



# Quality Check of Event Settings

When you're prepared to launch your community event and before reaching out to your b2match Customer Success Manager for a final settings review, go through the **checklist** below.





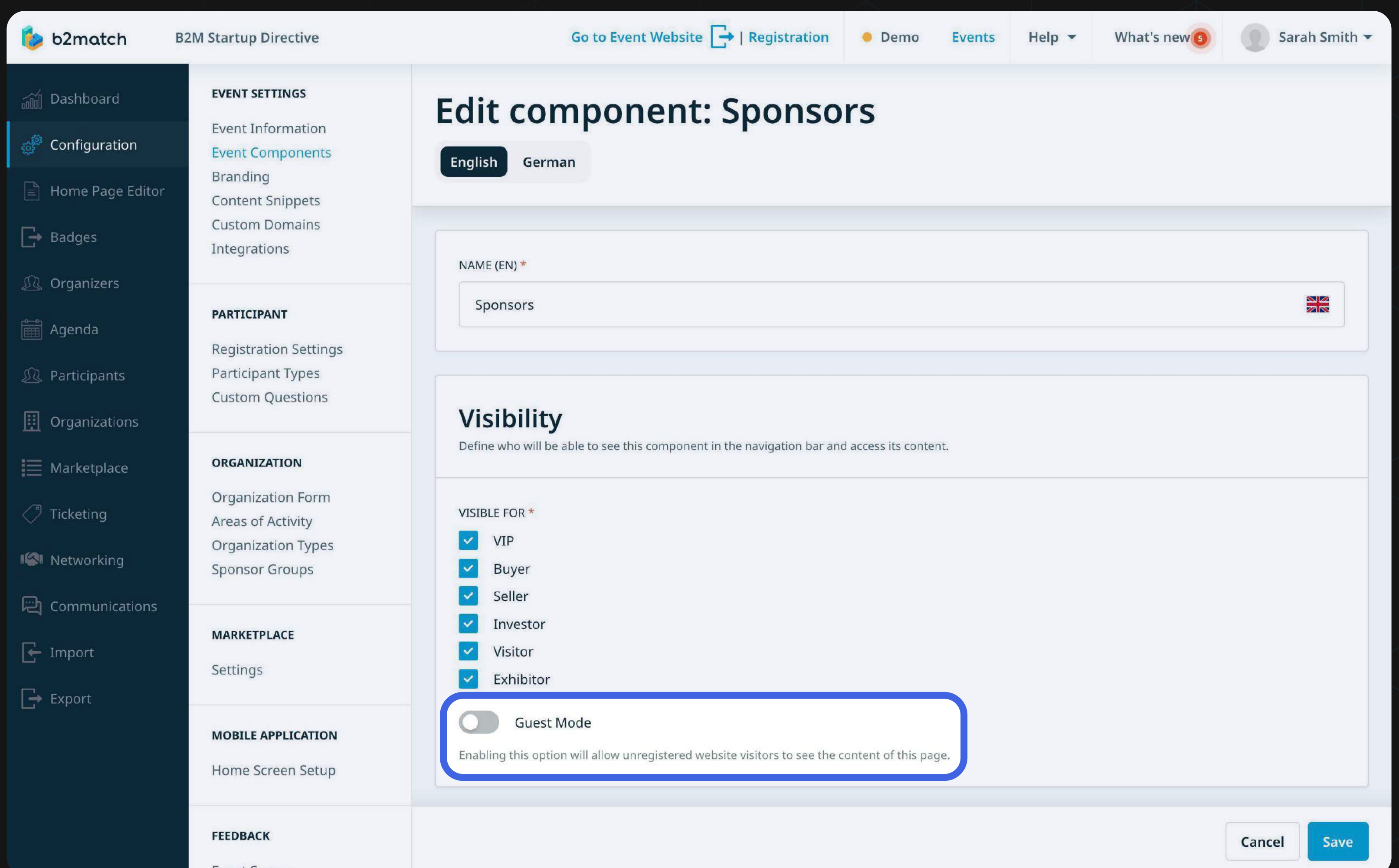
# Configuration

## Event Information:

- ✔ Verify the **Event Time Zone**: Ensure the event is set to the main event timezone.
  - ⚡ Participants from various timezones can modify their settings accordingly in their Event Settings.
- ✔ Review Visibility Rules: Determine if participant list should be private or public based on the "**Any website visitor**" setting.

