

## How to maximize their numbers?

### Introduction

**Needless to say, the number of bilateral meetings is the 2<sup>nd</sup> most important figure, beside the number of participants.**

On the following pages you can find tips and hints how booking figures can be easily increased by 20%-40% by applying a few proven setup & management related measures and actions.



### How to maximize the booking figures?

Parameters affecting number of meetings	Actions to be undertaken
<b>IN GENERAL</b>	
Number of participants attending the event	<b>More participants → More meetings</b> <ul style="list-style-type: none"> <li>Run the event preferably in Public mode (Participants profile are public accessible) This will convince more participants to register for the event.</li> <li>Keep registration open as long as possible, preferably until the day of the event</li> </ul>
Number of participants attending the Matchmaking	<ul style="list-style-type: none"> <li>Convince participants to register for the Matchmaking sessions if not done yet</li> <li>Mailing to participants not having registered for the matchmaking sessions e.g. "Sign-up for B2B sessions in case you want receive promising business requests"</li> </ul>
Number and quality of published Marketplace profiles	<ul style="list-style-type: none"> <li>Booking decisions are OFTEN based on published Marketplace business profiles (Offering/Looking for ... Product, Service, Projects, Investments, Requests)</li> <li>Thus participants not having published a Marketplace profile should be made aware of that via Mailing or Phone calls. By doing so they can expect more meeting requests.</li> </ul>
<b>AFTER booking phase has opened</b>	
Possibility to book/confirm meetings until the day of the event	<ul style="list-style-type: none"> <li>It's a fact, plenty of participants arrange their bookings during the last week. Thus keep the booking deadline open as long as possible (preferably until the day of the event)</li> </ul>
Number and content of Booking reminders (Mailings)	<ul style="list-style-type: none"> <li>The automatized booking notifications sent every 3-4 days promise good booking figures</li> <li><b>Nevertheless</b> 2-3 tailor-made mailing campaigns can additionally push booking figures. Especially if mailing campaigns addresses a specific "smaller" group of participants with 1-2 specific action requests which are also referenced in the mailing subject.</li> </ul>
Best timelines for mailings?	<ul style="list-style-type: none"> <li>0-2 days after Booking has opened <i>Subj: Event name - Booking has opened - Tips &amp; further advices</i></li> <li>Middle of booking phase <i>Subj: Event name - Book meetings and confirm pending meeting requests</i></li> <li>4-5 days before the event <i>Subj: Event name - Only 4 days left to manage your B2B meetings (book &amp; confirm)</i></li> <li>1-2 days before the event <i>Subj: Event name - Your personalized event agenda and further information</i></li> </ul>
Contact participants via direct phone	<ul style="list-style-type: none"> <li>Convince participants to book or confirm pending meeting requests via phone call Selection criteria: Those who have received many meeting requests but not confirmed any of them; Local companies you personally know, etc.</li> <li>Contact co-organizers supporting you with these phone calls</li> </ul>

## How to maximize their numbers?

### Mailing Campaigns

Personal phone calls are the most effective approach to push booking figures but due to event organizers tight time-schedule this can be only applied to a very few selected participants. Thus via 2-3 dedicated mailing campaigns you can easily reach all registered participants and therefore push booking figures efficiently.

By default, the b2match application sends the following automatized notifications by email every 3 days once the booking has started. Tip: The booking timeframe should be set to 2-3 weeks before the event to keep the number of reminder low for those who don't send/accept meeting request. (automatized booking reminders can also be deactivated)

#### Automatized notifications

- **Book meetings**  
Participants without own booking will be reminder to send meeting requests (every 3 days)
- **Accept pending meetings requests**  
Participants will be asked to accept or decline incoming meeting requests (if any) (every 3 days)

**In case booking figures should be maximized or current figures are low 2-3 personalized mailing campaigns addressing specific groups with specific actions requests may be helpful.**

