



# Your Secret Asset for Successful Events - b2match

Take a quick tour of b2match's event management platform and discover all the exciting features designed for hosting on-site, virtual & hybrid events.



# About b2match

Since the beginning of our journey in 2013, we have facilitated over **8500** events, with over **1,250,000** participant accounts created, and hosted over **1,260,000** B2B matchmaking meetings.



## OUR MISSION

Empowering event organizers by simplifying their daily event management tasks



## OUR VISION

Enabling meaningful business networking, turning good ideas into reality



## OUR VALUES

Trust, Innovation, Collaboration, and Transparency



Learn more about us on <https://www.b2match.com/about>

# What Our Clients Say

“When organizing an event with more than 400 enterprises, the easiness to manage the participant’s profiles and quickly overview their status with b2match is priceless.

**Santiago Garcia Hordley**

Project Manager, ACCIÓ

“b2match is a very powerful tool, easy to manage, that allows tailor made solutions with an excellent customer service.

**Alfonso Moreno Pombo**

Project Manager, VO Europe

“The b2match platform is very flexible and can be adapted according to almost every requirements regarding event management and networking activities.

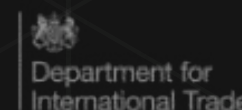
**Anke Wiegand**

Project Manager, Berlin Partner für Wirtschaft und Technologie GmbH

“The b2match platform and team ranked high on the participants’ list of favorite aspects about the event.

**Ruxandra Bosilca PhD**

Communication and EU Affairs Expert, EuroGOOS European Global Ocean Observing System



# CEO Words



We are committed to delivering cutting-edge event management solutions that simplify your event management processes, enhance participant engagement, and deliver great ROI. Explore our range of features to uncover how we can revolutionize your events.

**Mirza Ceric**

CEO





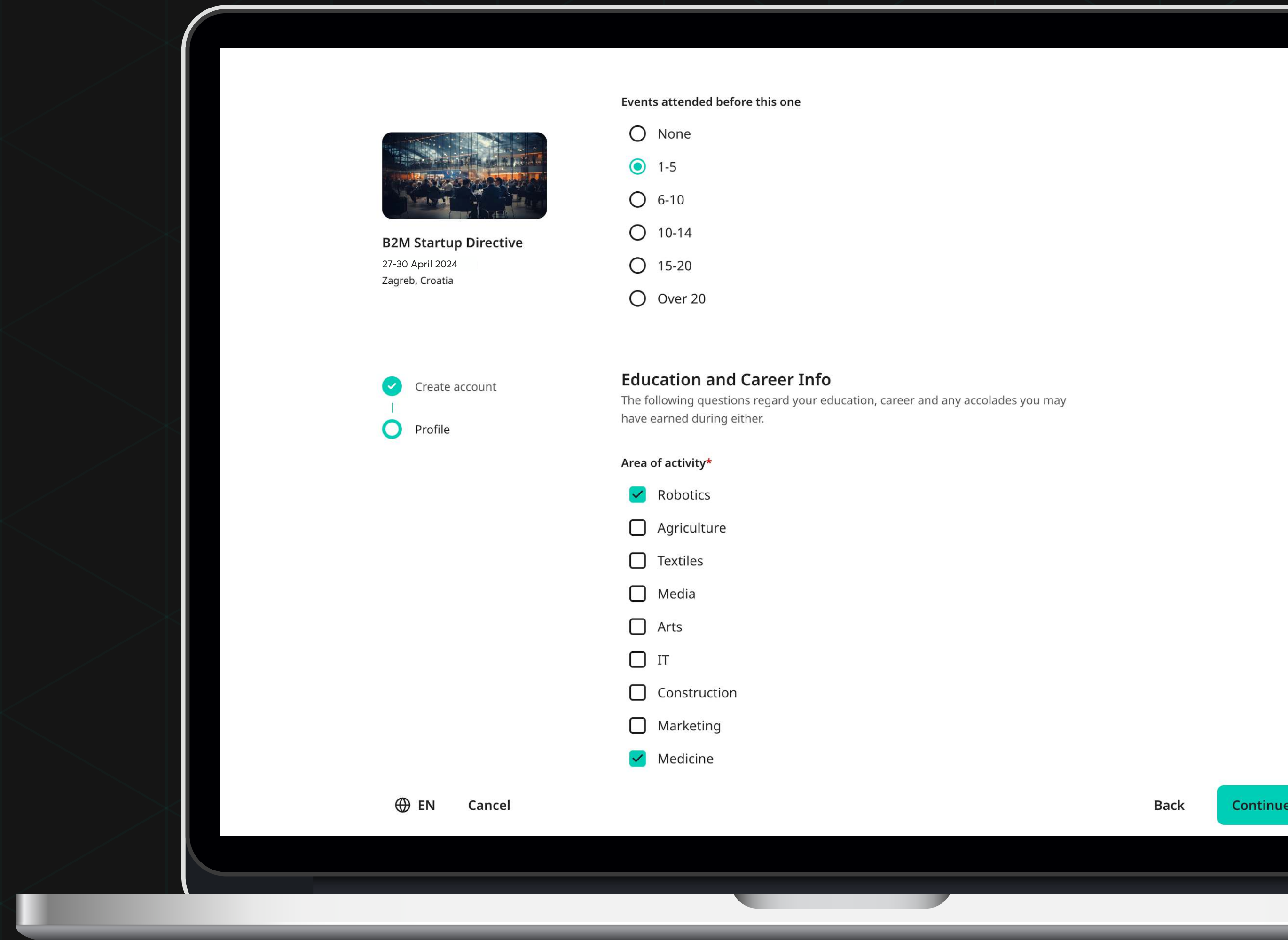
# Feature Overview

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# Tailor-Made Registration Form

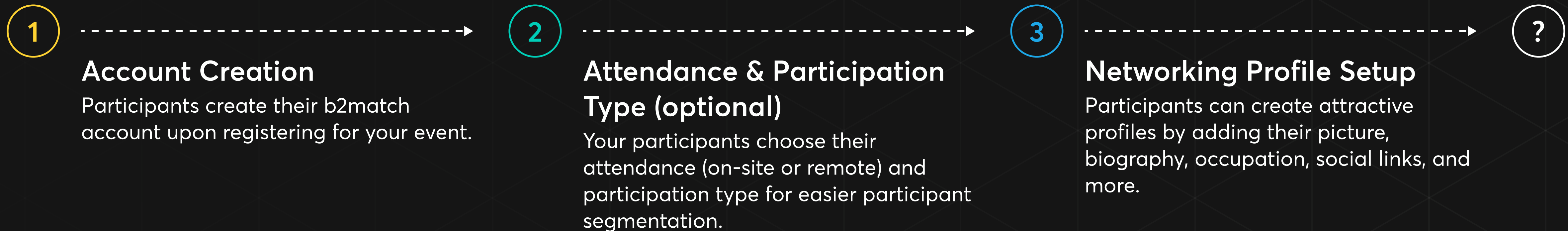
Create a customized registration form to best suit your needs, and add specific questions for gathering additional information.

- ✓ Public & private registration
- ✓ Import attendee data to fasten the process and send customizable invitation emails
- ✓ Customizable registration questions
  - ◆ Single & multi line fields, radio buttons, select field, check boxes, file upload
  - ◆ Creation of question groups
  - ◆ Participation type related questions
  - ◆ Questions serve as filters after registration



# Streamlined Registration Process

 Registration form proven effective by over 8,000 events!



**1 Account Creation**

**Create new Account**  
or [log in](#) with your existing b2match account

Your email address  
marcus.green@b2match.com

Password  
.....

First name\* Last name\*  
Marcus Green

[Continue with LinkedIn](#)  
[Continue with Google](#)

By signing up, I agree to b2match's [terms of service](#) and [privacy policy](#). I understand that b2match will share my information with the event organiser.

**2 Attendance & Participation Type (optional)**

Attend event...

On-site  
You will physically attend this event. Your meetings can be held in person with other on-site participants, or via online video calls with remote participants.

Remote  
You will attend this event remotely. All of your meetings will be scheduled as online video calls. You can also attend other sessions, such as video conferences or live streams.

Register as...

Buyer  
Buyers attend this event to find a new product and/or service they would be interested in purchasing.

Seller  
Sellers attend this event to find a new audience for their products and services, or to expand an existing one.

**3 Networking Profile Setup**

About Me

[Change profile image](#) [Delete](#)

Your profile picture should be a JPG, PNG, or GIF file, and it should not be larger than 800 kb.

Occupation\*  
Sales Manager

Organisation Name\*  
Orloom

Country\*  
Canada

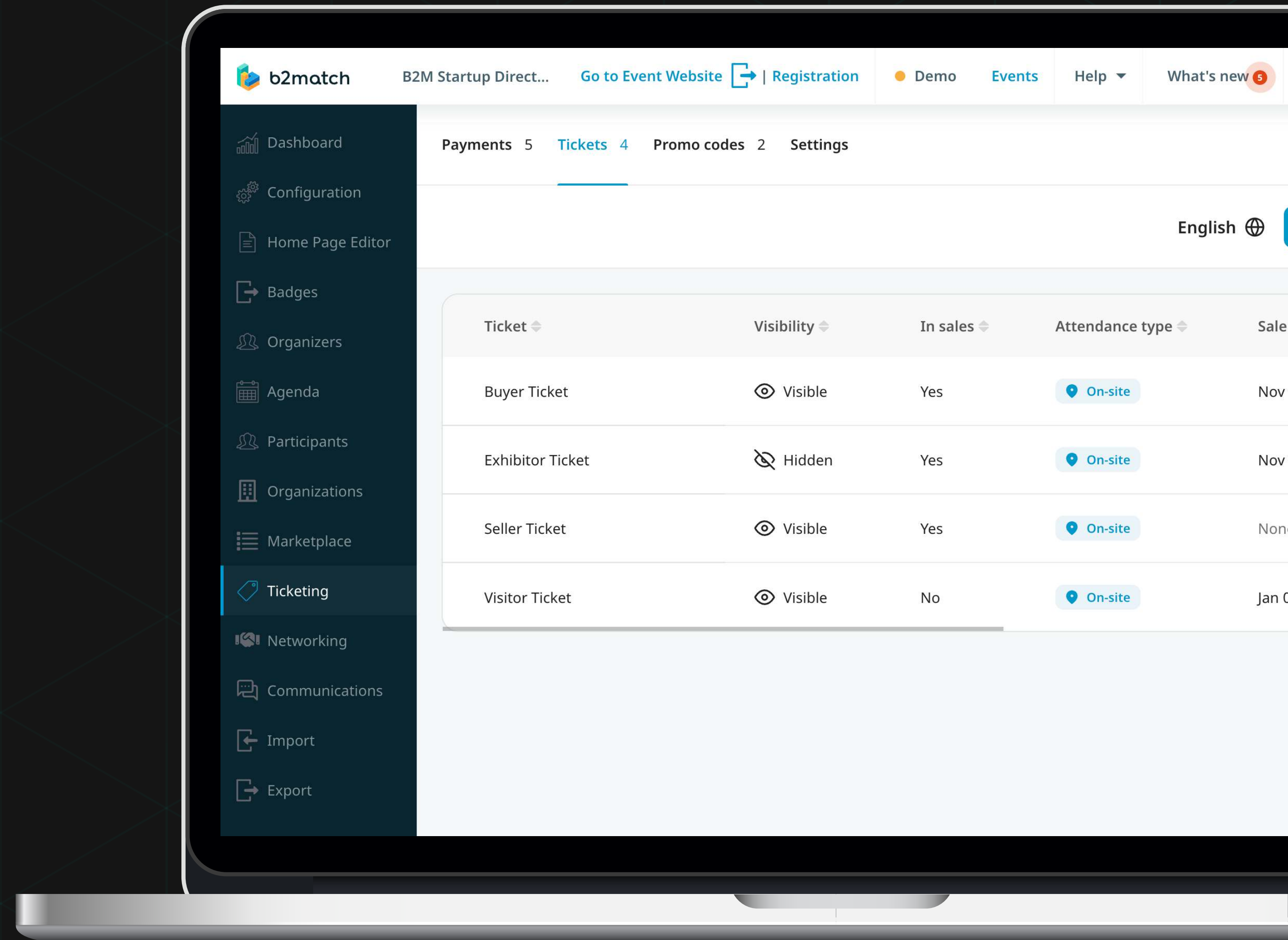
City\*  
Calgary

Pitch  
Introduce yourself to other participants with a short summary.  
Experienced Sales Manager with a proven track record of

