

Good practices

Participating to (EEN) brokerage events

23/10/2018

What is an brokerage event?

- ❖ Brokerage events allows you to have pre-arranged meetings with several potential future partners for instance in the preparation of a Horizon 2020 project
- ❖ Brokerage events (BE) have been organised by the European Commission or NCP network back to back with infoday, conferences or workshops on the same topics.
- ❖ But they are also a very basic activity of the partners of the [Enterprise Europe Network \(EEN\)](#), either at trade shows (like Pollutec), exhibition or conferences (like SmartCity Expo Barcelona) or as standalone event. Because one key mission of the EEN is to help SMEs find partners abroad, not just for H2020 project but also for technological cooperation or commercial partnerships. EEN brokerage events focus even more on companies.
- ❖ This note focuses on EEN brokerage events but almost all advices are also applicable to non-EEN brokerage events.
- ❖ Very concretely, a BE allows clients to arrange in advance meetings of 20-30 minutes on a basis of a catalogue, very often online with a matching tool. Check out this [video](#)

Preparing yourself for a brokerage event

- ❖ Before the event:
 - Register asap on the website and **create a good profile in English**
 - As soon as possible
 - Present your organization → keep it short and to the point
 - Present what you can offer and what you are looking for: the more precise the better, notably about what you would expect from your future partner.
 - Use simple language since the platform is often public: some participants may not know your field as much as you do especially in cross-sectoral events.
 - Write an attractive profile that people want to read, not too long, straight to the point, or compensate with structure and bold writing (where needed).
 - Select the relevant keywords so that other participants can find you quickly.
 - **Set out meetings**
 - Browse the catalogue regularly (new profiles every day!) and ask for meetings : be proactive to meet the most relevant people for you, the bookings are managed on a "first come - first served" basis and upon availability
 - Validate request for meetings: do reply quickly and do not hesitate to reject meetings not fitting with your needs to make the most of your time and of the others (and breaks in your agenda can allow you to rest, prepare next meetings)
 - Shortly before the event, you will receive your personal schedule, you should bring it along (either paper or electronic version).
 - **Prepare your meetings**
 - Because the meetings are shorts, so do check the website of the companies you will be visiting and make your own mind about the company
 - "Secure before sharing" : Check the excellent [factsheet](#) from the IPR Helpdesk about Intellectual Property Issue in a Brokerage event.
 - Prepare your elevator pitch to present yourself and bring along leaflets, a very short power point presentations (with best already uploaded on computer or tablet | device should also be booted up before you start your 1st meeting in order to save time and to concentrate on the talk)



- Recharge your batteries (computer, phone, yourself) because it will be a full day!
 - Download the App of the brokerage event (if any) for being immediately informed about changes on the schedule.
- **Make the most of your meeting**
- Start your meeting by setting the stage (especially if you are hosting i.e. if you ask for the meeting)
 - First ask "What are the 3 most important pieces of info that I can provide"
 - "May I go through my presentation"
 - Leave time to listen to your counterpart
 - Reflect regularly whether you are providing and getting relevant information
 - Take notes and summarize the conversation at the end (or later in an e-mail)
 - Listen to the ring/belling to at the end of each session/meeting well and don't leave not in a hurry, most importantly: Thanks your interlocutor !!
 - If you see that the matching is not good, you do not have to finish the 20 min, saying politely, but being clear and use the time to prepare for your next meeting
- ❖ **If you cannot attend**, do inform the organisers asap and if possible the appointee → simply because it is rude to leave the other party waiting/hanging around. Everybody makes time for such events & meetings. Ask yourself: How would you feel if you were not informed? Suggest another way to discuss (phone, later appointment or another event...)
- ❖ **After the event**
- Complete the evaluation form (one at the end of event, one per e-mail shortly after)
 - After the event do some follow up. Get in contact to the other party, send some information summarising the meeting and fulfil your promises
 - Sort out the business cards; make a short note at back of business card (date + place of meeting + title of event in order to have a context for later reference).

Resources

- ❖ Elevator Pitch
 - Bucki.pro, "[how to craft a \(perfect\) good enough pitch](#)", 5/5/2017
 - [Mad Men Best Ad Pitch – The Carousel](#)
 - Doctor Pitch <http://www.pitchdoctor.com/>
- ❖ EU IPR Helpdesk, [Fact Sheet, IP issues in brokerage events](#), June 2015
- ❖ B2 Match Participant's Guide
 - **Important note:** B2 Match is not the only tool used by organizers for brokerage events, but the most widely known. Reference in this memo does not imply any endorsement of B2 Match by NCPs CaRE.
 - [Participant's Guide: Registering](#)
 - [Participant's Guide: Update Your Registration Information](#)
 - [Participant's Guide: Requesting meetings](#)
 - [Participant's Guide: Rescheduling Meetings](#)
 - [Participant's Guide: Number of Possible Meetings](#)
 - [Participant's Guide: Participants List on the Website](#)

Author: Camille Lépinay, hub.brussels (ABAE) on the basis of a presentation made by her colleagues Elena Angiolini and Sarah Van Haelst on 12/05/2017

Contact email: clepinay@hub.brussels