## Components:

- ✔ Disable **Guest mode** for Participants/Companies/Marketplace tabs if participant list is set to private.





# Configuration

## Branding:

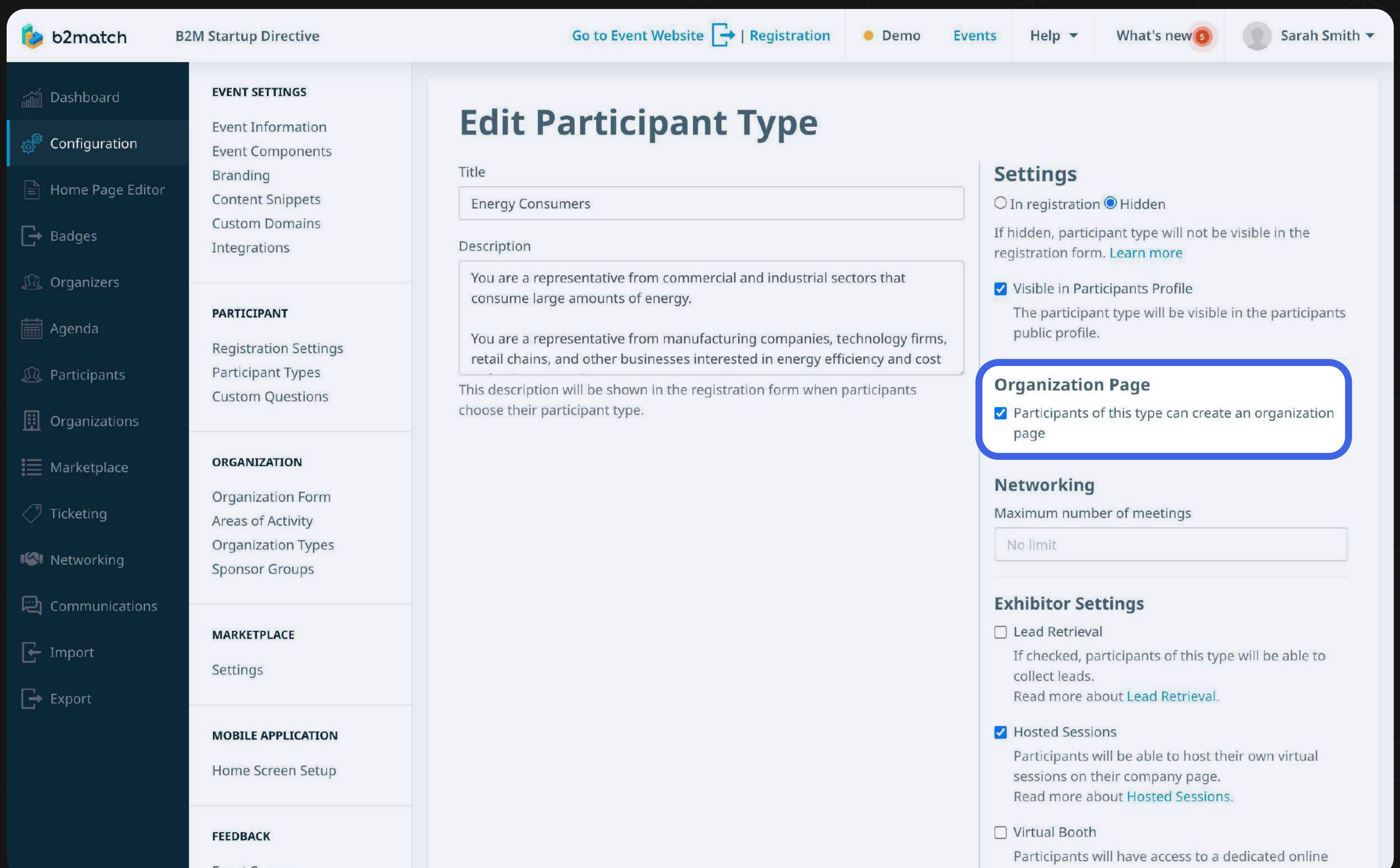
- ✔ Choose a distinctive branding color for the event website to enhance its visibility.