# Ticketing & Payment

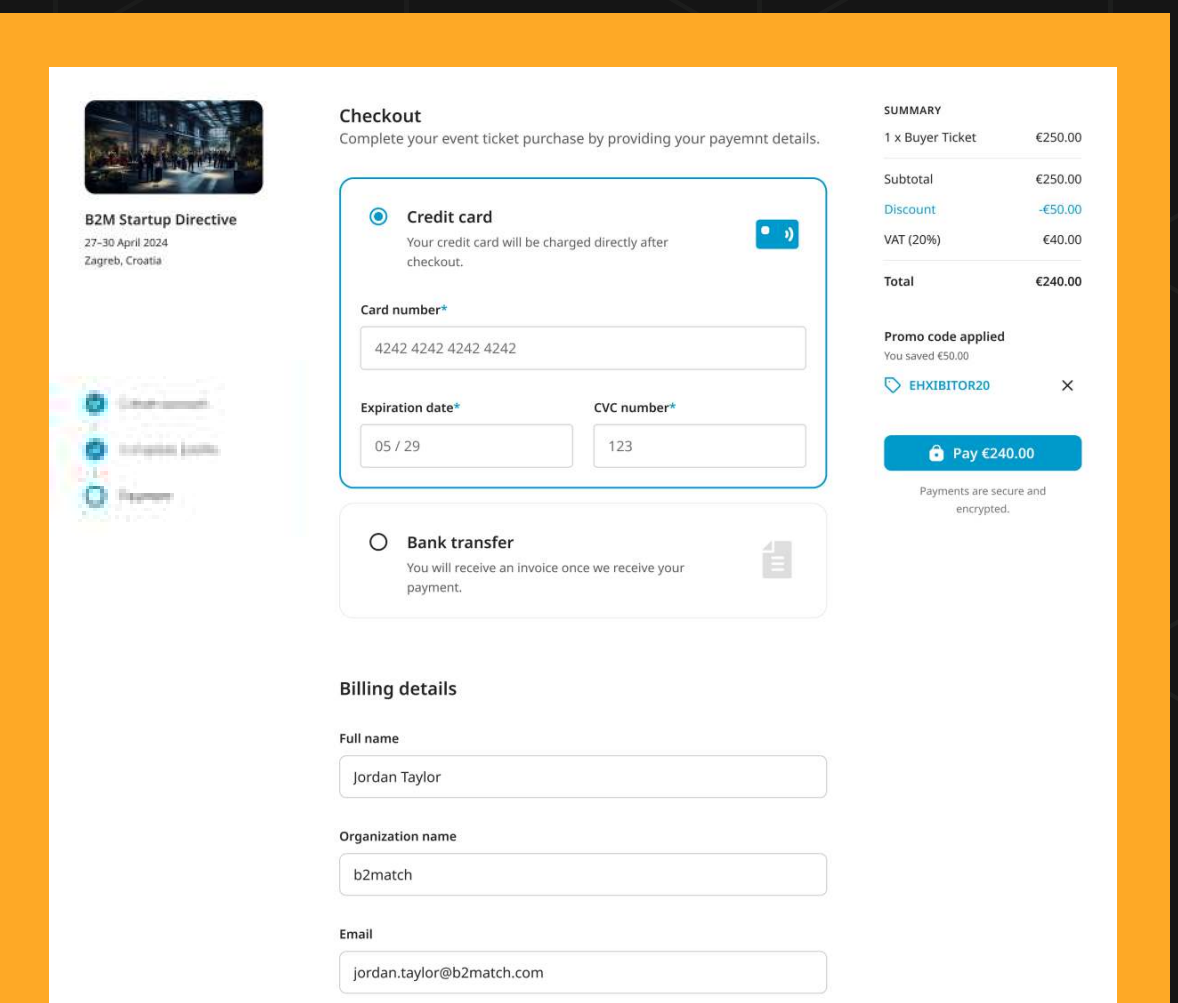
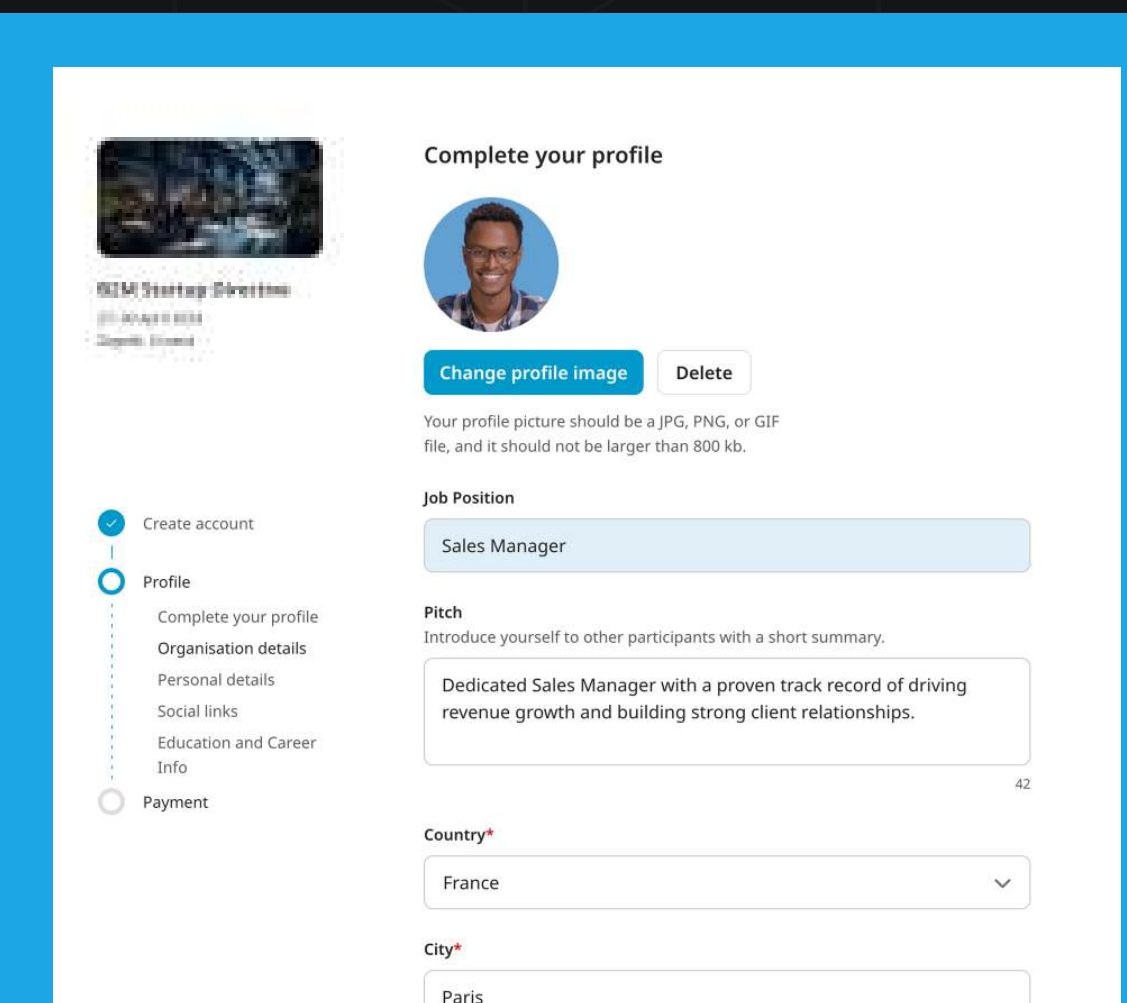
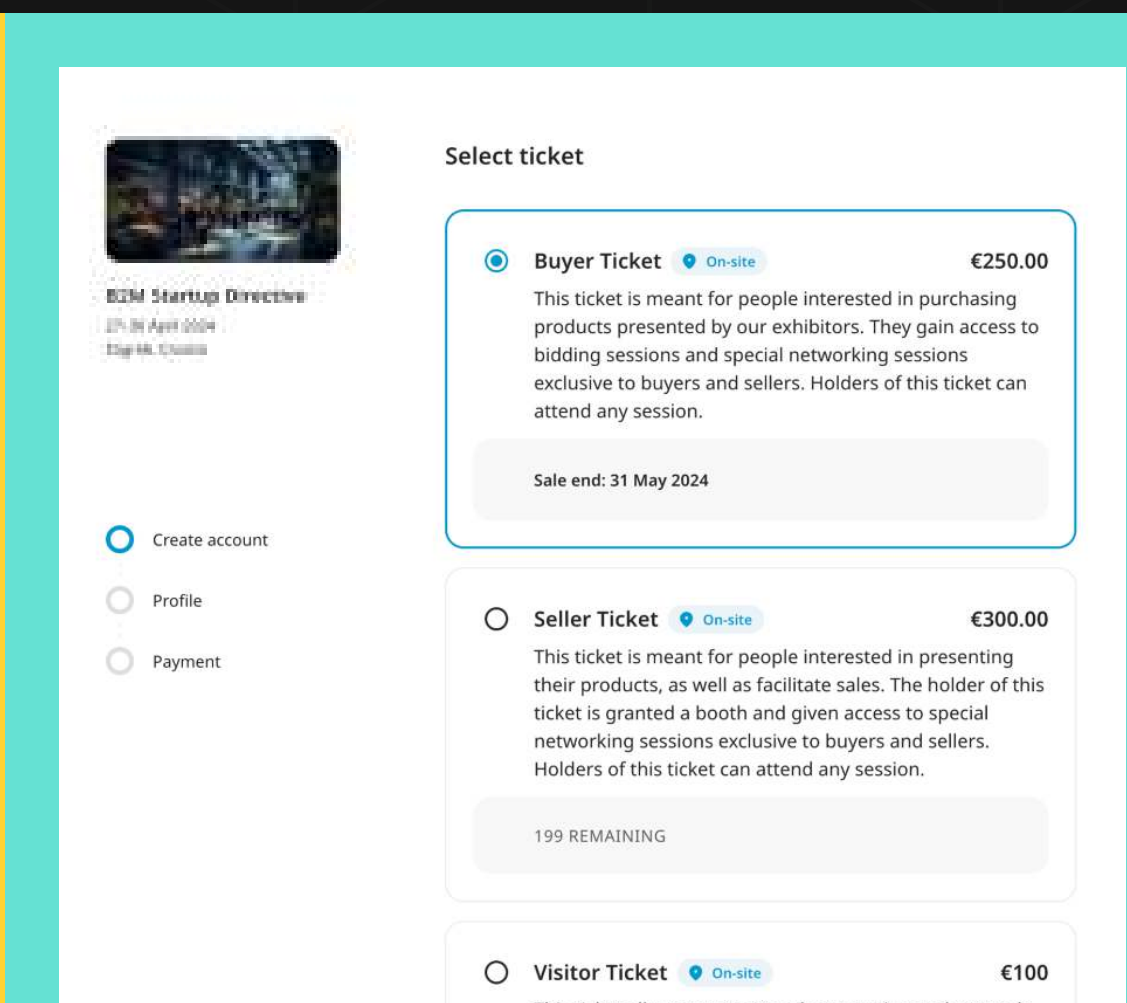
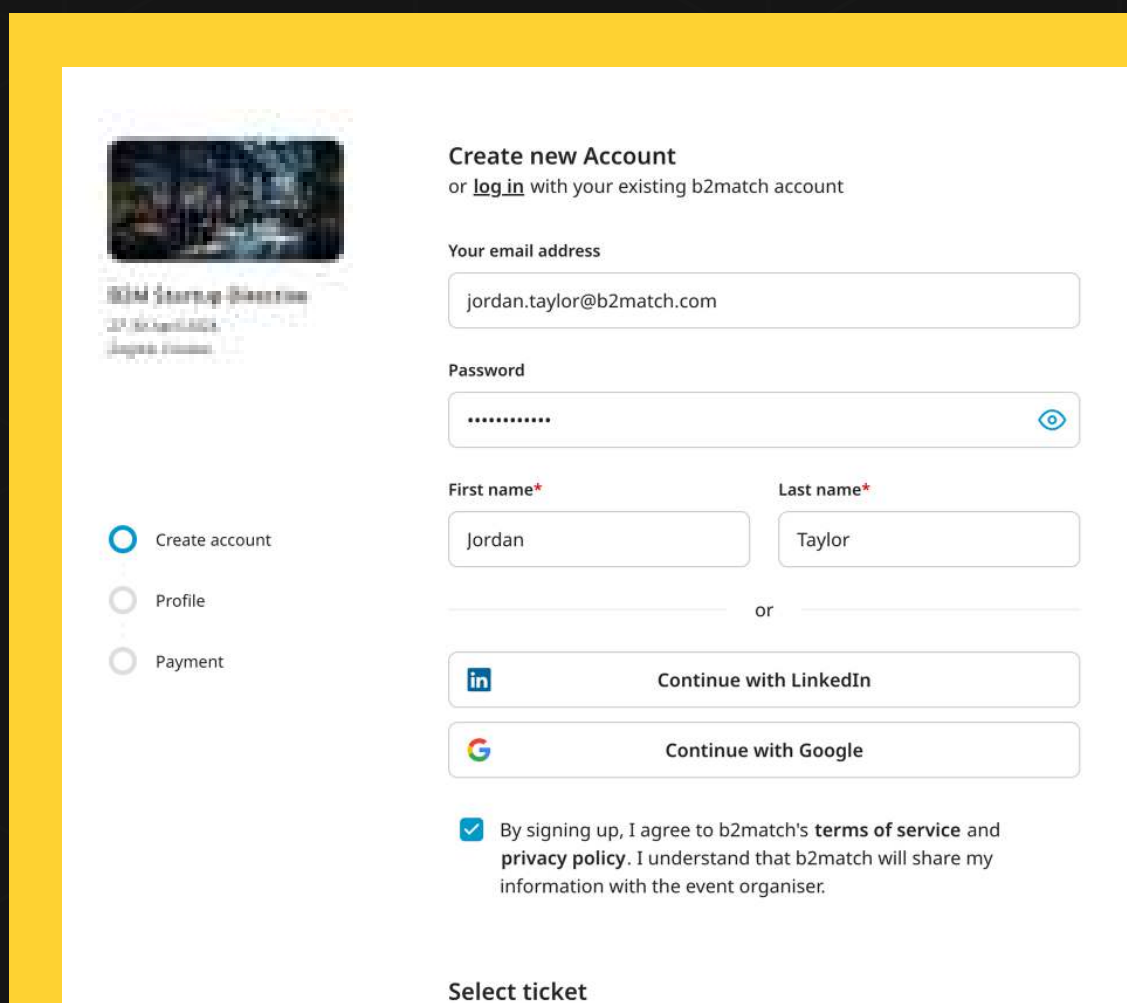
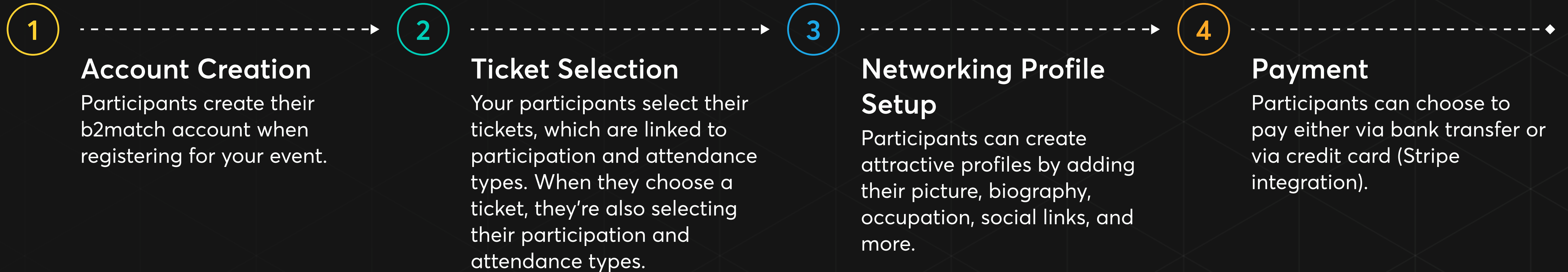
Establish different tickets for specific attendee groups, define the exact sale start and end time, create compelling promotional codes and manage participants' payments.

- ✓ Free & paid tickets
- ✓ Visible & hidden tickets
- ✓ Limit the number of tickets & promo codes
- ✓ Promo code in percentage or fixed amount
- ✓ Payment via Invoice or Credit Card (Stripe)
- ✓ Configurable invoice
- ✓ Invoice & preliminary bill download
- ✓ Credit notes for payment refunds





# Registration with Ticketing



# Participant Profiles

Participant profiles introduce your attendees and what they bring to the table, fostering valuable business connections.

