

# Participant Guide


## How to maximize the results of B2B meetings

Every successful business start with a first contact

That's why the b2match event platform offers all participants the possibility to


- publish business & collaboration wishes and
- send or receive requests for 1:1 meetings.

In this respect, enclosed a few useful tips on how to maximize the outcome of your event participation.



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Producer / Austrian Food Producer  
**STAUD'S GmbH**

STAUD'S GmbH is a manufacturing company based in Vienna and was founded in 1971 by Hans Staud. We produce premium food products like jams and preserved vegetables and connect skilful tradition and modernism. The hand-picked fruit and vegetable varieties always correspond to the strictest purity requirement and satisfy thorough quality controls. They are processed using the latest technology with the objective of getting the best out of nature. Nothing needs to be added to the truth.

Food

Bio products Confectionary, biscuit, pastry Grocery products Organic products

Drinks

Non-alcoholic beverages

Registered on July 01, 2019

**About the Company**

**MARKETPLACE OPPORTUNITIES**

**PRODUCT**


**The Imperial Couple "Sisi & Franz"**

Is there anything more Viennese than the famous Imperial couple?

- 2 x 130 g preserves, apricot and strawberry 70% fruit content
- purity based on natural ingredients
- without any chemical additives

This is what makes Vienna so delightful.

Staud's Wien



July 18, 2019

**Marketplace**

## 8 Tips to achieve promising connections

Participants following these tips will have more & more promising B2B meetings

### ✓ **Tip 1: Publish a complete & meaningful company profile**

By doing so your organisation will be recognized more often and you can expect more incoming meeting requests.

### ✓ **Tip 2: Publish your collaboration/business wishes via the Marketplace**

Meaningful Marketplace profiles (Products, Services, Projects, Expertise, etc) are of most interest for other attending participants, especially if your Organisation doesn't have a well-know Brand name. Add a short & precise title, a meaningful description and add picture or links to videos. Feel free to publish more than one profile.

### ✓ **Tip 3: Sign-up for the given Matchmaking Sessions**

To be part of the B2B networking you must make yourself available for the given Matchmaking sessions. If there are more than one session please chose as many as possible to maximize mutual availability and meetings.

### ✓ **Tip 4: Be active and send the first requests for 1:1 meetings**

It's better to be active than waiting for receiving meeting requests from others.

### ✓ **Tip 5: More meeting requests, more meetings**

It's a proven fact that only some 20-30% of the meeting have a proven outcome. That's why you should manage 4-7 meetings during an event to have left over 1-2 real beneficial contacts.

### ✓ **Tip 6: Use the chat option to explore if a 1:1 Meeting would make sense**

If you are not sure if a 1:1 meetings could pay off start with a simple chat message.

### ✓ **Tip 7: Be responsive and react timely on incoming requests**

It's a matter of politeness to reply on incoming meeting requests in time and let the requester know if you are interested in a meeting or not. If you receive a request, spend 1-2 minute to provide a short reply.

### ✓ **Tip 8: The Day of the Event – Respect the timelines**

Regardless if it is an on-site or virtual event. All 1:1 meetings have a sharp starting time which allows the event organizers to manage hundreds of meetings in a given time-slots of a few hours. In this respect print your meeting schedule and keep the given time-lines in mind. Also don't exceed the given meeting length (e.g. 20 min) as most probably the next meeting follows right afterwards.