## Registration Settings:

- ✔ Properly adjust the registration ending date and time.

## Participant Types:

- ✔ Create participant types which will be used for filtering, registration, visibility rules, booking regulations, etc. Offer a diverse range of relevant selections while avoiding an excessively long list.
  - ◆ Participant types that shouldn't be freely selectable during registration can be set as "**Hidden**," and private registration links can be distributed to these specific groups of participants.
- ✔ Tick "Participants of this type can create an organization page" in Edit form of participant type if participants of this type are expected to create their organization profiles after registering.





# Configuration

If „Participants of this type can create an organization page“ ticked:

✔ Include **Areas of Activities** to improve matchmaking. Groups themselves cannot be selected; only options within groups can be chosen. Ensure that every Group has options available.

⚡ Please note: Disabling Organization pages means participants will still be required to enter their Organization Name; however, they won't have the option to create an organization profile. If you wish to collect information on Areas of Activities and Organization Types when Organization Pages aren't enabled, please create these questions in the Custom Questions section.

The screenshot shows the 'Areas of Activity' configuration page in the b2match system. The page title is 'Areas of Activity' and it includes a description: 'Areas of Activity enable participants to classify their business. These categories are very useful when participants search for suitable meeting partners. A participant can choose multiple Areas of Activity. [Learn more](#)'. There is an 'Add Group' button at the top left of the main content area.