## Profiles include:

- 1 Profile views
- 2 Pitch
- 3 Organization
- 4 Marketplace opportunities
- 5 Meetings widget
- 6 Biography
- 7 Social media links
- 8 Skills & interests

B2M Startup Directive  
27-30, Apr 2024 | Zagerb, Croatia

Home Agenda Speakers Companies Participants Marketplace

👤 📧 📅 🔔

← Go back Send message 📌

**Antonio Wagner**  
Marketing specialist  
Orloom Ltd.  
Berlin, Germany

1 39 Profile visits Remote Speaker

Next available at APR 28 in 17 d  
**20:00 - 20:30 PM CEST**  
 Sunday, April 28, 2024

+ Request meeting

2 Dynamic Marketing Specialist with a passion for crafting impactful campaigns and driving brand visibility.

3 ORGANIZATION

4 OPPORTUNITIES

6 About ✎ Edit

Experienced marketing specialist with a proven track record of developing and executing dynamic marketing strategies to drive brand awareness, engagement, and revenue growth. Equipped with a comprehensive skill set spanning market research, digital marketing, content creation, and campaign optimization, I am dedicated to delivering results that exceed expectations.

With a keen eye for market trends and consumer insights, I excel in crafting compelling narratives that resonate with target audiences across various channels. My analytical prowess allows me to translate data into actionable insights, enabling continuous improvement and optimization of marketing efforts.

I thrive in collaborative environments, adept at fostering strong relationships with cross-functional teams, stakeholders, and external partners to achieve shared objectives. Committed to staying ahead of industry trends and embracing innovation, I am poised to drive impactful marketing initiatives that propel businesses forward.

Let's connect to explore opportunities for strategic growth and success.

SOCIAL MEDIA

f in X @ 7

SKILLS

Strategic Thinking Market Research Communication Analytical Skills

8 INTERESTS

Long term strategy Brand Management Digital Marketing

ADDITIONAL QUESTIONS

Awards and other accolades  
London Entrepreneur Exhibition 2019 - 1st place

# Participant Dashboard

Enhance participants' networking profile setup with a participant dashboard that guides them through every step.

- ✓ Profile editing
- ✓ Sending event invitations
- ✓ Badge download
- ✓ Next steps

- ◆ Guide participants through profile configuration
- ◆ Add organization page
- ◆ Create marketplace opportunities
- ◆ Book meetings
- ◆ Leave feedback



**Maya Schun**  
UI/UX Designer  
London, United Kingdom

Remote Speaker

Go to my profile

Download badge

#### SUPPORT CONTACT INFORMATION

Sarah Smith  
b2match  
[sarah.smith@b2match.com](mailto:sarah.smith@b2match.com)

#### Invite participant

Send an invitation to your friend or colleague to participate on the event by entering their email address.

Send invite

## Hello Maya!

Congratulations on successfully registering for the B2M Startup Directive. Follow the steps below to finish setting up your networking profile and explore its possibilities.

#### Next Steps

##### Confirm your Email Address

We've sent you an email with a link to confirm your Email Address.

##### Add organisation page

Create a new organisation page, or join an existing one.



**Douty Ltd**  
Startup  
London, United Kingdom



##### Finish setting up your profile

Create an impressive networking profile by adding details such as a short pitch, biography, profile picture, and more.

##### Create opportunities

Add Marketplace opportunities to showcase what you can offer to other participants.

[Add opportunities](#)

##### Book meetings

You can request meetings until 31 December 2023, 12:00.

[Book meetings](#)

[My availability](#)

##### Leave feedback

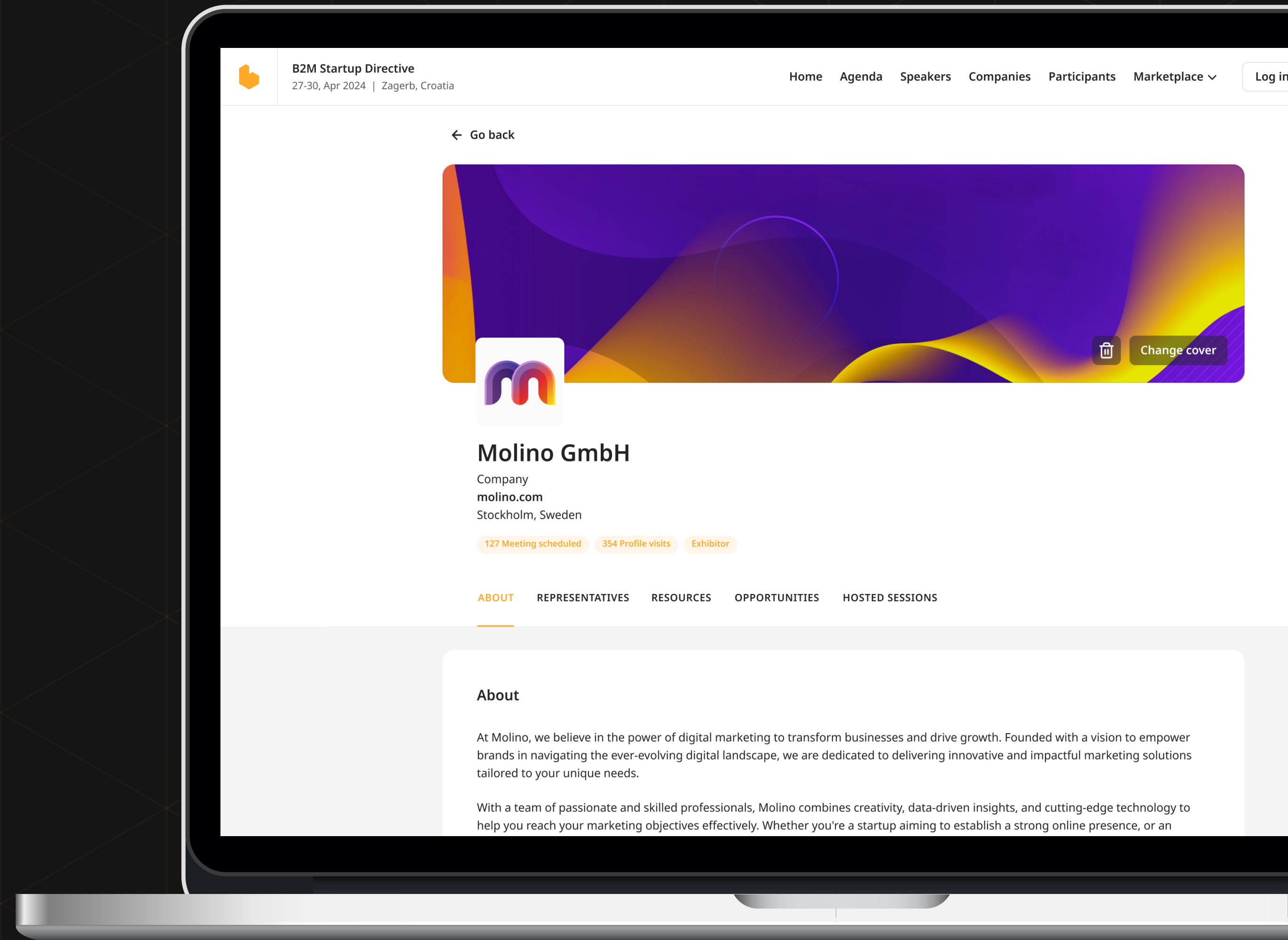
Please take a few minutes and leave some feedback so that we can improve our upcoming events.

[Take the survey](#)

# Organization Pages

Boost visibility, highlight organizations' expertise, and attract business partners with dedicated organization pages.

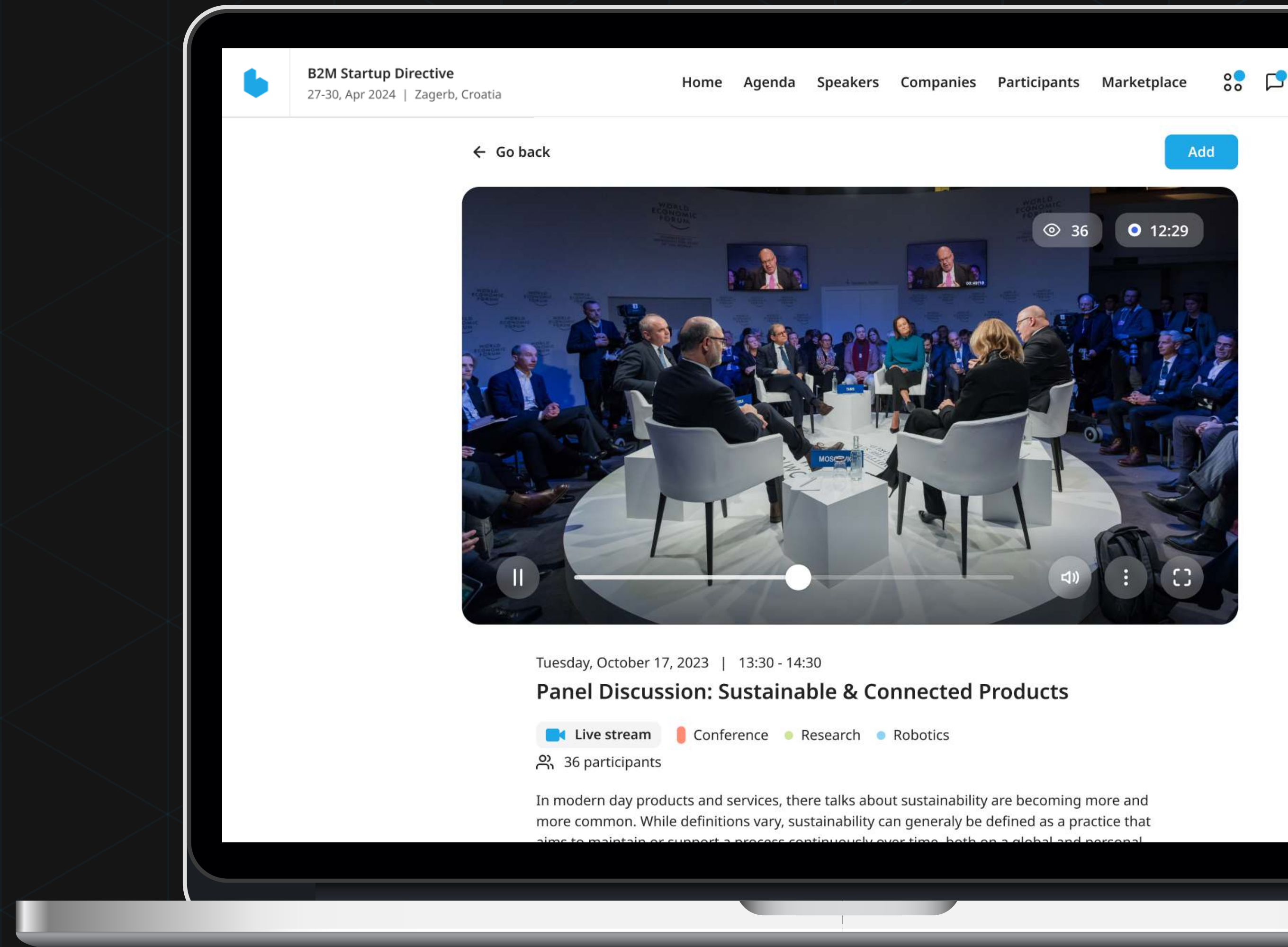
- ✓ Pages enriched with images, description & files
- ✓ Customizable organization types
- ✓ Customizable areas of activity
- ✓ Page admin & organization representatives
- ✓ Organization description generator powered by AI
- ✓ Social media & website links
- ✓ Registration questions for organizations
- ✓ Bookmarking of organizations
- ✓ Marketplace opportunities



# Powerful Interactive Agenda

Entice more visitors by creating a rich event program with different kinds of sessions using our modular, customizable agenda.

- ✓ Pre-recorded sessions
- ✓ Integrated & external (Sli.do & Mentimeter) chat
- ✓ Hosted & speaker sessions
- ✓ Tracks & topics
- ✓ Session location, venue map & cover image
- ✓ Configuring mandatory & private sessions
- ✓ Configuring attendee number limit & session attendance rules
- ✓ Option to prevent session overlaps in agenda



# Participants Personal Agenda

Your attendees will easily find their next sessions and meetings in their personalized agenda, which provides additional information, such as date, time, location and speakers

- ✔ Participant's personal agenda "My schedule" available on browser and mobile app
- ✔ PDF agenda ready to download from participant's profile



No more time zone issues! The participant's personal agenda synchronizes with the participant's time zone.

27 April, 2024 - 30 April, 2024 / Zagreb, Croatia  
B2M Startup Directive

## Agenda for **Becca Selin**

Orloom



### Saturday 27.4.2024.

09:00 - 09:30

Keynote speech

11:00 - 11:15

Meeting with Maya Schun

UI/UX Designer at Douty Ltd

Online Video Meeting



11:45 - 12:00

Meeting

Sasha Pollar, Data Analyst, Molyntsea Inc.

Ruben Devlin, Sales representative, Molyntsea Inc.

Online Video Meeting



15:00 - 15:30

How to Reach New Audiences Using Social Media

West Hall C3

### Sunday 28.4.2024.

15:00 - 15:45

Newest in Audio Visual Tech - a Project Showcase by Strucg Ltd.

Southeast Hall A2



Utilize smart and customizable booking rules to match participants based on their attendee group.

# Matchmaking

The core of b2match, matchmaking, streamlines meeting scheduling, saving attendees time in finding potential business partners.

## 1 Using filters

Participants can use the filters you created to search through the participant list effectively.

## 2 Finding a match

Your participants can find the perfect conversation partner searching through the participant list, *top matches*, marketplace opportunities, or organizations list.

