
- Identify and register a few top participants on the website.
- Launch the website about six months before the event.
- Promote the matchmaking event by sending out an invitation to all relevant target groups.
- Register, create and validate profiles. Participants are asked to register and to create a cooperation profile. The organisers validate profiles, if relevant.
- Participants are asked to book meetings three to four weeks before the event. Mails are sent to the participants automatically. Contact can be made by phone.
- Keep in constant contact with the cooperation partners to ensure participants.

NOT ENOUGH PARTICIPANTS

Keep an ongoing status of the number of participants and meetings. Should there be fewer than expected, you may have to consider cancelling the event.

MATCHMAKING

- The deadline has expired. No more participants can register, and the system matches all the meeting requests.
- The individual meeting schedules is sent to all participants.

IMPLEMENTATION OF THE EVENT

- Print all the individual meeting schedules, place cards, etc.
- Prepare an opening speech, if appropriate.
- Check up on facilities and practicalities.
- Brief all the assistants about the course of the event, finalise the manning of the information desk, contact those who did not show up for their booked meetings, etc.
- Implementation of the matchmaking.
- No-show?

EVALUATION

After all the hustle and bustle, and usually also a requirement for the submission of various reports, it gives some satisfaction to be able to measure the outcome of the event. Apart from evaluating the event itself, you can also obtain knowledge to use for the next event, for instance by looking at concrete output such as: How many people participated? How many meetings were interesting? How much potential collaboration occurred? How many actual cooperation agreements were entered into? For this very specific purpose, the online system has a built-in function to send out evaluation forms:

- The first evaluation is sent out immediately after the event (maximum of one week after).
- Reminders are sent out to get more answers.
- The next evaluation is sent out about six months after the event.

Based on the above, you can write success stories, and send out press releases, articles and such to your cluster and to the printed and social media.

This checklist highlights the **most relevant measures** for a successful Brokerage Events.

It is intended for those who want to quickly verify if they have taken care of all relevant measures.

If you have ticked (taken care of) most of the listed bullet points, it is most likely that the event is successful.

In contrast if you can't tick a suitable amount of bullet points consider twice carrying out this event.

Overview - Timeline and most relevant activities

Stages	Goal	Things to consider?
Concept & Development 12 month lead time	Continue? Go/No-Go?	Timing / Sector/ Type of Event <ul style="list-style-type: none"> <input type="checkbox"/> Resources of organizers <input type="checkbox"/> Similar competing events (time, region)? <input type="checkbox"/> Event type (Conference, Fair, B2B only) <input type="checkbox"/> Positive feedback from SG? Clients <ul style="list-style-type: none"> <input type="checkbox"/> Critical mass of regional participants willing to go international? <input type="checkbox"/> Target group? (business, technology, research) Identifying and selecting <u>regional</u> partners <ul style="list-style-type: none"> <input type="checkbox"/> Involvement of committed & reliable regional stakeholders? <input type="checkbox"/> Type of promised resources (Mailings, Phone calls, etc.)? Identifying and selecting <u>foreign</u> partners <ul style="list-style-type: none"> <input type="checkbox"/> High participation of reliable foreign EEN Partner <input type="checkbox"/> Other foreign stakeholders involved? Go or No-go decision <ul style="list-style-type: none"> <input type="checkbox"/> Do most factors speak for the event?
Event preparation	To make the event visible	<ul style="list-style-type: none"> <input type="checkbox"/> Set up a project plan (timeline, milestones, resources, etc.) <input type="checkbox"/> Prepare a professional website <input type="checkbox"/> Prepare professional promotion package
Recruiting participants 6 month	High number of participants	<ul style="list-style-type: none"> <input type="checkbox"/> Identify and activate all relevant promotion channels <input type="checkbox"/> Pre-registration of regional companies before start of promotion in EU <input type="checkbox"/> Signposting between registered participants and local/foreign EENs? <input type="checkbox"/> Continuous checks of quality and content of profiles?
Matching process 3-4 weeks	Maximize high quality meetings	<ul style="list-style-type: none"> <input type="checkbox"/> 2-3 mailings to initiate the booking process <input type="checkbox"/> Direct contacts (phone calls) <input type="checkbox"/> EEN support for finding the right partners (CZ) <input type="checkbox"/> Confirmation of participation (reduce no-shows) <input type="checkbox"/> Meeting suggestions for participants
Event	Perfect meetings? EEN services?	<ul style="list-style-type: none"> <input type="checkbox"/> Resources on-site <input type="checkbox"/> No-show handling <input type="checkbox"/> On-site registration? On-site matchmaking? <input type="checkbox"/> Info desk promoting EEN services
Follow-Up	Outcome?	<ul style="list-style-type: none"> <input type="checkbox"/> Event Feedback <input type="checkbox"/> Meeting feedback – 1st Stage Follow-up (1 week afterwards) <input type="checkbox"/> Meeting feedback – 2nd Stage Follow-up (6 months afterwards)