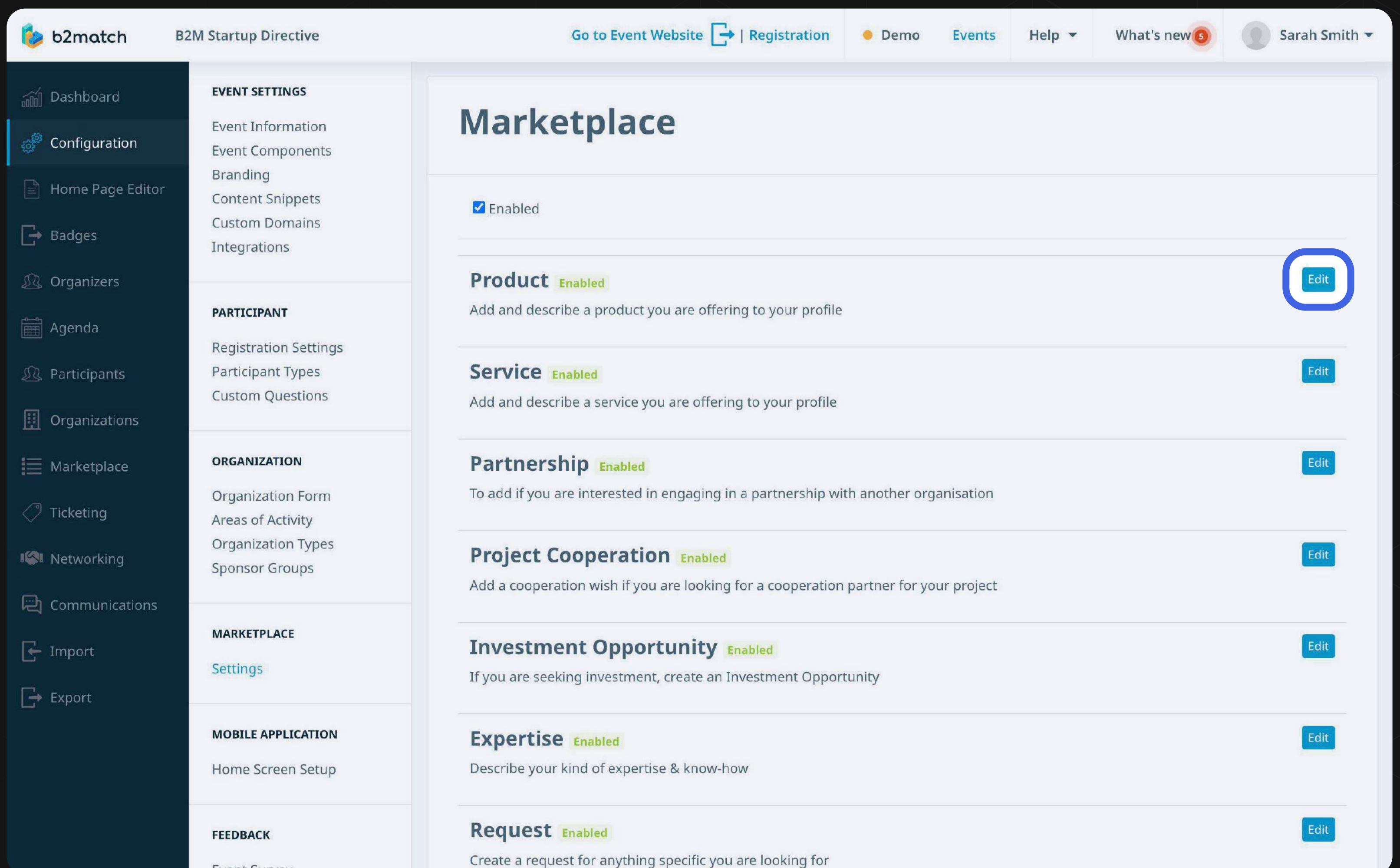
Group Name	Position			
Niche	1	<input type="checkbox"/>	Add Area of Activity	Edit Delete
Imaging	2	<input type="checkbox"/>		Edit Delete
Maintenance	3	<input type="checkbox"/>		Edit Delete
Memory	4	<input type="checkbox"/>		Edit Delete
Networking	6	<input type="checkbox"/>		Edit Delete
Recycling	9	<input type="checkbox"/>		Edit Delete
Software	11	<input type="checkbox"/>		Edit Delete
Translation sevices	13	<input type="checkbox"/>		Edit Delete
Mobile Phones	2	<input type="checkbox"/>	Add Area of Activity	Edit Delete
Operating Systems	3	<input type="checkbox"/>	Add Area of Activity	Edit Delete
Life Science	4	<input type="checkbox"/>	Add Area of Activity	Edit Delete



# Configuration

## Marketplace:

- ✔ Disable the **Marketplace** feature, if you don't plan to use it. Removing the Marketplace tab from Components (main event navigation bar) doesn't automatically deactivate the Marketplace functionality.
- ✔ If you intend to use the Marketplace, customize each enabled category. Click on **"Edit"** next to each category and input event-specific category keywords.



# Agenda

## Agenda:

- ✔ Ensure that each session is associated with the correct format. If the **Video Conferencing** format is selected, specify whether it's Integrated or External video conferencing. For sessions with External video conferencing, ensure the appropriate link is connected.



# Networking

## Networking blocks

- ✔ Create Networking sessions under **Networking**, not Agenda. If mistakenly created in Agenda, remove them from Agenda and retain them only in Networking. Networking Blocks will remain visible in Agenda to participants.
- ✔ For scheduled Networking blocks, ensure they are created as single blocks instead of being divided into multiple blocks based on meeting duration (e.g., 1 pm – 4 pm instead of separate blocks for each 20-minute interval).