The screenshot displays the B2M Startup Directive interface for an event on April 27-30, 2024, in Zagerb, Croatia. The main navigation includes Home, Agenda, Speakers, Companies, Participants (active), and Marketplace. The interface is divided into several sections:

- Left Panel (Filters):** Shows 36 results with a search bar and a 'Reset' button. Under 'PARTICIPANT TYPES', 'Seller (6)' is selected. Under 'COUNTRIES', Croatia (3), Germany (5), and Italy (1) are listed.
- Top Bar:** Includes navigation tabs (ALL, TOP MATCHES, BOOKMARKED) and a 'Relevance' sorting option.
- Participant Cards:** Two cards are visible: Franco Ted (Software Engineer, Copenhagen, Denmark) and Monica Seles (QA Engineer, Barcelona, Spain). Both are marked as 'Speaker' and have icons for bookmarking, messaging, and adding to a list.
- Right Panel (Filters):** Shows 36 results with a search bar containing 'produc|'. Under 'PARTICIPANT TYPES', 'Buyer (3)', 'Seller (6)', and 'VIP (17)' are listed. Under 'COUNTRIES', Croatia (3), Germany (5), and Italy (1) are listed.

Check next page!



Automated table assigning and event personalized meeting points ensure you never have to worry about finding meeting locations for each meeting.

# Matchmaking

## 3 Requesting a meeting

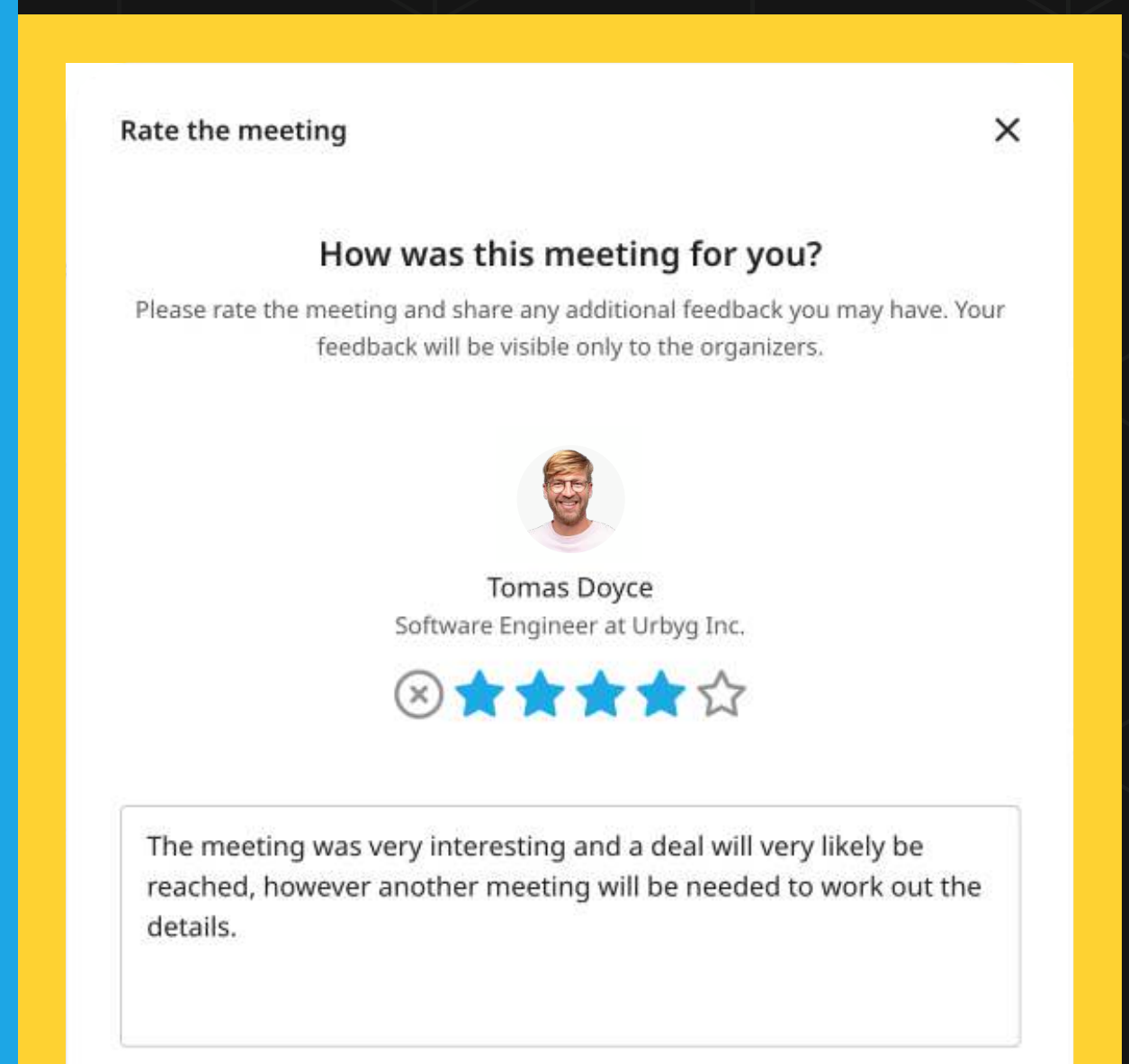
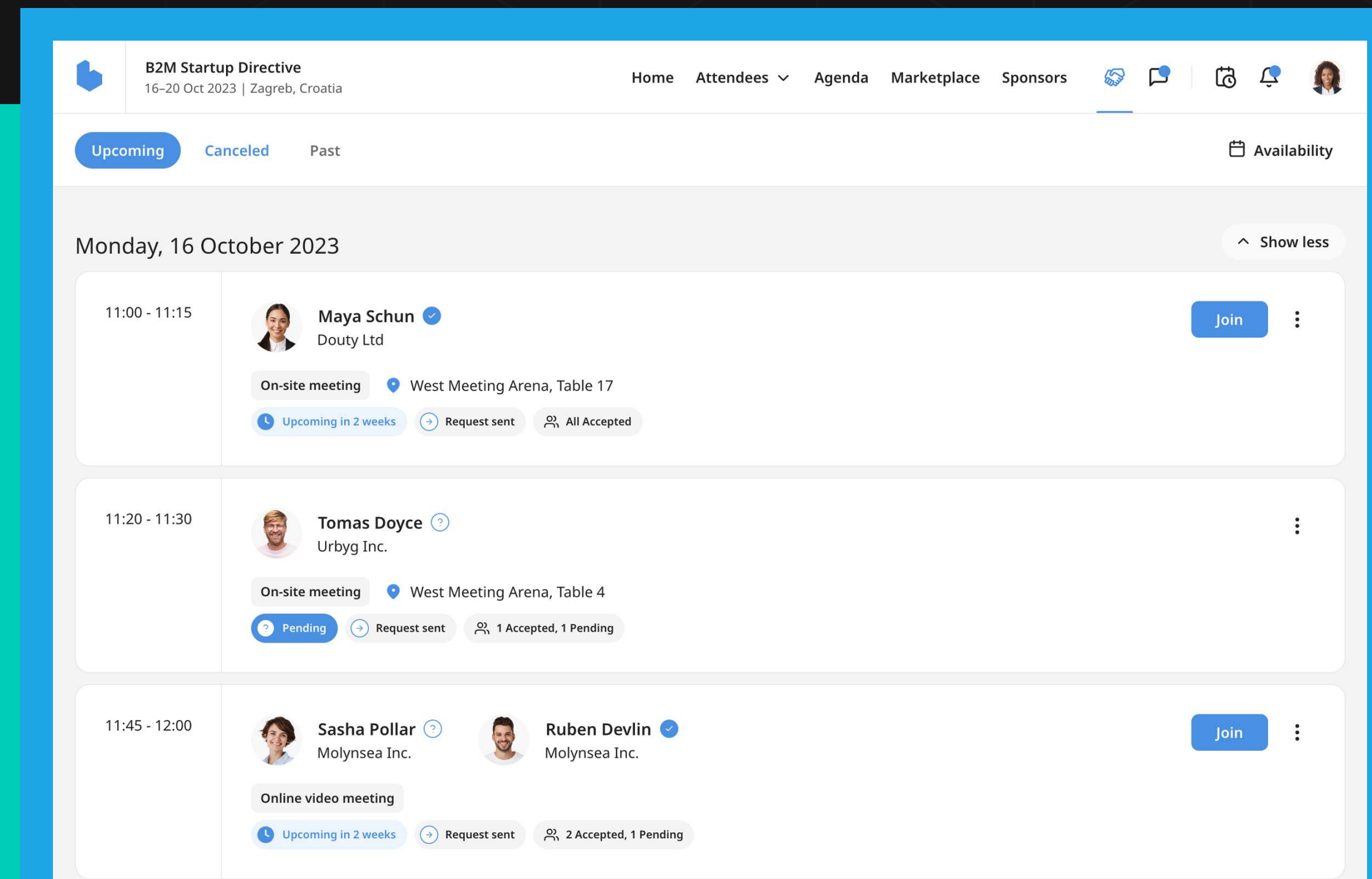
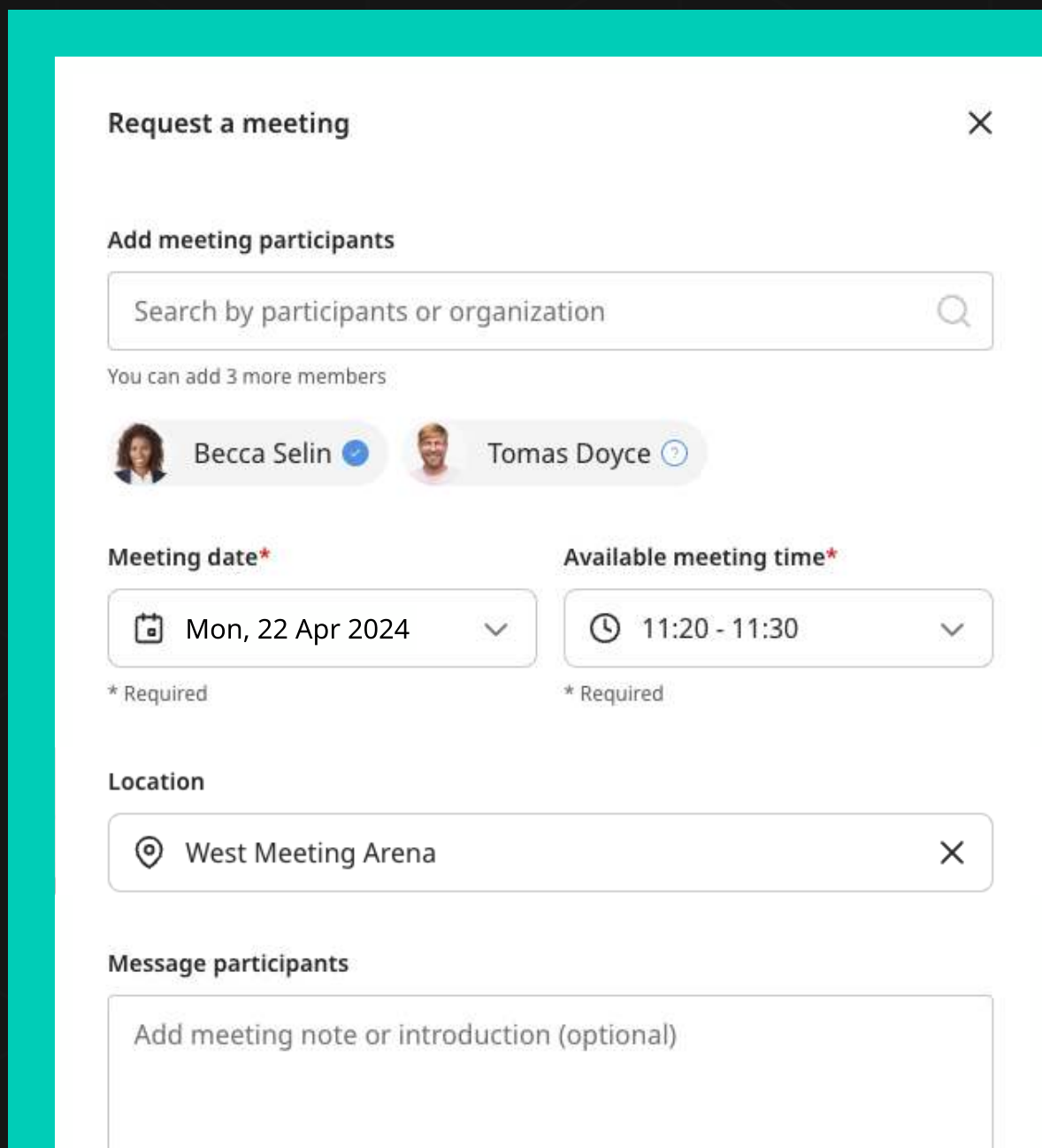
With just a few clicks, your attendees can request a meeting and choose the ideal time slot based on mutual availability.

## 4 Meeting overview

Your participants attend, reschedule, or cancel their meetings on the b2match Meetings page.

## 5 Meeting Ratings

After a meeting, your participants can rate it with star ratings and provide additional feedback in the comment.