Concept & Development

Focus: Go or No-go decision?

Timeline: 12-8 months before the event

3 rd Party	Partner EEN	Organiser	Concept & Development	Mandatory	Optional
			Resources / Timing / Sector/ Event type		
		<input type="radio"/>	Enough resources to manage the event professionally?	<input checked="" type="radio"/>	
		<input type="radio"/>	Do thematic areas fit to the region and it's internationalisation strategy	<input checked="" type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Are there similar or competing events (time, region)?	<input checked="" type="radio"/>	
<input type="radio"/>		<input type="radio"/>	Most appropriate event type? (Conference, Fair, B2B only) <i>Is there an added value by organising the event within a conference or a trade fair?</i>	<input checked="" type="radio"/>	
		<input type="radio"/>	Duration of the event? <i>Approved approach: Morning: Presentations, Workshops, etc. ; Afternoon: B2B sessions</i>	<input checked="" type="radio"/>	
		<input type="radio"/>	Does the range of thematic topics fit to the event size? <i>Small event should only cover one sector, larger event max 2-3 sectors</i>		<input checked="" type="radio"/>
		<input type="radio"/>	Appropriate location? (major city, easily reachable, ...)	<input checked="" type="radio"/>	
		<input type="radio"/>	Feedback from SG?		<input checked="" type="radio"/>
			Clients		
<input type="radio"/>		<input type="radio"/>	Critical mass of regional participants willing to go international?	<input checked="" type="radio"/>	
<input type="radio"/>		<input type="radio"/>	Appropriate target group? (business, technology, research)		<input checked="" type="radio"/>
			Identification and selection of <u>regional</u> partners		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Involvement of committed regional stakeholders? EEN's, Business Chambers, Association, Clusters, Euro-Regio, <i>How much and what kind of resources are they willing to provide?</i>	<input checked="" type="radio"/>	
			Identification and selection of <u>foreign</u> partners		
	<input type="radio"/>	<input type="radio"/>	High participation of committed foreign EEN partners <i>How much and what kind of resources are they willing to provide?</i> <i>Do you especially take care of neighbouring countries?</i>	<input checked="" type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Other foreign stakeholders involved? <i>How much and what kind of resources are they willing to provide?</i>		<input checked="" type="radio"/>
		<input type="radio"/>	Go/No-go decision - Do most factors speak for the event?	<input checked="" type="radio"/>	

Event preparation

Focus: Provisions to have a highly public and visible event

Timeline: 10 - 6 months before the event

3rd Party	Partner EEN	Organiser	Event preparation	Mandatory	Optional
	<input type="radio"/>	<input type="radio"/>	Identify and activate relevant promotion channels	<input type="radio"/>	
		<input type="radio"/>	Fine-tune event agenda items with all involved stakeholders <i>eg: Presentations, Workshops, B2B sessions, side events, etc.</i> <i>Preferably no main activities parallel to the B2B sessions</i>	<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	Fine-tune promotion activities with local/regional Stakeholders Who addresses which clients with which activities?	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	Check other thematic related Brokerage Event website <i>What kind of innovative agenda topics, services, etc. are they offering?</i>		<input type="radio"/>
		<input type="radio"/>	Set-up of a professional website portal. Participants and/or profiles must be accessible online	<input type="radio"/>	
		<input type="radio"/>	Preparing a professional promotion package Promotion teaser, Mailing template, Flyer (PDF), etc.	<input type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Identification and selection of appropriate co-organizers & supporters EEN, Sector Groups, local & foreign clusters, etc. Verify commitment (supporters may promise more than they can deliver) Keep continuous and close contact to all involved partners	<input type="radio"/>	
		<input type="radio"/>	Visibility of the MatchMaking on the Conference (if any)? <i>Two event websites (conference and MatchMaking)?</i> <i>Is the B2B event promoted on the conference website?</i>	<input type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Who will do What until When	<input type="radio"/>	