#### Typical "Call for Actions" Mailings to push booking figures

	Booking phase (2-3 weeks) Relevance of action points				
Call for Actions	Before	Start	During	Closing	Recipient list
Sign-up for the matchmaking sessions	High	High	Low		Not signed-up for matchmaking
Publish your business cooperation wishes	High	High	Low		No Marketplace profiles published
Booking has opened – Send meetings requests		High			Attending Matchmaking
Download the mobile b2match App, thus meeting requests are ALSO sent to mobile phone		High	High	High	All
Book meetings reminder			High		Attending Matchmaking
Confirm or decline pending meeting requests			High	High	Having pending meeting requests
Cancel your attendance in case you can’t attend			High	High	All
Your personalized event schedule				High	All

On the following pages you can find

- a) **Instruction for customized mailing campaigns**  
how to use the above listed Call for Action items for individualized mailings campaigns
- b) **3 typical ready-made mailing templates applicable for most event formats**
  - \* Booking has opened | Start of the booking period
  - \* Push booking figures | Middle of the booking period
  - \* Personalized Agenda | End/After the booking period

#### Notifications vs Mailings Campaigns – Considerations?

In case you preference individualized mailing campaigns against the automatized Notifications consider to deactivate the notifications to reduce the number of mail-shots to participants (see Messages -> Notifications).

As alternative you can activate the notifications only for the e.g. last week.

## Proven text modules for mailings

To ease the access of the below listed actions an action link should be added after each text block. Action links direct participants directly to the appropriate forms.

Nomenclature for Action links: **Text to be displayed** (selection to be made from the drop-down) | see example on last page

Focus & Filters <i>to be applied</i>	Typical Text Module	Action links to be added
<b>Request to sign-up for the matchmaking sessions</b>  <b>Mailing Filter: Matchmaking:</b> (*) Not attending matchmaking	<b>WHY TO JOIN THE MATCHMAKING SESSIONS?</b> * Spotlight yourself and your organisation with a detailed profile, request meetings with decision makers, and browse other participants' business ideas. * Manage several one-to-one meetings at the event at a reserved table and given time-slots. * Your meetings are summarised in a personal schedule, which you will receive prior to the event	<b>Please select B2B meeting sessions</b> (Attendance)
<b>Publish your business cooperation wishes</b>  <b>Mailing Filter Marketplace</b> (*) Without marketplace	<b>PUBLISH YOUR OFFERS &amp; DEMANDS VIA THE MARKETPLACE</b> Participants having published meaningful profiles on the Marketplace (Offers, Demands, Products, Services, Projects, Investments, etc) do receive more meeting requests from other participants. In addition, your own meeting requests will also have a higher acceptance rate.	<b>Publish your offers or requests</b> (Dashboard)
<b>Download b2match App</b>	<b>DOWNLOAD THE B2MATCH MOBILE APP to</b> * check and confirm incoming meeting requests * access your meeting schedule * manage further meetings on-site To be downloaded from Google or Apple store (search for "b2match")	To be added to all mailings as booking figures are increased and now-shows reduced
<b>Book Meetings</b>	<b>BOOK MEETINGS</b> Every successful cooperation/business starts with a first contact. So please browse the Participants profiles, identify interesting companies you would like to get in contact with and send an invitation for a meeting. Add a few personal words why your request is relevant which significantly enhances acceptance rate for you request.	<b>Book Meetings</b> (Participants)
<b>Confirm or decline pending meeting requests</b> <b>Mailing Filter: Meetings status:</b> (*) Has pending guest requests	<b>PENDING MEETING REQUESTS (please confirm or decline)</b> Please login and check if you have pending meetings. If yes, decide case by case to accept or decline them. It's a matter of politeness to let the other persons know if you are interested in a requested meeting or not.	<b>Check and confirm pending meetings (if any)</b> (Meetings)
<b>Book more meetings</b>  <b>Mailing Filter: Matchmaking:</b> (*) Attending matchmaking	<b>WANT TO MANAGE MORE MEETINGS?</b> Sending and accepting meeting requests is still possible until the day of the event. So please go ahead with sending and confirming meeting requests.	Please add 2 Action links <b>Check &amp; confirm Meetings</b> (Meetings) <b>Book more meetings</b> (Participants)
<b>Cancel your attendance in case you can't attend</b>	<b>HOW TO CANCEL YOUR ATTENDANCE IN CASE YOU CAN NOT ATTEND THE EVENT?</b> In this case please click on the link below and select the red link "Cancel participation" top-right. By doing so your participation and all confirmed meetings will be cancelled. This is a kind of polite behaviour as your meeting partners will be informed about your absence and they do not have waste their time waiting for a person who doesn't show up.	<b>Cancel my participation</b> (Attendance)
<b>Your personalized event schedule</b>	<b>DOWNLOAD YOUR MEETING SCHEDULE as PDF file</b> Most meetings are already scheduled access your meeting schedule now.	<b>View my personalized meeting schedule</b> (Agenda)