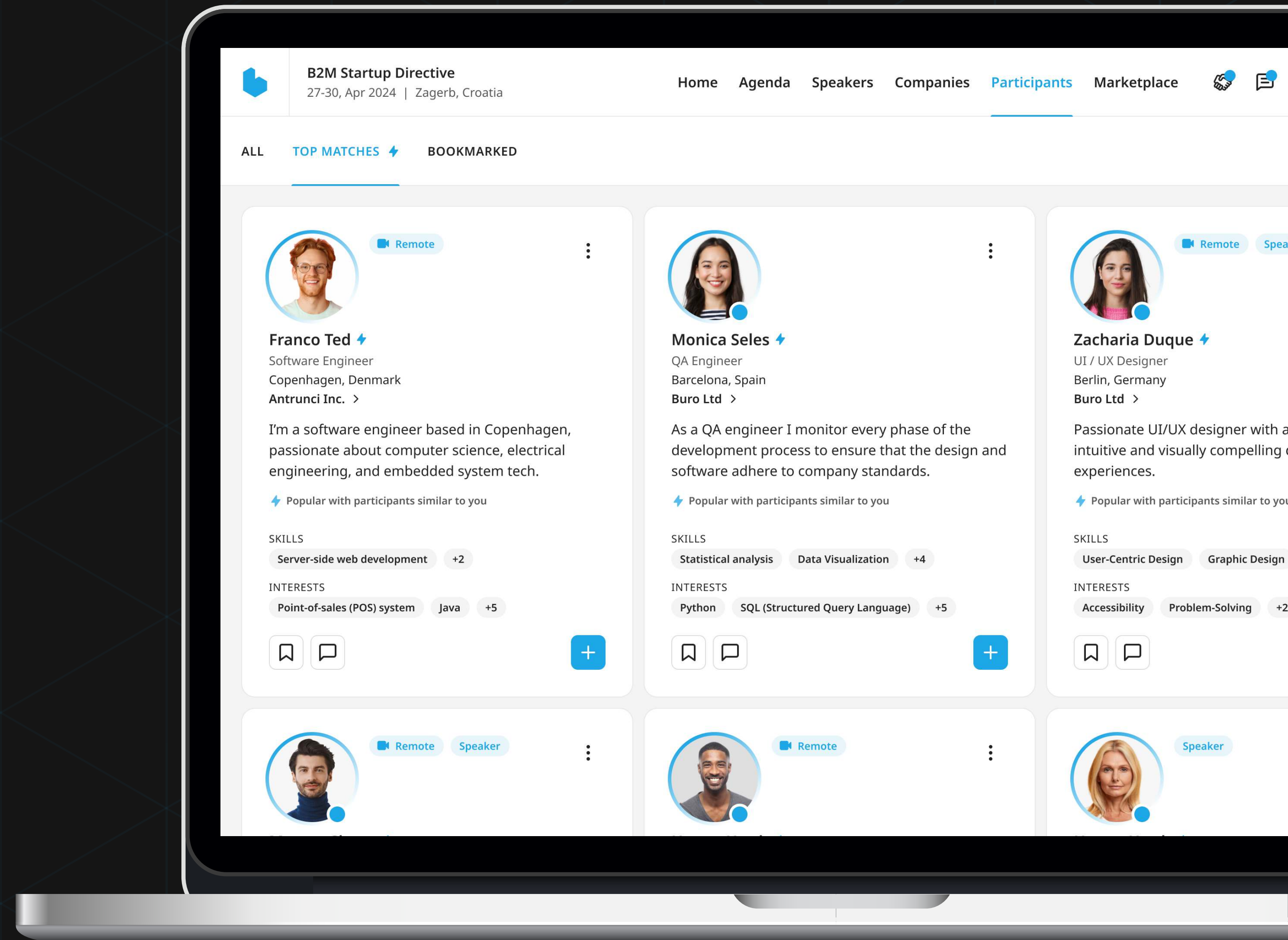




# AI Profile Recommendations

Put your trust in our powerful AI algorithm to provide your participants with the best recommendations, saving participants the time by eliminating the need to scroll through a long participant list.

- ✔ Recommendations based on user interactions
- ✔ "Top matches" profile recommendations list

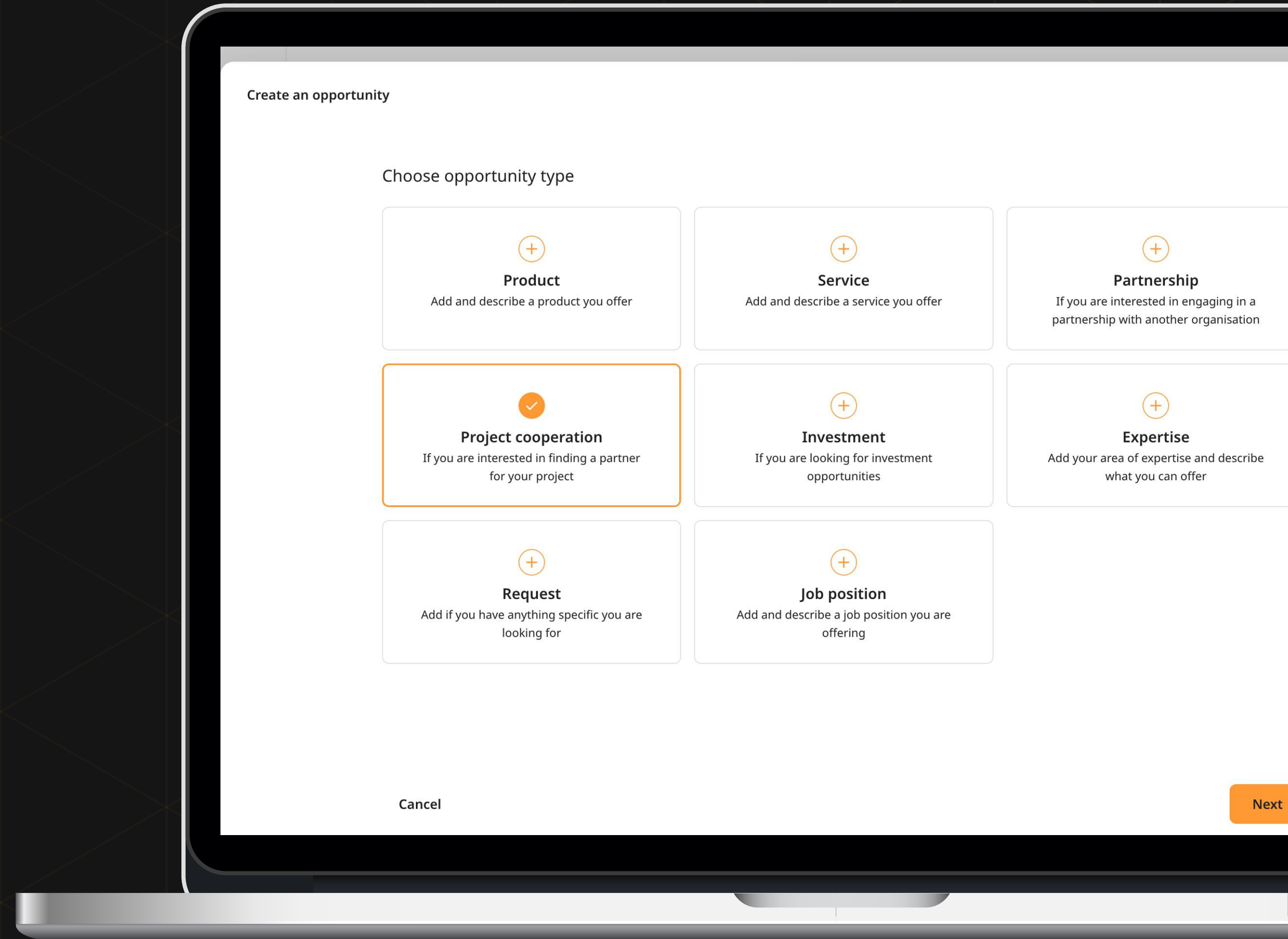


Our patented recommender algorithm provides genuine AI suggestions which result in 90% more suitable business matches.

# B2B Marketplace Opportunities

A dedicated space for your attendees to showcase their collaboration wishes and connect with other businesses, potential partners, and industry peers.

- ✔ Customizable opportunity types & templates
- ✔ Marketplace opportunity validation
- ✔ Opportunities enriched with images, videos, files, description & short description
- ✔ Opportunities tied to participants or organizations

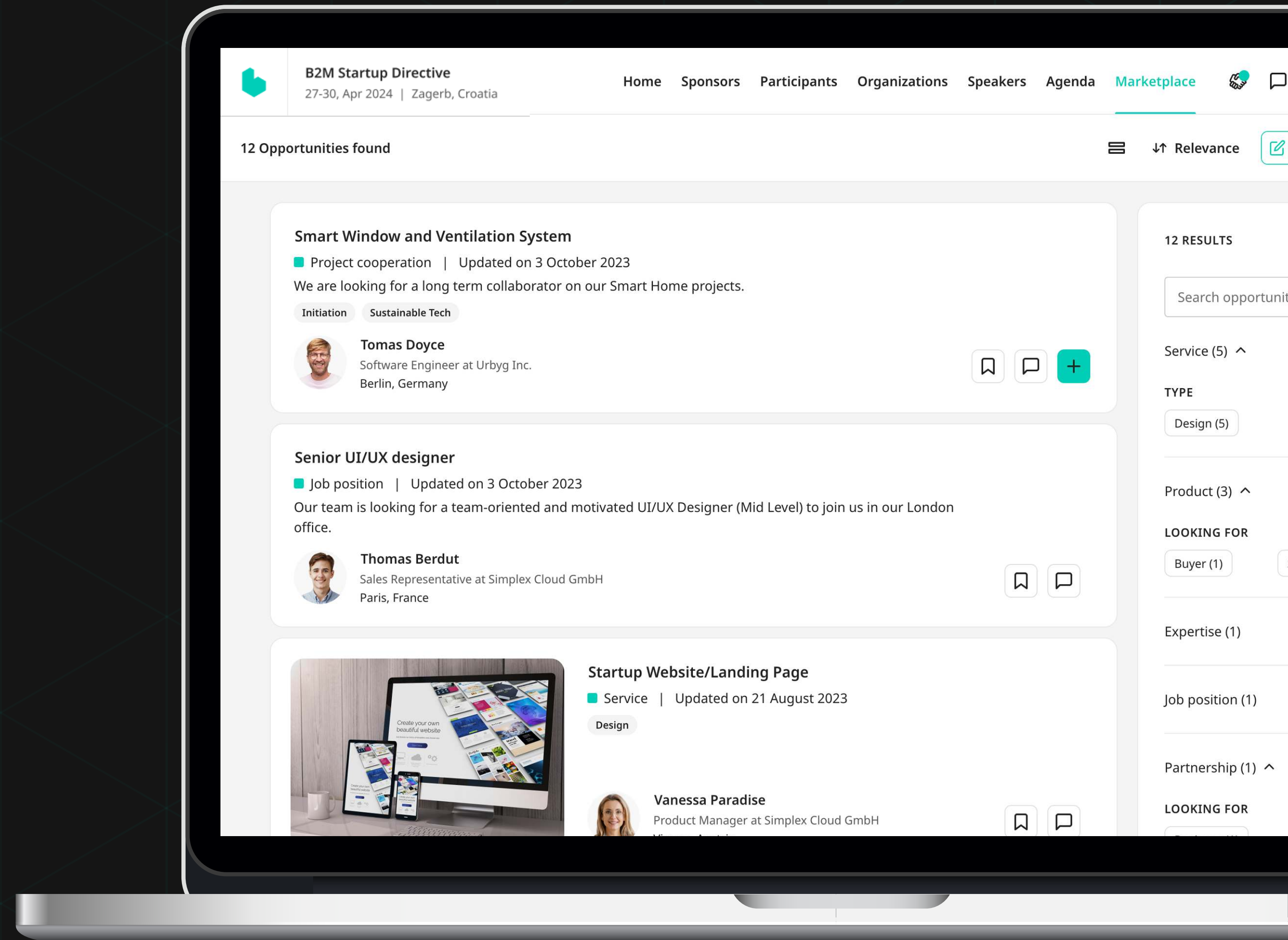


70% of 1:1 meeting requests are initiated through Marketplace entries.

# B2B Marketplace Opportunities

By specifying their business wants and needs, participants' networking becomes more effective and goal-oriented.

- ✔ Marketplace list
  - ◆ List of opportunities available in list & grid view
- ✔ Filtering & search options
- ✔ Similar opportunity recommendations
- ✔ Dedicated page for each opportunity with comprehensive information



# Chat, Messaging & Notifications

Allow your attendees to communicate directly in real-time and keep them up to date about any changes.

## For participants

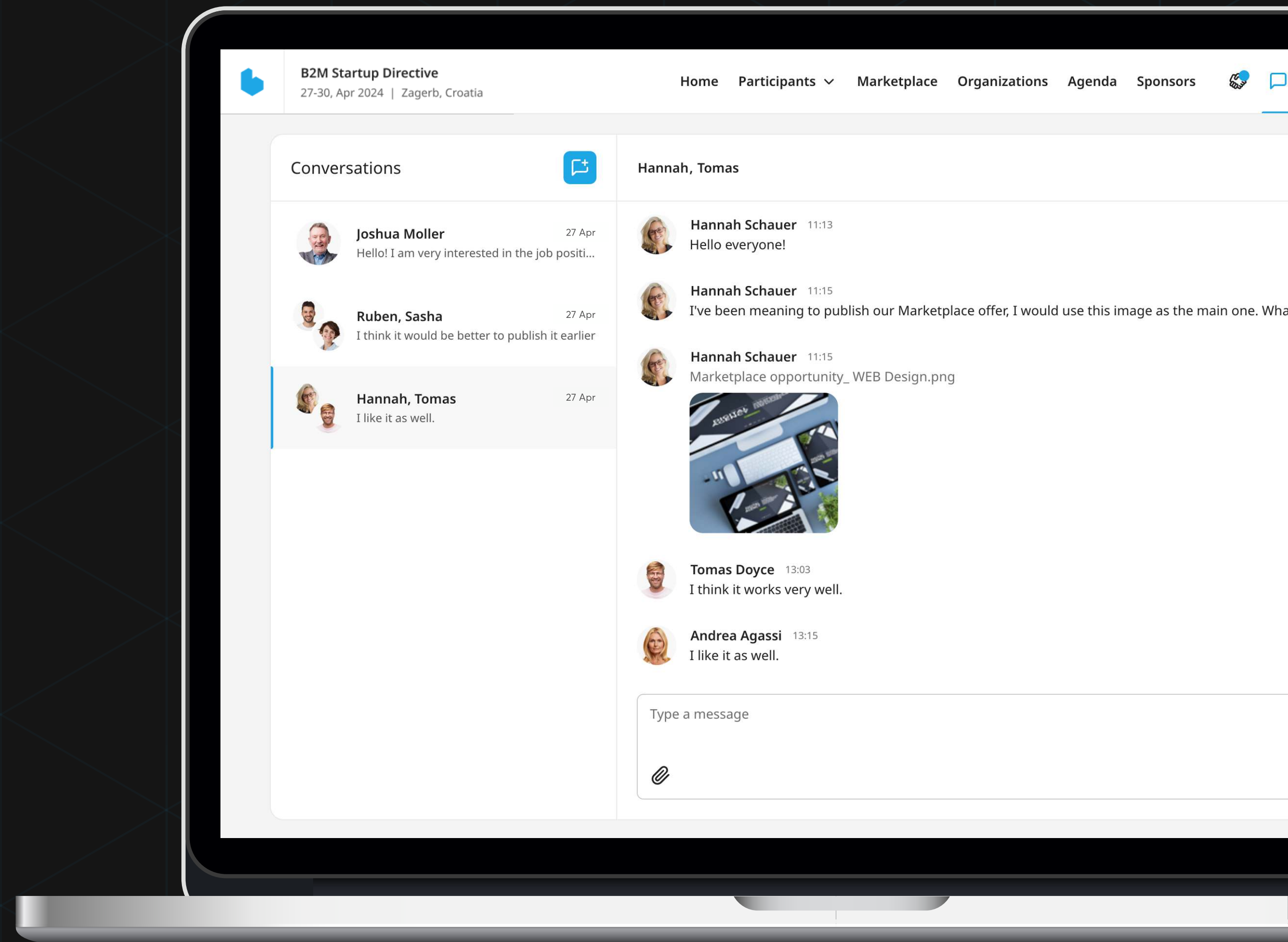
- ✓ 1:1 chat & group chat with up to 8 participants
- ✓ Files, images & videos sharing

## For organizers

- ✓ Integrated segmented email marketing tool & email templates
- ✓ Automated notifications & reminders
- ✓ Customizable notifications
- ✓ Fully customizable announcements with scheduling option



b2match is 100% GDPR compliant, ensuring organizers cannot access participants' private messages.