The screenshot shows the 'Meeting Blocks' section of the b2match interface. The table lists three meeting blocks for June 10, 2024, all at 'Meeting Arena West' with a duration of '20 Minutes'. The first row (13:00 - 13:20) is highlighted with a red box. The second row (13:20 - 13:40) has a red 'X' over it, indicating it is an incorrect configuration. The third row (13:40 - 14:00) is also highlighted with a red box. The 'Meetings' column shows 0/50 for each block.

Date	Meeting duration	Type	Location	Meetings	Time slots
Jun 10, 2024 13:00 - 13:20	20 Minutes	On-site	Meeting Arena West	0/50	1
Jun 10, 2024 13:20 - 13:40	20 Minutes	On-site	Meeting Arena West	0/50	1
Jun 10, 2024 13:40 - 14:00	20 Minutes	On-site	Meeting Arena West	0/50	1

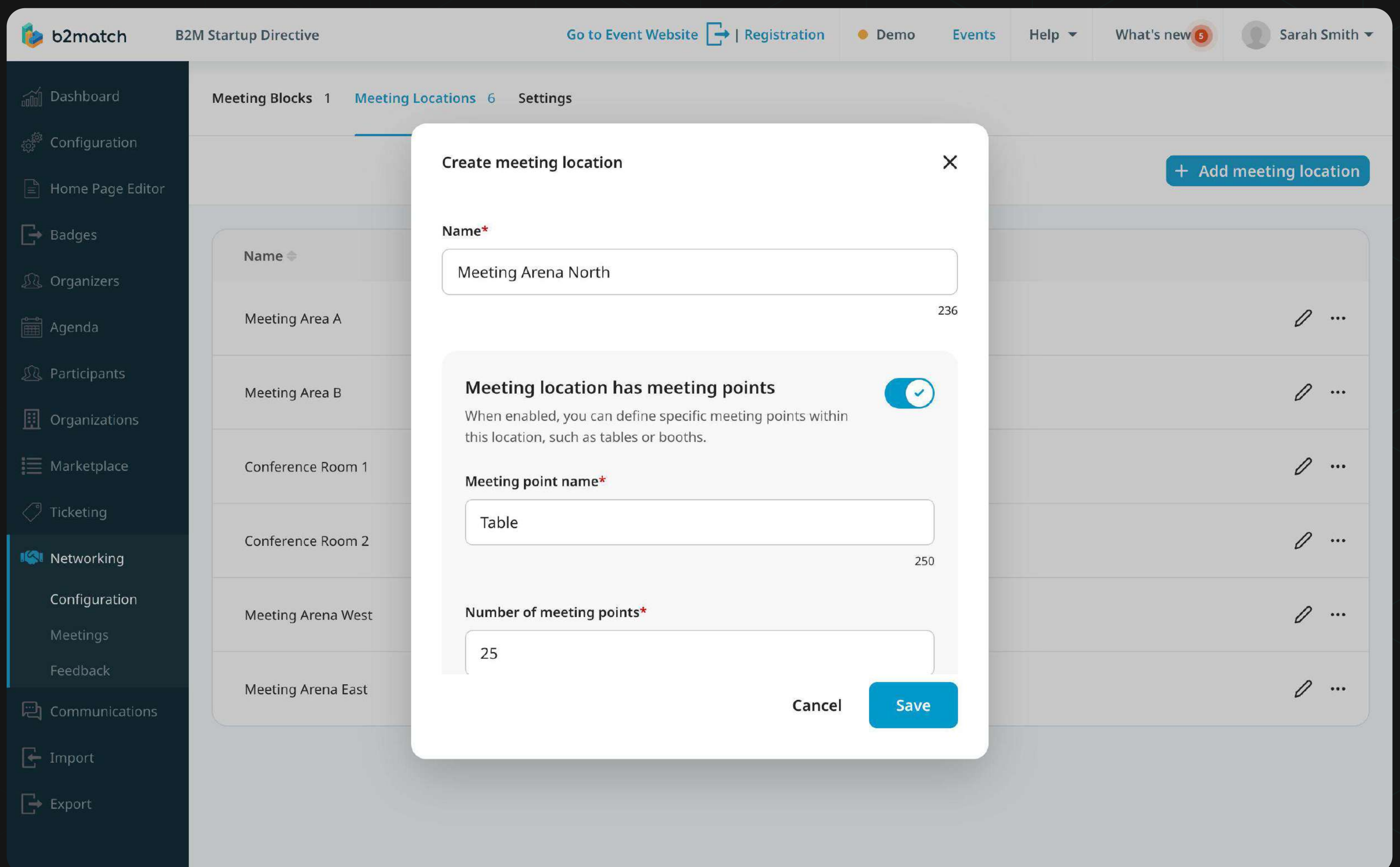
The screenshot shows the 'Meeting Blocks' section of the b2match interface. The table lists a single meeting block for June 10, 2024, at 'Meeting Arena West' with a duration of '20 Minutes' and '9' time slots. The 'Meetings' column shows 0/450. A green box highlights the row, and a green checkmark is placed next to it, indicating it is the correct configuration.

