

# Make The Most Of Every Interaction With



b2match

# B2B Matchmaking Should Be About More Than Just Small-Talk

Business events are made for people with expectations. Meeting these expectations and maximizing returns is crucial for making any b2b event a success.

Designed for goal-oriented networking, b2match helps you create more meaningful connections, so that good ideas can become reality.





# An Event Management System for Networking Events

If you want to create events that both generate leads and value adding meetings you have come to the right place.

b2match turns your events into a marketplace where products, services and projects are exchanged, and enables your guests to easily connect, communicate and build purposeful partnerships.

# Everything, for any type of networking event in one platform



## Manage Everything In One Event Platform

Planning, delivering, and evaluating your event has never been easier – we are an all-in-one platform for physical, virtual and hybrid b2b matchmaking and networking events. With us you can manage organizers, participants, exhibitors and sponsors, networking, as well as all your event content in form of website, agenda, and more.



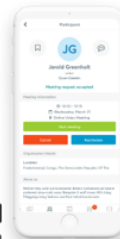
## Make No Compromises, Customize Fully

We know that every event is special. With us you have over 100 customization options that enable you to create exactly the event you are looking for. You can tailor the registration process, decide how to set up networking for optimal results, use a custom domain, as well as fully brand your event - colors, fonts, logos and more - to get the right look and feel.



## Let Us Help Make Your Event a Success

At the core of everything are of course our people, without them nothing would be possible. No matter if you are new to b2match and have a small question, or if you are an experienced b2matcher that wants full customization, we are here to help.



## Use Our Event App Or Get Yours Developed

With the b2match app your participants have full access to your event at any time. You can easily reach out and notify them about important updates and drive engagement by sending customized messages directly to their mobile devices. If you want your own, fully customized, event app we are here to develop one for you.



## Since 2013 we have



**5 000**

events facilitated



**800 000**

b2b matchmaking meetings held



**800**

event organizer partners

# We've Got You Covered

b2match is designed for B2B networking events where the goal is to establish purposeful partnerships.



## Innovation Partnering

Matching front running SMEs, MNEs and research institutes to foster market oriented research collaboration.



## Investor Meets Start-Up

Supporting start-up's, scale-up's and unicorns to find funding, and investors to get bang for their bucks.



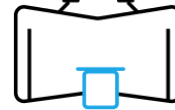
## Buyer-Seller Events

Connecting businesses across various sectors and industries and matching market demand with market supply.



## Job Fairs

Helping companies acquire talent, universities to boost their rankings and job seekers to find their true match.



## Trade Shows

Bringing together industry peers and their fellows to display, demonstrate and discuss latest products and services.



## Forums & Communities

Enabling participants to connect, communicate and exchange long-term, even after the main event hype has settled.

# Features for any B2B matchmaking event

No matter the format – physical, hybrid or virtual – our features enable you to create the type of B2B networking and matchmaking event you are looking for.



Event Website (CMS) & Agenda



Rich Content Participant & Organization Profiles



Exhibitors, Partners & Sponsors



Emails, Messaging & Notifications



Marketplace Opportunities & Exchange



Networking, Matchmaking & Engagement



Ticketing & Payments



Data, Analytics & Reporting



Cross Event Management



### Event Website (CMS) & Agenda

Assemble a multi-page website with multi-lingual support via an own domain or auto provisioned SSL certificate. Create sessions: keynotes, presentations, virtual workshops, matchmaking and networking sessions, and organize them into tracks, topics as well as assign on or offline locations.



### Rich Content Participant & Organization Profiles

Enable participants to create personal networking profiles to express their needs. Give added visibility to organizations through company profiles, representatives, and opportunities. Both participants and organizations have the possibility to enrich their pages by uploading docs, images and videos.



### Exhibitors, Partners & Sponsors

Let exhibitors and sponsors host their own sessions during your event, with possibility for dedicated video conferencing rooms (exhibitor booths) that allow them to better engage with visitors. Generated leads can easily be exported from the exhibitors organization page if participants have left their contact details.







### Emails, Messaging & Notifications

Create and send custom emails, use advanced filtering to address certain participant segments, and track email campaign progress and success. You can also message participants about important updates such as last minute room changes, and send automated notifications to inform about profile activation, meeting requests and cancellations, and more.



### Marketplace Opportunities & Exchange

Publish goods, services, ideas or other opportunities in order to secure better matchmaking and for finding suitable partners easier. Every opportunity is presented separately and can be enriched with documents, images and videos. Predefined opportunity types are there to get you started and the advanced search helps you quickly find what you are looking for.



### Networking, Matchmaking & Engagement

Arrange group or 1:1 matchmaking meetings and decide if they are accepted automatically or manually. Create multiple agenda sessions where physical and virtual meetings can be scheduled and enable long term exchange via long-term networking. Increase engagement via integrated chats or by embedding engagement tools such as polls.





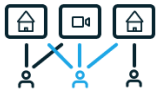
### Ticketing & Payments

Sell different tickets types and add-ons, manage VAT rules (EU reverse charge), expirations, promotion codes and ticket dependencies. Integrate with Stripe or PayPal or use b2match to process payments. Use autogenerated invoices and customize them with your organizations data.



### Data, Analytics & Reporting

Track and understand the impact of your event through data that measures registrations, payment status, participant activity, matchmaking performance, online presence, and more. You can also do analytics and create reports based on the data your event gathers.



### Cross Event Management

Have all your contacts and data in one place and easily set-up events by copying settings from previous ones. Use global participant and organization profiles across multiple events and make registration to your events easier by sparing participants from having to fill in profiles every time.



# Knowledge Is Key, We Share It Happily

## Customer Stories



**\$ Investor-Startup**  
**START SUMMIT 2021**  
**The Partnership That Spurred Virtual Event Innovation**

**START GLOBAL** [Read On](#)

[b2mat.ch/3yXFKU6](https://b2mat.ch/3yXFKU6)



**Innovation Partnering**  
**HORIZON EUROPE DIGITAL**  
**Taking Virtual Events to the Next Level With b2match**

**BUSINESS FINLAND** [Read On](#)

[b2mat.ch/2X4dpi9](https://b2mat.ch/2X4dpi9)

## Blog Posts




**b2b Matchmaking Explained**

What is business matchmaking and how can you use it for your next virtual and hybrid event?

[Read On](#)

[b2mat.ch/3tnlKJD](https://b2mat.ch/3tnlKJD)



**Examples of Hybrid Events That Really Work**

Real examples of hybrid events that use b2b matchmaking to pull in big numbers and big success.

[Read On](#)

[b2mat.ch/3tqCKyH](https://b2mat.ch/3tqCKyH)

## Knowledge Base



**Guide For Organizers to Keep Control**

Articles on how to get started with the b2match tool and to discover how other customers use b2match for their events.

[Read On](#)

[b2mat.ch/3jUsMCp](https://b2mat.ch/3jUsMCp)



**Guide For a Smooth Participant's Journey**

Participant destined articles about their b2match account, registration, profile and matchmaking process.

[Read On](#)

[b2mat.ch/38N78cU](https://b2mat.ch/38N78cU)



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