Recruiting participants & Matching

Focus: Maximize number of participants and quality of profiles

Timeline: 6 months before the event


3 rd Party	Partner EEN	Organiser	Recruiting participants	Mandatory	Optional
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Forcing (phone) early registration of known (core?) regional companies Some interesting profiles should be online BEFORE you start the promotion	<input type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	1st promotion campaign Mailings, phone calls, company visits, press, etc. Offer promotion mailing templates to all partners	<input type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disseminate a link list with recent similar Brokerage Events <i>Partners should contact their local participants having joint these events</i>		<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	Identify EEN partners having managed similar events Ask for a promotion mailing to this clientele		<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Direct phone calls to selected companies Mails often are not opened if sender is unknown Another Event? No thanks! - Brokerage Event? What's this?		<input type="radio"/>
		<input type="radio"/>	Signposting of foreign clients to relevant EEN partner abroad Are all participants allocated to corresponding EEN offices?	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	Daily check of quality and content of profiles? <i>no automatic publishing of profiles without quality check</i>	<input type="radio"/>	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2nd promotion campaign (also focus on already registered companies/profiles)	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	On-going acquisitions of further third parties and EEN partners		<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	Are some "request" profiles inserted? If not, contact companies and push submission of requests		<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Too few participants 3 weeks before the event? Cancellation?	<input type="radio"/>	

			Matching		
		<input type="radio"/>	Mailings to initiate the booking process	<input type="radio"/>	
		<input type="radio"/>	2-3 reminder mailings (to further push the booking process)	<input type="radio"/>	
	<input type="radio"/>	<input type="radio"/>	Direct phone calls (Ask to book meetings, sometimes clients ignore mailings)		<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	Confirmation of participation (To avoid no-shows, last 2 weeks) Especially those participants having many meetings	<input type="radio"/>	
		<input type="radio"/>	Preliminary meeting schedule (@ one week before event)		<input type="radio"/>
		<input type="radio"/>	Final meeting schedule (@ 2-3 days before event)	<input type="radio"/>	

At the Event & Feedback

Focus: Maximize number of participants and quality of profiles

3 rd Party	Partner EEN	Organiser	At the Event	Mandatory	Optional
			At the event		
		<input type="radio"/>	Briefing of all administrative staff Who is responsible for what?	●	
		<input type="radio"/>	Potential success stories (take photos, interviews clients & partners)		●
		<input type="radio"/>	Meeting room prepared? (Table numbers & table schedules fixed?)	●	
		<input type="radio"/>	Reception – Hand out of meeting schedule (incl. last minute updates)	●	
		<input type="radio"/>	Identifying no-shows Where are these persons (make phone calls)?	●	
		<input type="radio"/>	Announcement of no-shows? Flip-chart, auditorium, inform meeting partners personally about no-shows	●	
		<input type="radio"/>	The Brokerage Event – 10 min introduction in the plenum (FAQ, Remarks) Has everyone picked-up his schedule, location, start/end, Info desk, ... Foreign EEN partners - How to present? (their role, visibility,)		●
		<input type="radio"/>	Start of meeting / Changing tables Search meeting partners for participants sitting alone on a table Ring the bell if the next round of talks starts	●	