Date	Meeting duration	Type	Location	Meetings	Time slots
Jun 10, 2024 13:00 - 16:00	20 Minutes	On-site	Meeting Arena West	0/450	9

# Networking

## Networking locations

✔ If the Networking block is on-site and meetings are to be scheduled at tables, specify and define the number of meeting points in the Location linked to the on-site networking block. Otherwise, meetings will only be scheduled in a room without meeting points.



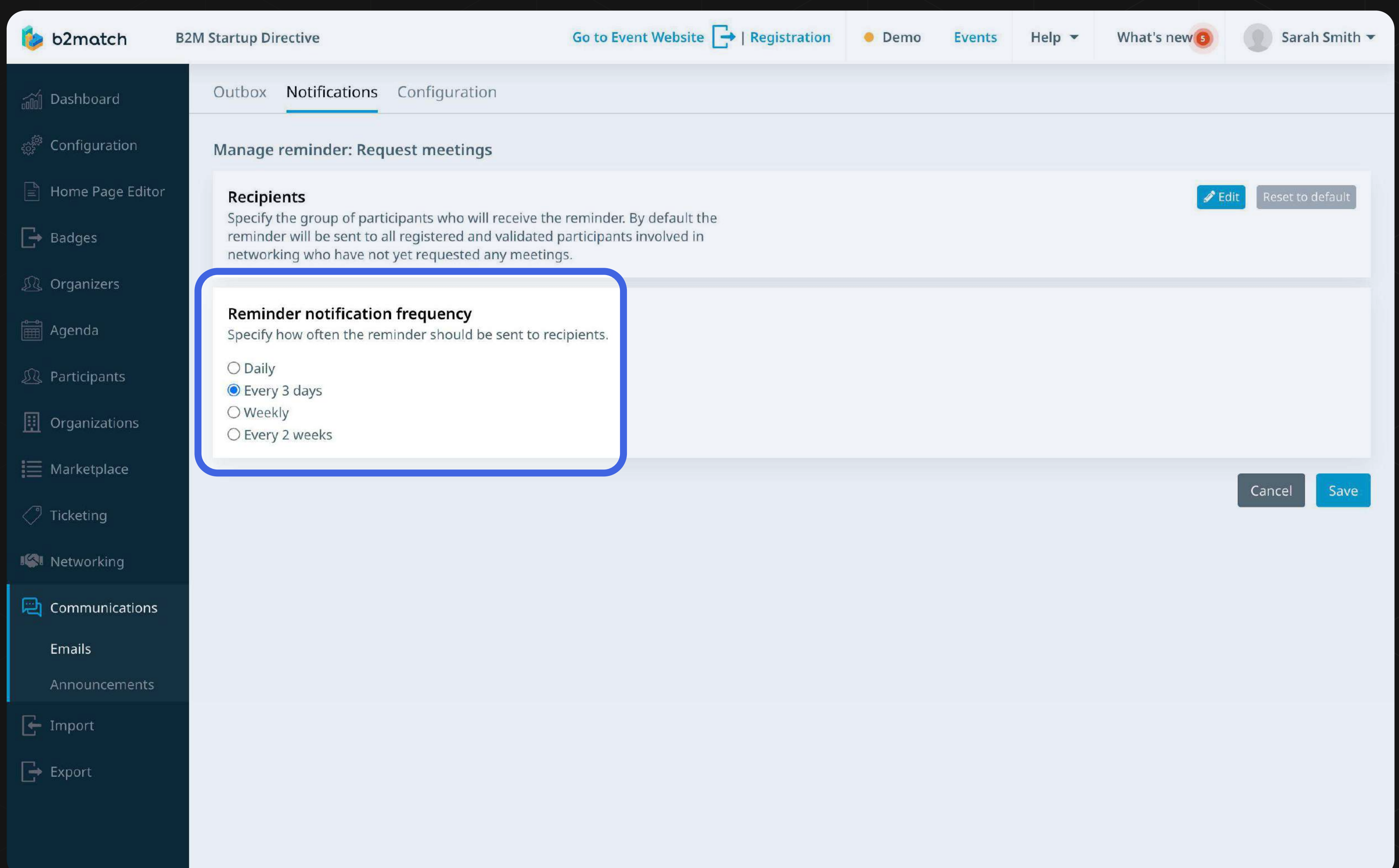


# Home Page Editor

- ✓ Edit the event website in the **Home Page Editor**, ensuring it contains relevant videos, images, files, and diverse formats and layouts to make a compelling first impression.
- ✓ Review the default FAQ page and remove any sections that are not enabled for your event.