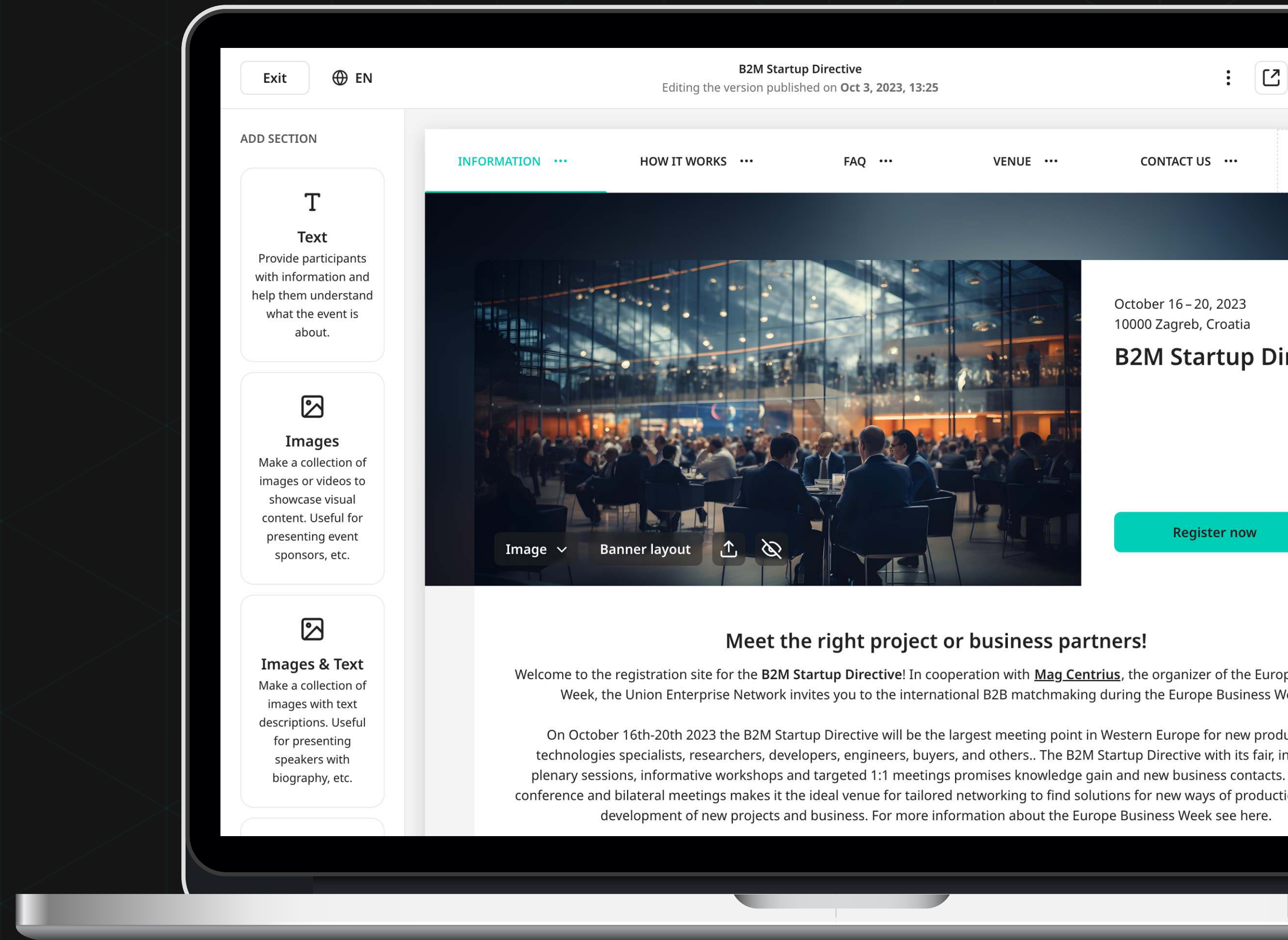


# Event Website Builder

Create an eye-catching home page to attract more participants.

- ✔ User-friendly website builder
- ✔ Multilingual event website (EN, GE, IT, FR, ES)
- ✔ Images, videos, files & text content
- ✔ Custom domain integration
- ✔ Tailored event navigation
- ✔ Showcase event statistics
- ✔ Embed external content
- ✔ CTA buttons

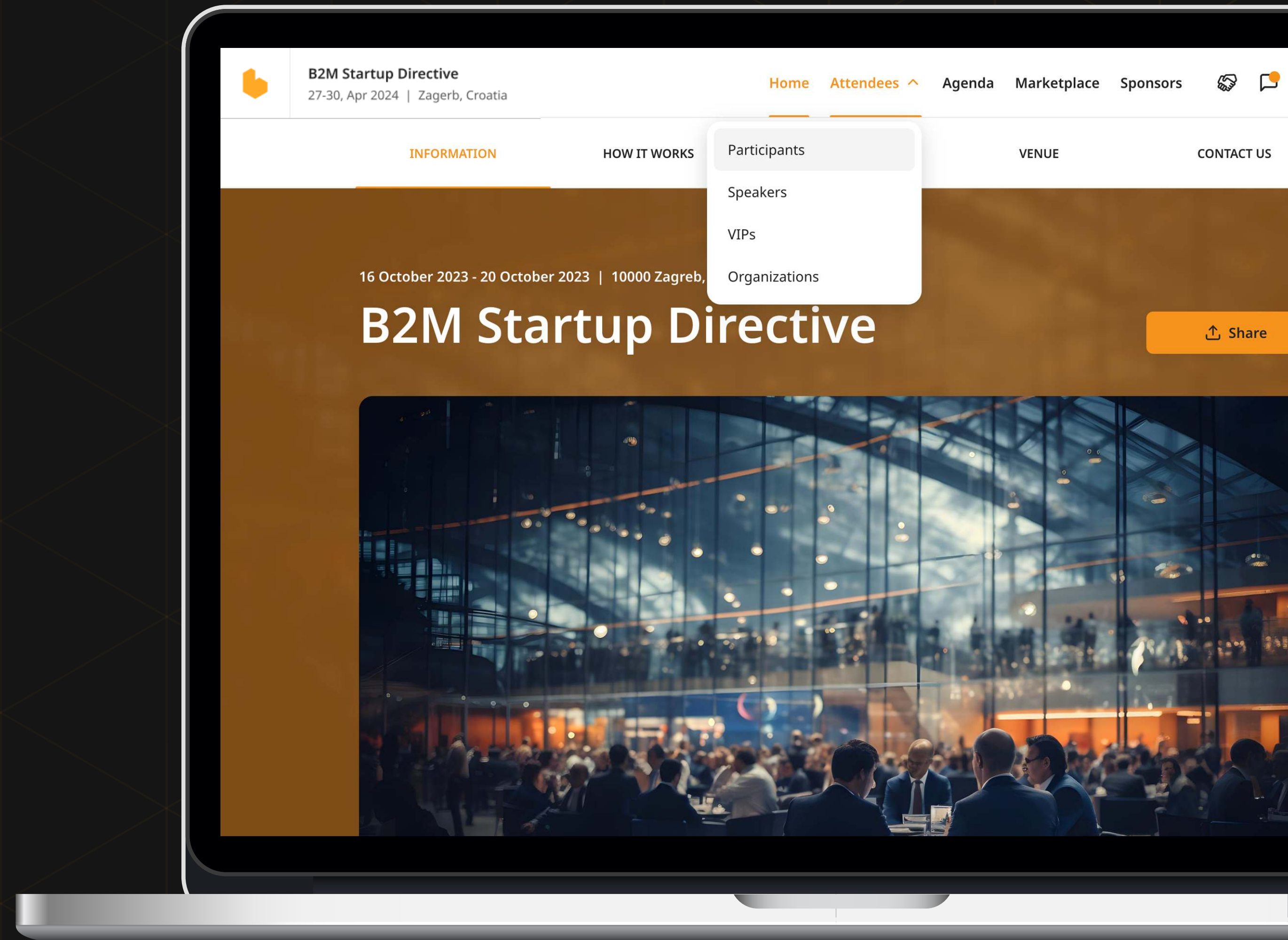
💡 Don't worry about onboarding your participants! The event home page comes with a built-in FAQ about b2match matchmaking.



# Customizable Navigation

Maximize your attendees' event experience with a seamless event navigation tailored to your unique needs for quick information access.

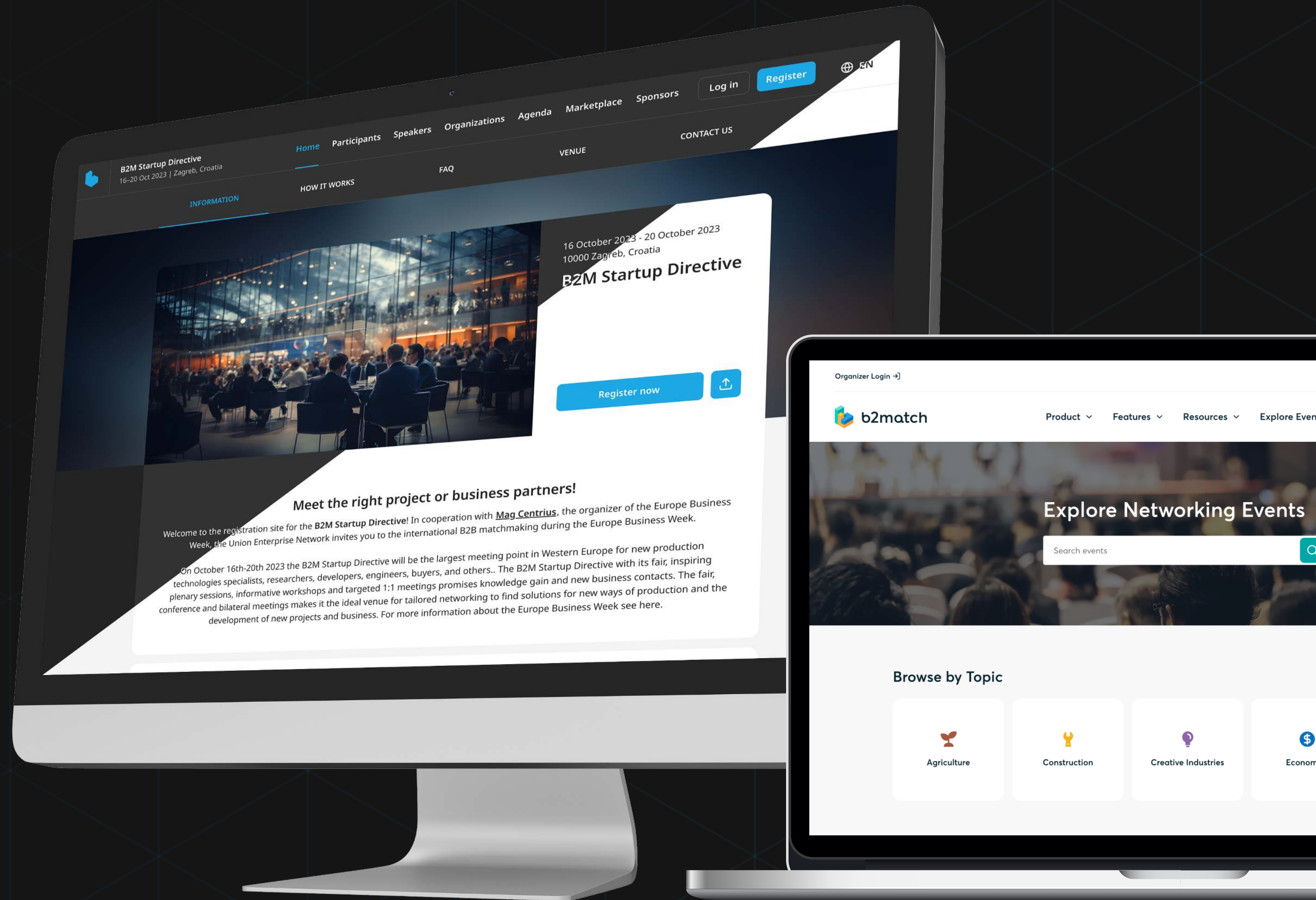
- ✔ Customizable event navigation tab names & order
- ✔ Specific data & visibility customization based on defined attendee groups
- ✔ Built-in customizable content pages
- ✔ Connect b2match to your existing website
- ✔ Add external links to the navigation tab
- ✔ Sort pages in drop-down menus



# Promotion & Branding

Staying true to your brand is important. Showcase your brand effectively with branding features and promote your event on our dedicated promotion page.