## Booking has opened - Tips & further advices

### To be sent once booking has opened

Please carefully read each single line of the email template below and update it accordingly.  
Feel free to delete the one or other section if not relevant.

#### How to send and customize this Mailing?

- a) Messages -> Email to participants
- b) Button -> Filter Recipients

#### Filters to be applied:

Status = Registered | Validation = Validated | Matchmaking = Participating in matchmaking (if only B2B participants to be taken)

### Subject: Event Name | Booking has opened - Invitation to initiate promising 1:1 meetings in forefront of the conference

Thank you for having registered on the XXXXXXXXXXXXXXXX B2B platform.

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io>

Note: To be used if you have promising figures and profiles are publicly accessible, if not please delete next 6 lines  
Meanwhile 999 companies have registered and published 999 business opportunities.

#### VIEW 999 PARTICIPANTS PROFILES:

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/participants>

#### VIEW 999 MARKETPLACE OFFERS & REQUESTS

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/marketplace>

Find below some further information and tips who to make your visit a success

#### PUBLISH YOUR OFFERS & DEMANDS ON THE MARKETPLACE

Participants having published meaningful Marketplace profiles do receive more meeting requests from other participants. In addition, your own meeting requests also have a higher acceptance rate.

After login please scroll website to add your offers or requests related to Products, Services, Projects, Investment, etc

==> Please add the Action link "Dashboard" here. Text to be displayed (Access my Profile)

#### BOOK MEETINGS

Every successful cooperation/business starts with a first contact. So please scan the Participants profiles, identify interesting companies you would like to get in contact with and send an invitation for a meeting. Add a few personal words why your request could be relevant which significantly enhances the meeting acceptance rate.

==> Please add the Action link "Participants" here. Text to be displayed (Book Meetings)

#### PENDING MEETING REQUESTS (please confirm or decline if any)

Please login and check if YOU have pending meetings. If yes, decide case by case to accept or decline them. It's a matter of politeness to let the other persons know if you are interested in a requested meeting or not.

==> Please add the Action link "Meetings" here. Text to be displayed (Check & Confirm meetings)

Note: If this paragraph is added the Filter option should include all participants (Not only B2B)

#### YOU CAN'T SEND OR DO NOT RECEIVE MEETING REQUESTS?

Did you select one of the given matchmaking sessions in the event registration form?

If not, please activate to send and receive meeting requests

==> Please add the Action link "Attendance" here. Text to be displayed (Select Matchmaking sessions)

#### DOWNLOAD THE B2MATCH APP to

- \* check and confirm incoming meeting requests
- \* access your meeting schedule
- \* manage further meetings on-site

To be downloaded from Google or Apple store (search for "b2match")

Kind regards | Add your signature

## Only X days left to book & manage your B2B meetings - Tips & further advice

To be sent 3-7 days before the event

Please carefully read the email template below and update it accordingly. Feel free to delete the one or other section if not relevant. How to send and customize this Mailing?

a) Messages -> Email to participants

b) Button -> Filter Recipients

**Filters to be applied:** Status = Registered | Validation = Validated | Matchmaking = Participating in matchmaking

**Subject:** Event Name | Only X days left to arrange B2B meetings - Tips & further advice

Thank you for having registered on the XXXXXXXXXXXXXXXX B2B platform.

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io>

**Note:** To be used if you have promising figures and profiles are publicly accessible, if not please delete next 6 lines

Meanwhile 999 companies have registered and published 999 business opportunities.