			Feedback			
			<i>2 Types of feedback have to be collected: Event and B2B meeting related</i>			
		<input type="radio"/>	Event related feedback questions adapted to the event?	●		
		<input type="radio"/>	1st Stage Feedback (1-2 weeks after the event) Less interesting, Very informative, Further contact planned, Co-operation fixed	●		
		<input type="radio"/>	Reminder Feedback? (3-4 weeks after the event) Addressing those who haven't given any feedback yet		●	
			Follow-up Analyze the first feedback and contact most promising clients (offer EEN services)			
		<input type="radio"/>	2nd Stage Feedback (6 month after the event) Terminated, Terminated (but know-ledge gain), Still on-going, Negotiations started, Contract/Agreement reached	●		
			Reminder Feedback made? (6,5 month after the event) Addressing those who haven't given any feedback yet		●	
			Event Feedback - Summary page			

Bilateral Meetings

How to maximize their numbers?

Introduction

Needless to say, the number of bilateral meetings is the 2nd most important figure, beside the number of participants.

On the following pages you can find tips and hints how booking figures can be easily increased by 20%-40% by applying a few proven setup & management related measures and actions.



How to maximize the booking figures?

Parameters affecting number of meetings	Actions to be undertaken
IN GENERAL	
Number of participants attending the event	<p>More participants → More meetings</p> <ul style="list-style-type: none"> Run the event preferably in Public mode (Participants profile are public accessible) This will convince more participants to register for the event. Keep registration open as long as possible, preferably until the day of the event
Number of participants attending the Matchmaking	<ul style="list-style-type: none"> Convince participants to register for the Matchmaking sessions if not done yet Mailing to participants not having registered for the matchmaking sessions e.g. "Sign-up for B2B sessions in case you want receive promising business requests"
Number and quality of published Marketplace profiles	<ul style="list-style-type: none"> Booking decisions are OFTEN based on published Marketplace business profiles (Offering/Looking for ... Product, Service, Projects, Investments, Requests) Thus participants not having published a Marketplace profile should be made aware of that via Mailing or Phone calls. By doing so they can expect more meeting requests.
AFTER booking phase has opened	
Possibility to book/confirm meetings until the day of the event	<ul style="list-style-type: none"> It's a fact, plenty of participants arrange their bookings during the last week. Thus keep the booking deadline open as long as possible (preferably until the day of the event)
Number and content of Booking reminders (Mailings)	<ul style="list-style-type: none"> The automatized booking notifications sent every 3-4 days promise good booking figures Nevertheless 2-3 tailor-made mailing campaigns can additionally push booking figures. Especially if mailing campaigns addresses a specific "smaller" group of participants with 1-2 specific action requests which are also referenced in the mailing subject.
Best timelines for mailings?	<ul style="list-style-type: none"> 0-2 days after Booking has opened <i>Subj: Event name - Booking has opened - Tips & further advices</i> Middle of booking phase <i>Subj: Event name - Book meetings and confirm pending meeting requests</i> 4-5 days before the event <i>Subj: Event name - Only 4 days left to manage your B2B meetings (book & confirm)</i> 1-2 days before the event <i>Subj: Event name - Your personalized event agenda and further information</i>
Contact participants via direct phone	<ul style="list-style-type: none"> Convince participants to book or confirm pending meeting requests via phone call Selection criteria: Those who have received many meeting requests but not confirmed any of them; Local companies you personally know, etc. Contact co-organizers supporting you with these phone calls

How to maximize their numbers?

Mailing Campaigns

Personal phone calls are the most effective approach to push booking figures but due to event organizers tight time-schedule this can be only applied to a very few selected participants. Thus via 2-3 dedicated mailing campaigns you can easily reach all registered participants and therefore push booking figures efficiently.

By default, the b2match application sends the following automatized notifications by email every 3 days once the booking has started. Tip: The booking timeframe should be set to 2-3 weeks before the event to keep the number of reminder low for those who don't send/accept meeting request. (automatized booking reminders can also be deactivated)

Automatized notifications

- **Book meetings**
Participants without own booking will be reminder to send meeting requests (every 3 days)
- **Accept pending meetings requests**
Participants will be asked to accept or decline incoming meeting requests (if any) (every 3 days)

In case booking figures should be maximized or current figures are low 2-3 personalized mailing campaigns addressing specific groups with specific actions requests may be helpful.