## Optimize Your Event Experience With Further Tips & Tricks

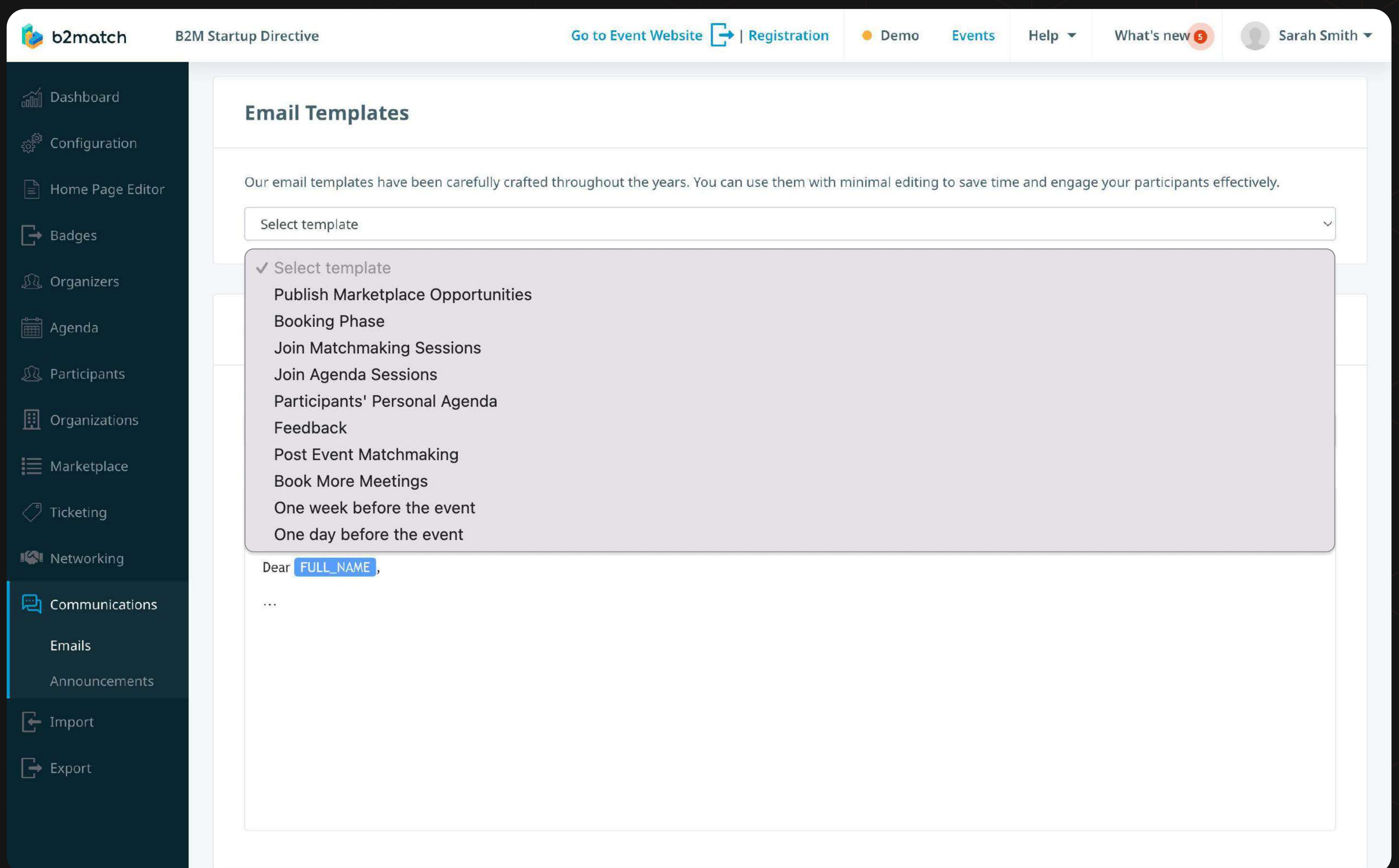
- ✓ Open the Meeting Booking Time Frame 2-3 weeks prior to the event start when the event is populated, making meeting requests more efficient.
- ✓ If you choose to keep the Meeting Booking Time Frame open early on, manage the frequency of sending meeting request reminders. Begin with reminders every 2 weeks and escalate to every 3 days or daily as the event approaches.





# Optimize Your Event Experience With Further Tips & Tricks

- ✔ For virtual events, consider keeping the registration and booking phase open throughout the event duration. This accommodates last-minute registrations and encourages a higher number of scheduled meetings as participants tend to book during the event.
- ✔ Send targeted **Outbox emails** to participants when action is required, such as booking meetings or uploading marketplace entries. Customize email templates accordingly, ensuring to include action buttons directing recipients to the relevant landing page.





# Optimize Your Event Experience With Further Tips & Tricks

✔ Once your community event reaches significant activity levels (e.g., high numbers of registrants, meetings, sessions), enable **Statistics** in the Home Page Editor and display it prominently at the top of the page. This can attract newcomers to register when they see the event's high activity.

The screenshot displays a web interface for an event titled "B2M Startup Directive" held from June 10-12, 2024, in Zagreb, Croatia. The page features a navigation bar with links for Home, Agenda, Participants, Organizations, and Community Events, along with "Log in" and "Register" buttons. Below the navigation, there are tabs for INFORMATION, HOW IT WORKS, FAQ, VENUE, and CONTACT US. The main content area includes a large image of the event venue, event dates and location, and a "Register now" button. A prominent "Event in numbers so far" section is located below, displaying four key metrics: 37 participants in matchmaking, 40 meetings, 17 opportunities, and 23 sessions.

Event in numbers so far			
Participants in matchmaking <b>37</b>		Meetings <b>40</b>	
Opportunities <b>17</b>		Sessions <b>23</b>	





# Now You Are Ready For Your Final Settings Review!

Contact Your Customer Success Manager  
And Good Luck With The Event!

