Participant Guide

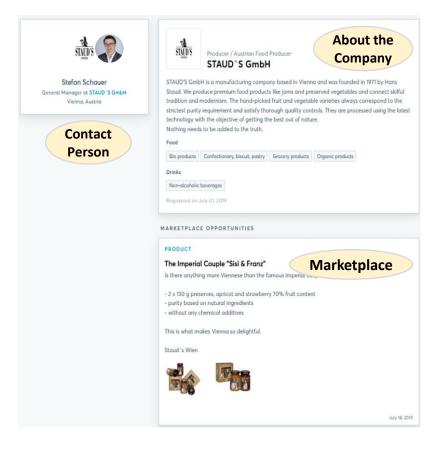
How to maximize the results of B2B meetings

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.



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.