Typical "Call for Actions" Mailings to push booking figures

Call for Actions	Booking phase (2-3 weeks)				Recipient list
	Relevance of action points				
	Before	Start	During	Closing	
Sign-up for the matchmaking sessions	High	High	Low		Not signed-up for matchmaking
Publish your business cooperation wishes	High	High	Low		No Marketplace profiles published
Booking has opened – Send meetings requests		High			Attending Matchmaking
Download the mobile b2match App, thus meeting requests are ALSO sent to mobile phone		High	High	High	All
Book meetings reminder			High		Attending Matchmaking
Confirm or decline pending meeting requests			High	High	Having pending meeting requests
Cancel your attendance in case you can't attend			High	High	All
Your personalized event schedule				High	All

On the following pages you can find

- a) **Instruction for customized mailing campaigns**
how to use the above listed Call for Action items for individualized mailings campaigns
- b) **3 typical ready-made mailing templates applicable for most event formats**
 - * **Booking has opened | Start of the booking period**
 - * **Push booking figures | Middle of the booking period**
 - * **Personalized Agenda | End/After the booking period**

Notifications vs Mailings Campaigns – Considerations?

In case you preference individualized mailing campaigns against the automatized Notifications consider to deactivate the notifications to reduce the number of mail-shots to participants (see Messages -> Notifications).

As alternative you can activate the notifications only for the e.g. last week.

Proven text modules for mailings

To ease the access of the below listed actions an action link should be added after each text block. Action links direct participants directly to the appropriate forms.

Nomenclature for Action links: **Text to be displayed** (selection to be made from the drop-down) | see example on last page

Focus & Filters <i>to be applied</i>	Typical Text Module	Action links to be added
Request to sign-up for the matchmaking sessions Mailing Filter: Matchmaking: (*) Not attending matchmaking	WHY TO JOIN THE MATCHMAKING SESSIONS? * Spotlight yourself and your organisation with a detailed profile, request meetings with decision makers, and browse other participants' business ideas. * Manage several one-to-one meetings at the event at a reserved table and given time-slots. * Your meetings are summarised in a personal schedule, which you will receive prior to the event	Please select B2B meeting sessions (Attendance)
Publish your business cooperation wishes Mailing Filter Marketplace (*) Without marketplace	PUBLISH YOUR OFFERS & DEMANDS VIA THE MARKETPLACE Participants having published meaningful profiles on the Marketplace (Offers, Demands, Products, Services, Projects, Investments, etc) do receive more meeting requests from other participants. In addition, your own meeting requests will also have a higher acceptance rate.	Publish your offers or requests (Dashboard)
Download b2match App	DOWNLOAD THE B2MATCH MOBILE APP to * check and confirm incoming meeting requests * access your meeting schedule * manage further meetings on-site To be downloaded from Google or Apple store (search for "b2match")	To be added to all mailings as booking figures are increased and now-shows reduced
Book Meetings	BOOK MEETINGS Every successful cooperation/business starts with a first contact. So please browse the Participants profiles, identify interesting companies you would like to get in contact with and send an invitation for a meeting. Add a few personal words why your request is relevant which significantly enhances acceptance rate for you request.	Book Meetings (Participants)
Confirm or decline pending meeting requests Mailing Filter: Meetings status: (*) Has pending guest requests	PENDING MEETING REQUESTS (please confirm or decline) Please login and check if you have pending meetings. If yes, decide case by case to accept or decline them. It's a matter of politeness to let the other persons know if you are interested in a requested meeting or not.	Check and confirm pending meetings (if any) (Meetings)
Book more meetings Mailing Filter: Matchmaking: (*) Attending matchmaking	WANT TO MANAGE MORE MEETINGS? Sending and accepting meeting requests is still possible until the day of the event. So please go ahead with sending and confirming meeting requests.	Please add 2 Action links Check & confirm Meetings (Meetings) Book more meetings (Participants)
Cancel your attendance in case you can't attend	HOW TO CANCEL YOUR ATTENDANCE IN CASE YOU CAN NOT ATTEND THE EVENT? In this case please click on the link below and select the red link "Cancel participation" top-right. By doing so your participation and all confirmed meetings will be cancelled. This is a kind of polite behaviour as your meeting partners will be informed about your absence and they do not have waste their time waiting for a person who doesn't show up.	Cancel my participation (Attendance)
Your personalized event schedule	DOWNLOAD YOUR MEETING SCHEDULE as PDF file Most meetings are already scheduled access your meeting schedule now.	View my personalized meeting schedule (Agenda)