### VIEW 999 PARTICIPANTS PROFILES:

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/participants>

### VIEW 999 MARKETPLACE OFFERS & REQUESTS

<https://XXXXXXXXXXXXXXXXXXXXX.b2match.io/marketplace>

Find below some further information and tips who to make your visit a success

### BOOK MEETINGS

Every successful cooperation/business starts with a first contact. So please scan the Participants profiles, identify interesting companies you would like to get in contact with and send an invitation for a meeting. Add a few personal words why your request could be relevant which significantly enhances the meeting acceptance rate.

==> Please add the Action link "Participants" here. Text to be displayed (**Book Meetings**)

### PENDING MEETING REQUESTS (please confirm or decline)

Please login and check if you have pending meetings. If yes, decide case by case to accept or decline them. It's a matter of politeness to let the other persons know if you are interested in a requested meeting or not.

==> Please add the Action link "Meetings" here. Text to be displayed (**Check & Confirm meetings**)

### DOWNLOAD YOUR PRELIMINARY MEETING SCHEDULE AS PDF FILE

As most meetings are already scheduled you can access a preliminary meeting schedule now.

==> Please add the Action link "Agenda" here. Text to be displayed (**View my Event Agenda**)

### DOWNLOAD THE B2MATCH APP to

- \* check and confirm incoming meeting requests

- \* access your meeting schedule

- \* manage further meetings on-site

To be downloaded from Google or Apple store (search for b2match)

Kind regards | The Event Organizer

## Your personalized agenda and further information

### To be sent 1-2 days before the event

To send each participant a personalized schedule which contains the selected event sessions and the B2B meetings (if any) please proceed as follows:

Select the Menu: Messages | Outbox --> Emails to Participants

#### Participant recipient list | Who should receive this mailing?

To identify the proper list of recipients please apply the following filter(s):

- **Validated** --> is --> Yes  
Via this setting, ALL validated participants will receive the mailing and their individual Event agenda  
In case you only want to send the Agenda (Meeting schedule) to participants having meetings please add a further filter via "+ Add filter" and add the following condition:
- **Meetings Status** --> is --> Has scheduled Meetings

#### Mailing Content

Take the content form below as a starting point and feel free to customize it.