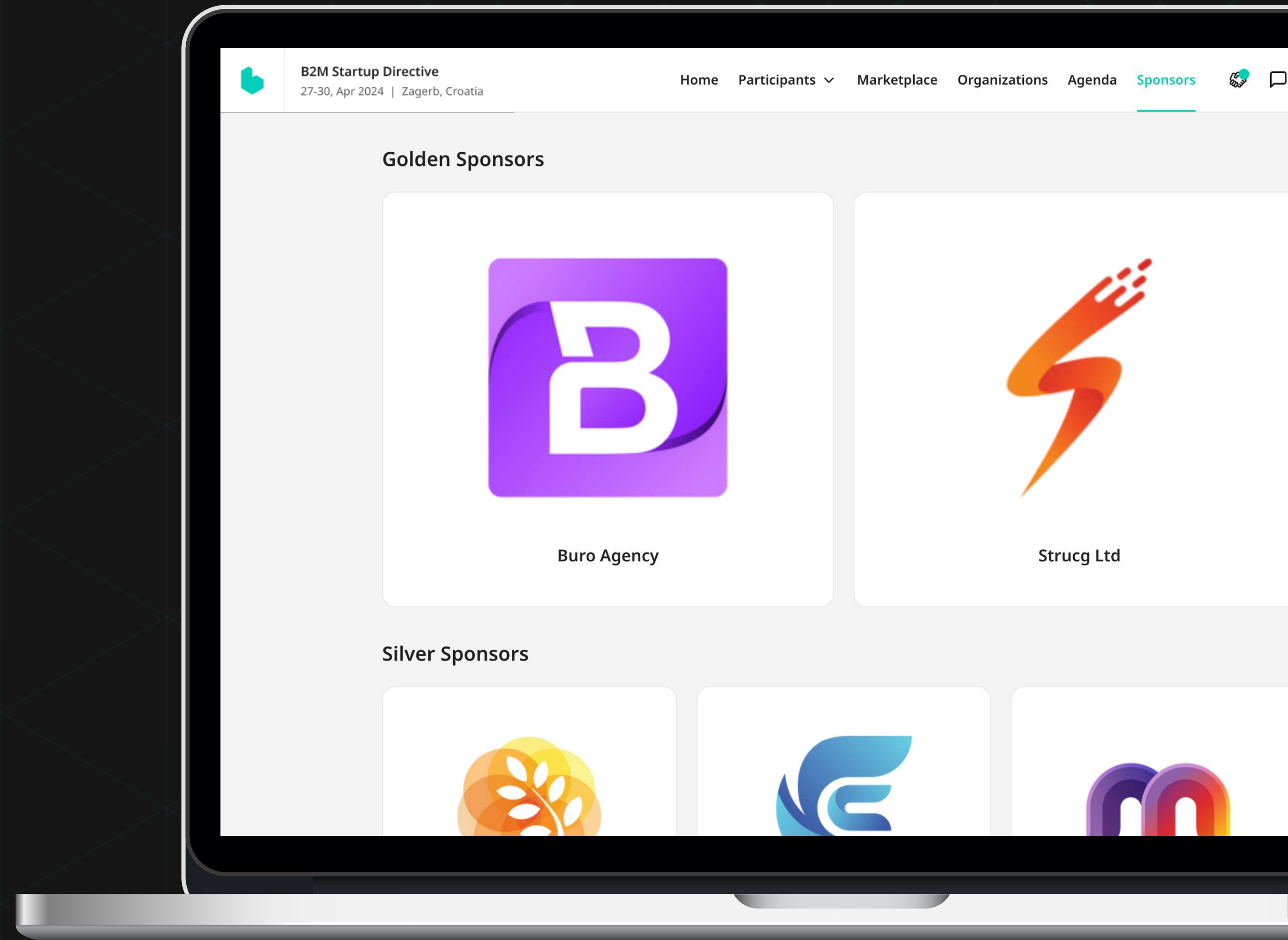
- ✔ Brand color scheme & logo
- ✔ Light & dark theme
- ✔ Add-on: White-labeled event website
- ✔ [b2match Explore Page](#)



# Exhibitor & Sponsor Features

Give your exhibitors and sponsors the spotlight they deserve and generate more revenue to increase profitability!

- ✓ Dedicated pages
- ✓ Hosted sessions
- ✓ Reserved booths for exhibitors & sponsors
- ✓ Customizable sponsor categories
- ✓ Profiles enriched with files, links, images & videos





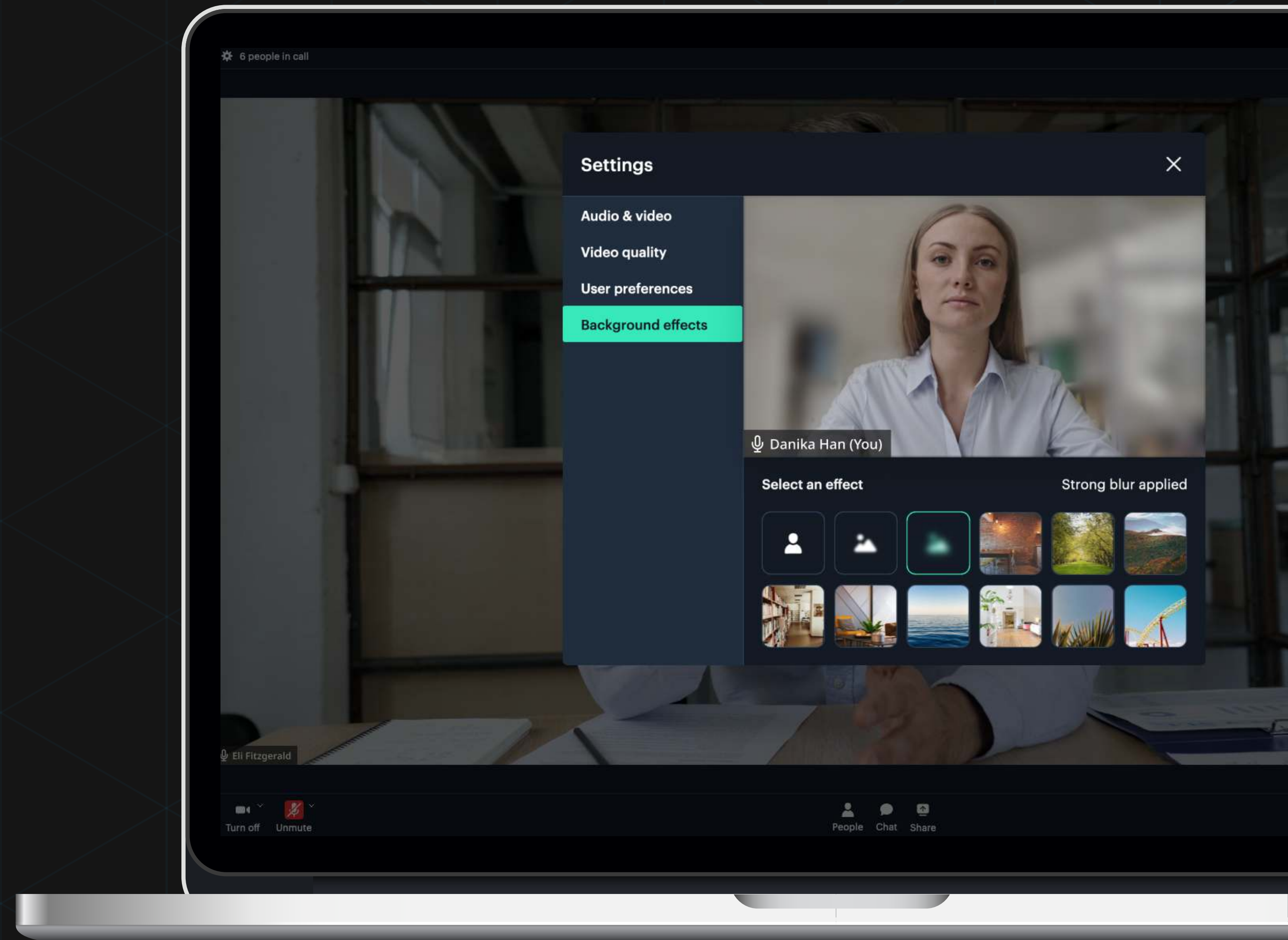
# Virtual Features

With b2match, there's no need to download or install additional programs. You can effortlessly broadcast your sessions without limitations to a large audience.

- ✓ Fully integrated video conferencing tool
- ✓ External video conferencing tools (Zoom, MS Teams, Google Meet)
- ✓ Integrated online video meetings
- ✓ Live streams & integrated RTMP streams
- ✓ Automatic time zone consideration
- ✓ External content embedding options (Youtube, Vimeo, etc.)
- ✓ Recordings



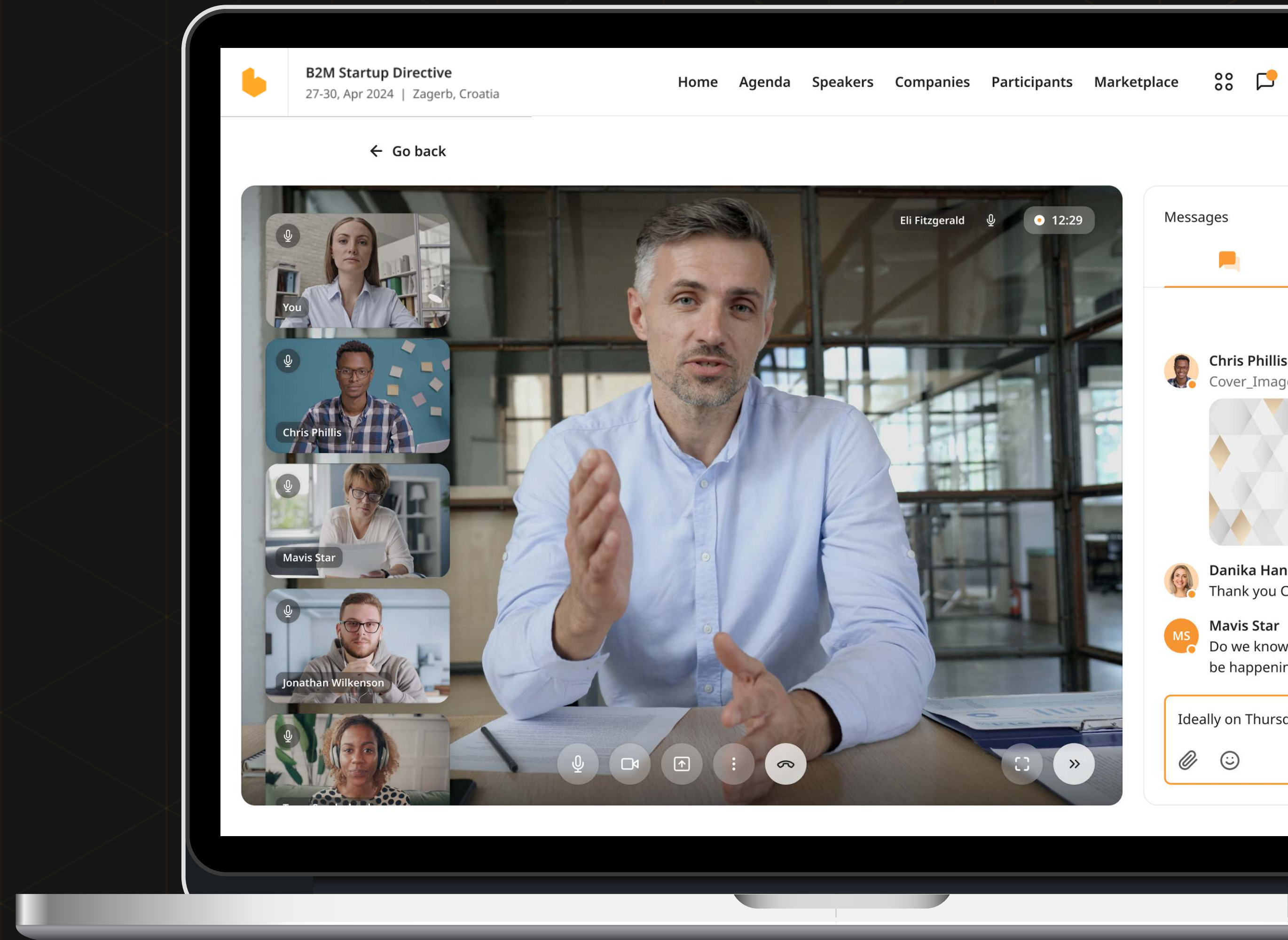
Once a session is created, participants simply click on *Join Online Session* to access the organizer's chosen video call option.



# Open Virtual Networking

Enable participants to freely communicate, expanding their networks and forging lasting connections long after the event. With over 70% logging in post-event, our open virtual networking enables them to connect with participants they may have missed during the event.

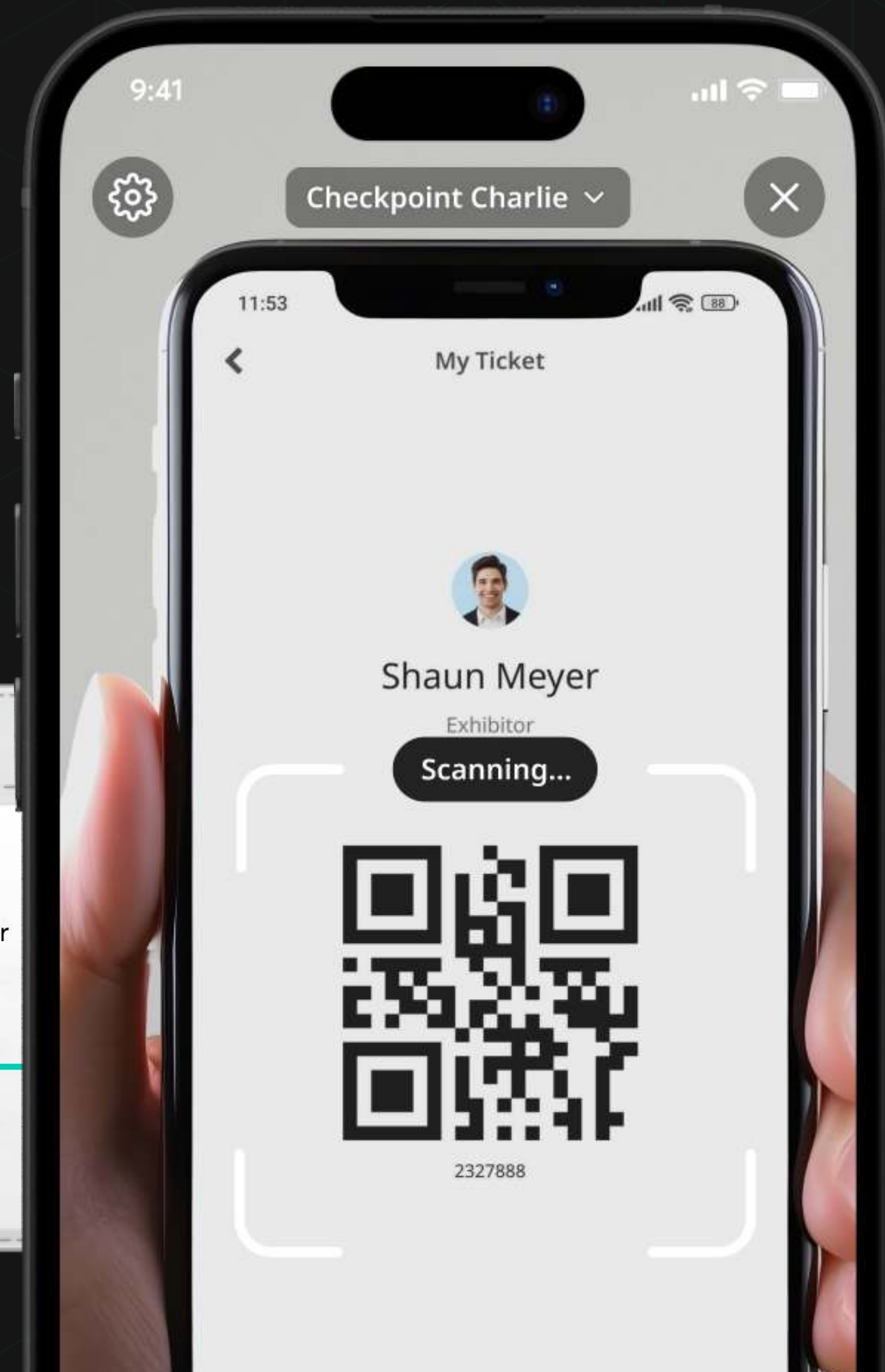
- ✔ Custom meeting date & time
- ✔ Virtual meetings through our integrated meeting tool
- ✔ Networking throughout the entire year



# On-site Features

Easily manage your on-site attendees with our versatile check-in app that allows you to check them in for the entire event or specific sessions, and print participant badges on the spot by connecting it to a printer.