Booking has opened - Tips & further advices

To be sent once booking has opened

Please carefully read each single line of the email template below and update it accordingly.
Feel free to delete the one or other section if not relevant.

How to send and customize this Mailing?

- a) Messages -> Email to participants
- b) Button -> Filter Recipients

Filters to be applied:

Status = Registered | Validation = Validated | Matchmaking = Participating in matchmaking (if only B2B participants to be taken)

Subject: Event Name | Booking has opened - Invitation to initiate promising 1:1 meetings in forefront of the conference

Thank you for having registered on the XXXXXXXXXXXXXXXX B2B platform.
<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io>

Note: To be used if you have promising figures and profiles are publicly accessible, if not please delete next 6 lines
Meanwhile 999 companies have registered and published 999 business opportunities.

VIEW 999 PARTICIPANTS PROFILES:

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/participants>

VIEW 999 MARKETPLACE OFFERS & REQUESTS

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/marketplace>

Find below some further information and tips who to make your visit a success

PUBLISH YOUR OFFERS & DEMANDS ON THE MARKETPLACE

Participants having published meaningful Marketplace profiles do receive more meeting requests from other participants. In addition, your own meeting requests also have a higher acceptance rate.

After login please scroll website to add your offers or requests related to Products, Services, Projects, Investment, etc

==> Please add the Action link "Dashboard" here. Text to be displayed (**Access my Profile**)

BOOK MEETINGS

Every successful cooperation/business starts with a first contact. So please scan the Participants profiles, identify interesting companies you would like to get in contact with and send an invitation for a meeting. Add a few personal words why your request could be relevant which significantly enhances the meeting acceptance rate.

==> Please add the Action link "Participants" here. Text to be displayed (**Book Meetings**)

PENDING MEETING REQUESTS (please confirm or decline if any)

Please login and check if YOU have pending meetings. If yes, decide case by case to accept or decline them. It's a matter of politeness to let the other persons know if you are interested in a requested meeting or not.

==> Please add the Action link "Meetings" here. Text to be displayed (**Check & Confirm meetings**)

Note: If this paragraph is added the Filter option should include all participants (Not only B2B)

YOU CAN'T SEND OR DO NOT RECEIVE MEETING REQUESTS?

Did you select one of the given matchmaking sessions in the event registration form?

If not, please activate to send and receive meeting requests

==> Please add the Action link "Attendance" here. Text to be displayed (**Select Matchmaking sessions**)

DOWNLOAD THE B2MATCH APP to

- * check and confirm incoming meeting requests
- * access your meeting schedule
- * manage further meetings on-site

To be downloaded from Google or Apple store (search for "b2match")

Kind regards | [Add your signature](#)

Only X days left to book & manage your B2B meetings - Tips & further advice

To be sent 3-7 days before the event

Please carefully read the email template below and update it accordingly. Feel free to delete the one or other section if not relevant. How to send and customize this Mailing?

a) Messages -> Email to participants

b) Button -> Filter Recipients

Filters to be applied: Status = Registered | Validation = Validated | Matchmaking = Participating in matchmaking

Subject: Event Name | Only X days left to arrange B2B meetings - Tips & further advice

Thank you for having registered on the XXXXXXXXXXXXXXXX B2B platform.

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io>

Note: To be used if you have promising figures and profiles are publicly accessible, if not please delete next 6 lines

Meanwhile 999 companies have registered and published 999 business opportunities.