Please delete or replace any grey marked text with proper content.

~~~~~  
**Subject: Your Eventname – Your personalized Agenda and further information**

Thank you for attending our Conference/Matchmaking event on *(insert date / City)*

<https://XXXXXXXXXXXXXXXXX.b2match.io>

About 80-90% of the expected 1:1 meetings are scheduled meanwhile.

Thus you can access/download a preliminary meeting schedule now.

Most likely some more meetings will be booked and accepted during the next day(s), thus we highly recommend to download the "b2match" Mobile App to get access to the most recent version of your 1:1 meeting schedule (read more below).

#### DOWNLOAD YOUR EVENT AGENDA & MEETING SCHEDULE

After the login you can view your PDF agenda via the button "Download Agenda as PDF"

==> Please add the Action link "**Agenda**" here. Text to be displayed (e.g. **View my personal Event Agenda**)

*In case you keep booking open until the day of the event please add the following advice (otherwise delete):*

#### WANT TO MANAGE MORE MEETINGS?

Sending and accepting meeting requests is still possible until the day of the event.

So please go ahead with sending and confirming meeting requests.

==> Please add the Action link "**Meetings**" here. Text to be displayed (**Check meetings (if any) and confirm or decline**)

==> Please add the Action link "**Participants**" here. Text to be displayed (**Book more meetings**)

#### HOW TO CANCEL YOUR ATTENDANCE IN CASE YOU CAN NOT ATTEND THE EVENT?

In this case please click on the link below and select the red link "Cancel participation" top-right.

By doing so your participation and all confirmed meetings will be cancelled.

This is a kind of polite behaviour as your meeting partners will be informed about your absence and they do not have waste their time waiting for a person who doesn't show up.

==> Please add the Action link "**Attendance**" here. Text to be displayed (**Cancel my participation**)

#### DOWNLOAD THE B2MATCH MOBILE APP

from Google/Apple store (search for b2match) to:

- \* view your 1:1 meeting schedule on your mobile phone
- \* manage additional meetings on-site
- \* get noticed about last minute changes

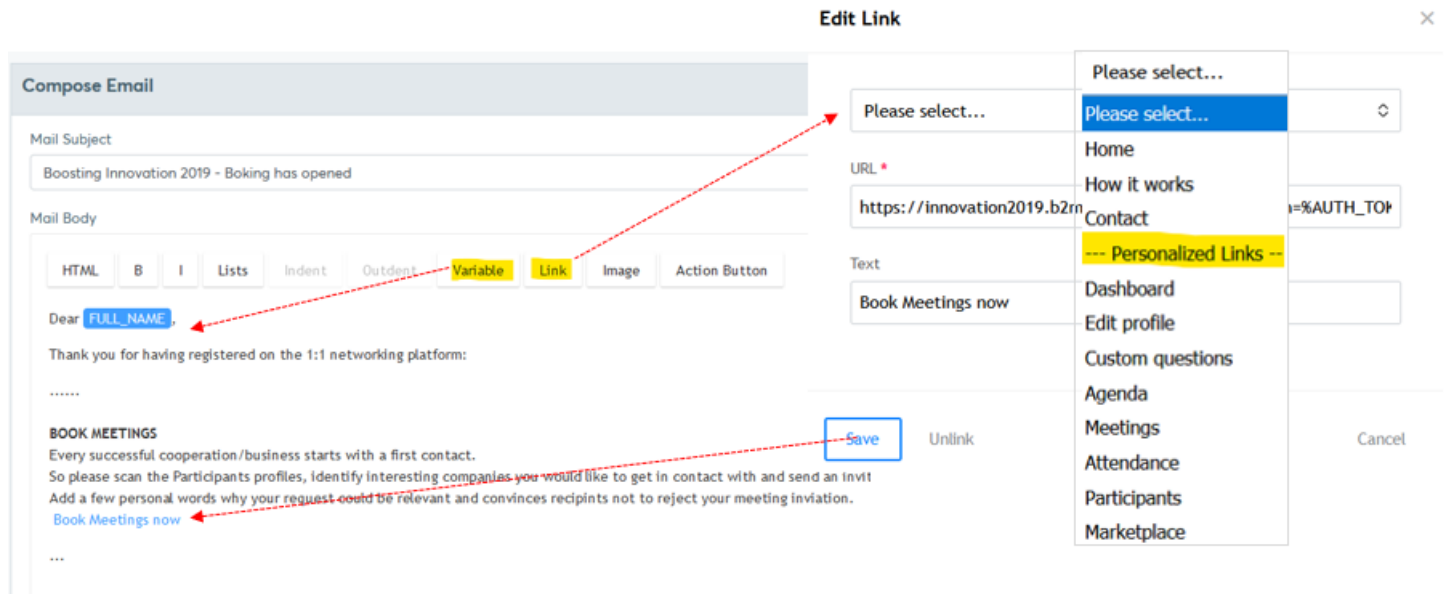
*In case of any questions please contact us.*

*Kind regards*

## Personalized links

Use personalized links to

- allow participants to access the b2match platform without the need to login (email/password)
- lead participants to a specific page (agenda selection, meeting list, etc)



The screenshot shows the 'Compose Email' interface. The 'Mail Subject' is 'Boosting Innovation 2019 - Booking has opened'. The 'Mail Body' contains a greeting 'Dear FULL\_NAME', a thank you message, and a section titled 'BOOK MEETINGS' with instructions to scan participant profiles and send meeting invitations. A 'Link' button is highlighted in the email body. An 'Edit Link' modal is open, showing a dropdown menu with various options. The 'Link' button in the email body is highlighted with a red box, and a red arrow points from it to the 'Link' button in the modal. Another red arrow points from the 'FULL\_NAME' variable in the email body to the 'Please select...' dropdown in the modal.

## IMPORTANT NOTE

**Before sending a “wrongly customized or broken-link” mailing to plenty of participants send a test mail to yourself to double-check the content and links.**

After having clicked on Send and Preview you can find a green Button “Send a Test” where you can add your email address.

### Mailing needs some improvements?

Go back and edit the mailing content again and again until you are satisfied. Then you can click the Buttons “**Preview & Send**” AND afterwards “**Send**”

### Still questions?

Please contact us at “support@b2match.com”