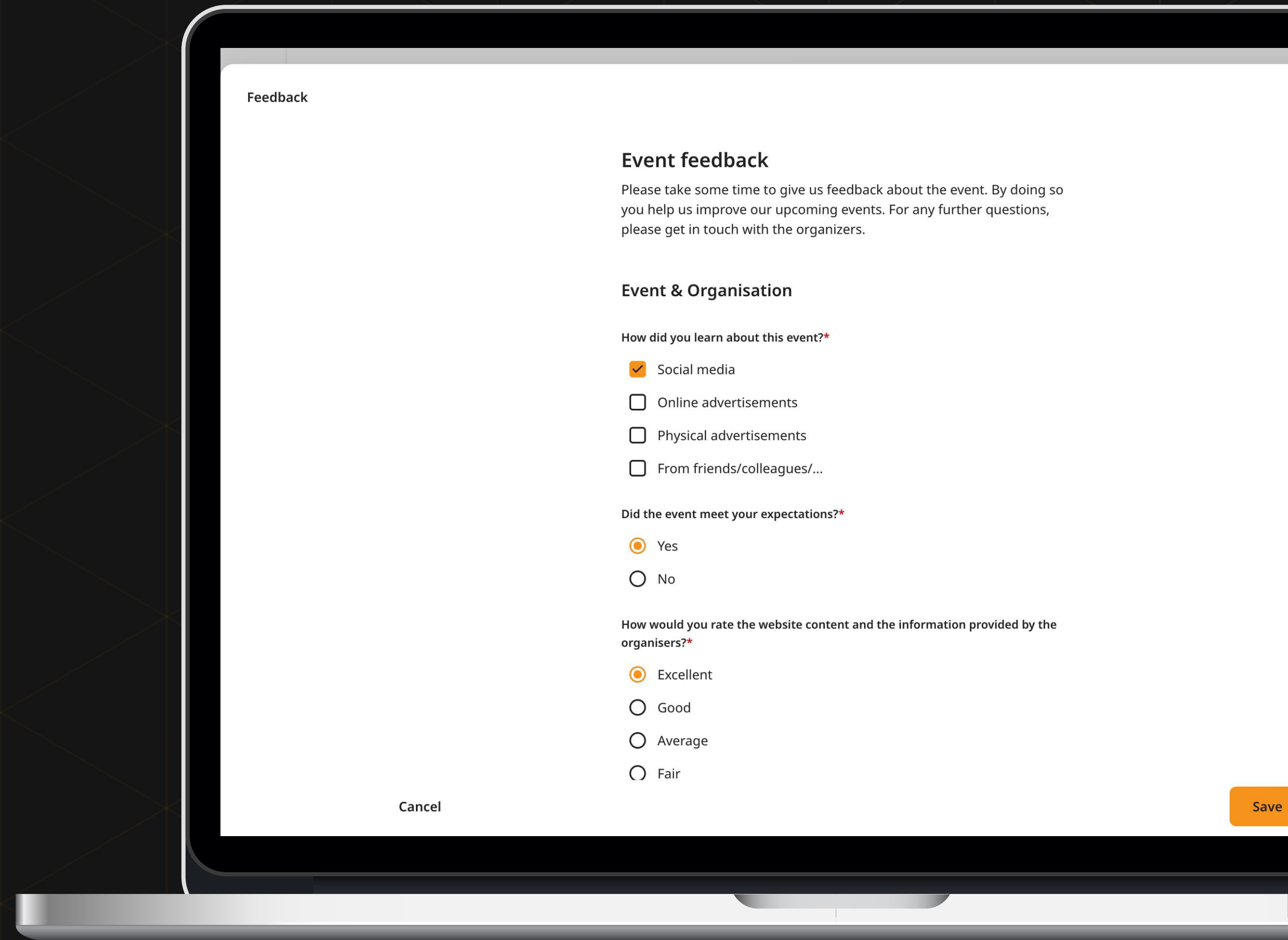
- ✔ b2match Entrance - app for organizers to check-in participants
- ✔ QR code for check-in
- ✔ Customizable, user-friendly badge editor for creating convenient badges for on-site participants



# Feedback, Reports & Analytics

Get feedback about your event directly from your participants and analyze reports.

- ✓ Event survey builder for gathering post-event feedback
- ✓ Registration & attendance tracking
- ✓ Dashboard of current activities
- ✓ Data exportable in Excel or PDF format
- ✓ Event summaries
- ✓ Table & time slot schedules

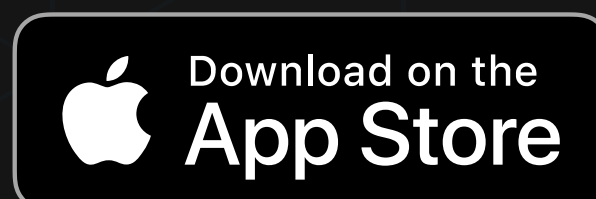


# b2match Mobile App

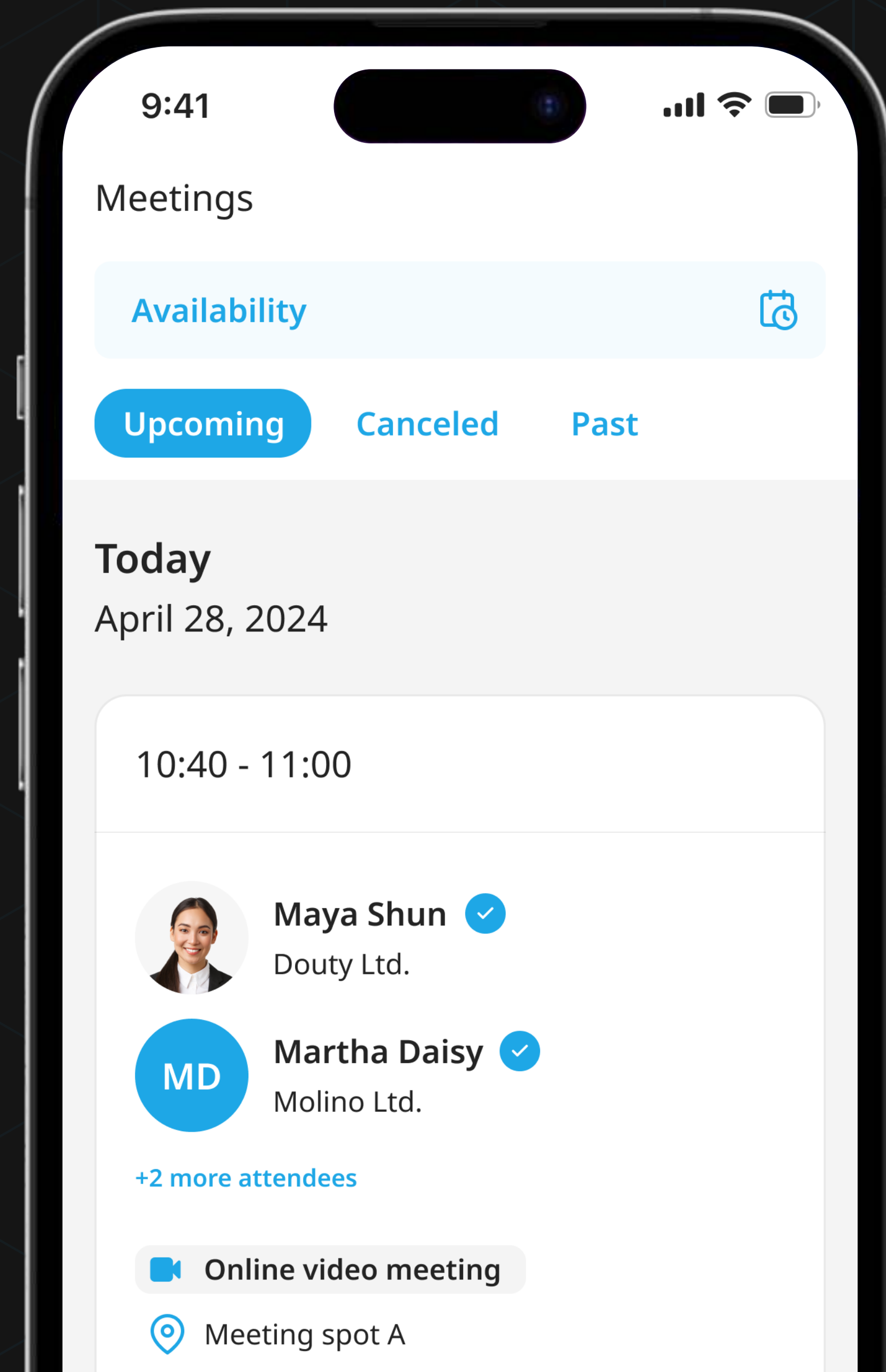
As powerful as the web platform, yet as small as your hand.

- ✓ Overview of participant's personal agenda, participant & organization list, meeting scheduling and more!
- ✓ Scheduled & instant push notifications for segmented attendee groups
- ✓ Messaging
- ✓ Add-on: White-label app

Download it to see it in action.



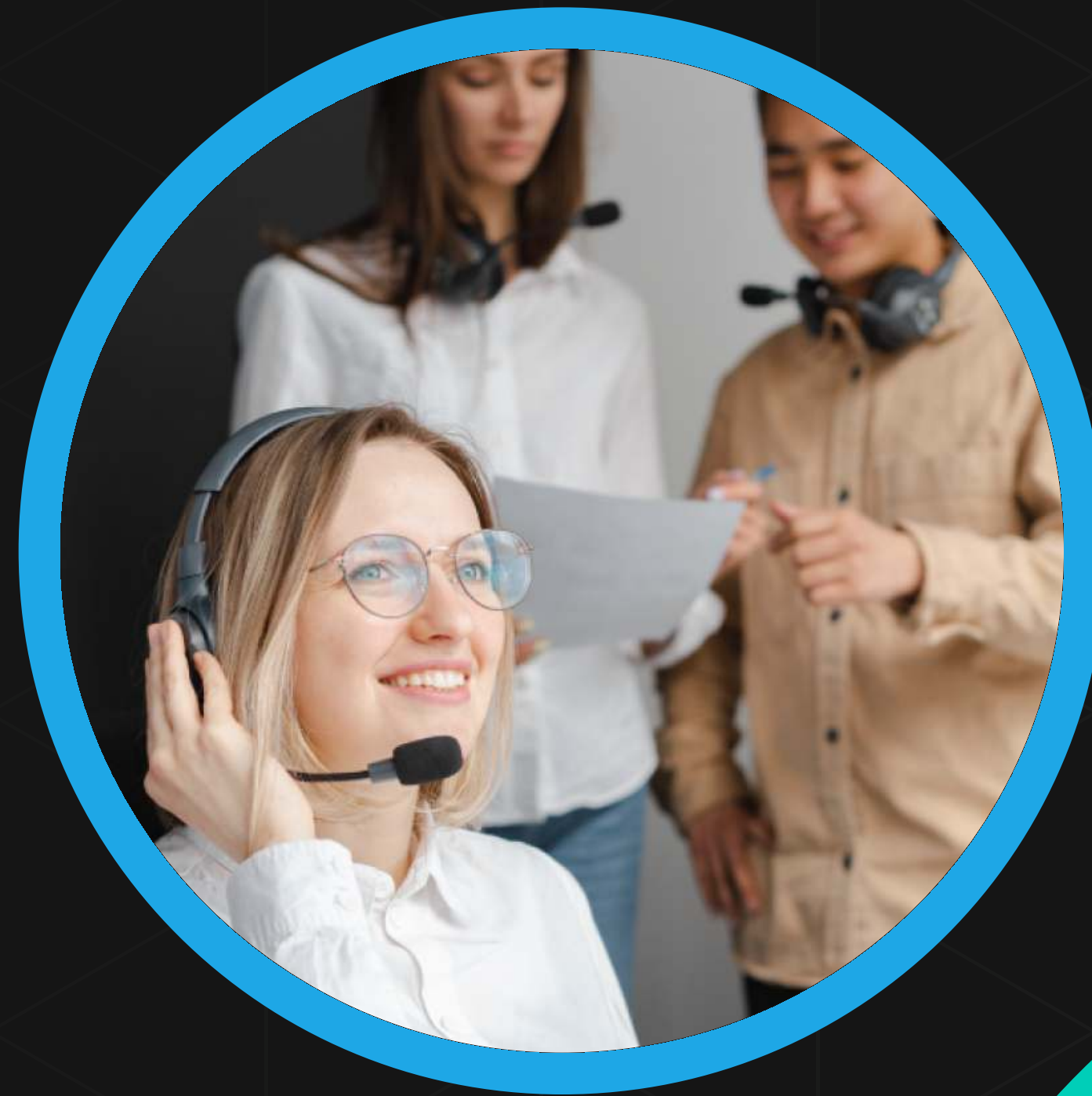
A new version of the b2match event mobile app coming soon.



# Dedicated Support & Consultations

Achieve all your event goals with our amazing customer success team.

- ✓ Onboarding meeting
- ✓ Quality check of event setup
- ✓ Multilingual event support & consultations
- ✓ Phone, chat, video meetings & email support
- ✓ Help center for organizers and participants



# Interested? Talk to us!

Our team of sales professionals will answer all your questions and find effective solutions for all your event challenges.



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+43 6769033023

Languages: DE, EN



# Build Lasting B2B Connections, One Event at a Time.

Want to know more?

Feel free to contact us at [sales@b2match.com](mailto:sales@b2match.com)