VIEW 999 PARTICIPANTS PROFILES:

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/participants>

VIEW 999 MARKETPLACE OFFERS & REQUESTS

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/marketplace>

Find below some further information and tips who to make your visit a success

BOOK MEETINGS

Every successful cooperation/business starts with a first contact. So please scan the Participants profiles, identify interesting companies you would like to get in contact with and send an invitation for a meeting. Add a few personal words why your request could be relevant which significantly enhances the meeting acceptance rate.

==> Please add the Action link “Participants” here. Text to be displayed (**Book Meetings**)

PENDING MEETING REQUESTS (please confirm or decline)

Please login and check if you have pending meetings. If yes, decide case by case to accept or decline them. It’s a matter of politeness to let the other persons know if you are interested in a requested meeting or not.

==> Please add the Action link “Meetings” here. Text to be displayed (**Check & Confirm meetings**)

DOWNLOAD YOUR PRELIMINARY MEETING SCHEDULE AS PDF FILE

As most meetings are already scheduled you can access a preliminary meeting schedule now.

==> Please add the Action link “Agenda” here. Text to be displayed (**View my Event Agenda**)

DOWNLOAD THE B2MATCH APP to

* check and confirm incoming meeting requests

* access your meeting schedule

* manage further meetings on-site

To be downloaded from Google or Apple store (search for b2match)

Kind regards | The Event Organizer

Your personalized agenda and further information

To be sent 1-2 days before the event

To send each participant a personalized schedule which contains the selected event sessions and the B2B meetings (if any) please proceed as follows:

Select the Menu: Messages | Outbox --> Emails to Participants

Participant recipient list | Who should receive this mailing?

To identify the proper list of recipients please apply the following filter(s):

- **Validated** --> is --> Yes
Via this setting, ALL validated participants will receive the mailing and their individual Event agenda
In case you only want to send the Agenda (Meeting schedule) to participants having meetings please add a further filter via "+ Add filter" and add the following condition:
- **Meetings Status** --> is --> Has scheduled Meetings

Mailing Content

Take the content form below as a starting point and feel free to customize it.

Please delete or replace any grey marked text with proper content.

~~~~~  
**Subject: Your Eventname – Your personalized Agenda and further information**

Thank you for attending our Conference/Matchmaking event on *(insert date / City)*

<https://XXXXXXXXXXXXXXXXX.b2match.io>

**About 80-90% of the expected 1:1 meetings are scheduled meanwhile.**

**Thus you can access/download a preliminary meeting schedule now.**

**Most likely some more meetings will be booked and accepted during the next day(s), thus we highly recommend to download the "b2match" Mobile App to get access to the most recent version of your 1:1 meeting schedule (read more below).**

### DOWNLOAD YOUR EVENT AGENDA & MEETING SCHEDULE

After the login you can view your PDF agenda via the button "Download Agenda as PDF"

==> Please add the Action link "Agenda" here. Text to be displayed (e.g. **View my personal Event Agenda**)

*In case you keep booking open until the day of the event please add the following advice (otherwise delete):*

### WANT TO MANAGE MORE MEETINGS?

Sending and accepting meeting requests is still possible until the day of the event.

So please go ahead with sending and confirming meeting requests.

==> Please add the Action link "Meetings" here. Text to be displayed (**Check meetings (if any) and confirm or decline**)

==> Please add the Action link "Participants" here. Text to be displayed (**Book more meetings**)

### HOW TO CANCEL YOUR ATTENDANCE IN CASE YOU CAN NOT ATTEND THE EVENT?

In this case please click on the link below and select the red link "Cancel participation" top-right.

By doing so your participation and all confirmed meetings will be cancelled.

This is a kind of polite behaviour as your meeting partners will be informed about your absence and they do not have waste their time waiting for a person who doesn't show up.

==> Please add the Action link "Attendance" here. Text to be displayed (**Cancel my participation**)

### DOWNLOAD THE B2MATCH MOBILE APP

from Google/Apple store (search for b2match) to:

- \* view your 1:1 meeting schedule on your mobile phone
- \* manage additional meetings on-site
- \* get noticed about last minute changes

*In case of any questions please contact us.*

*Kind regards*