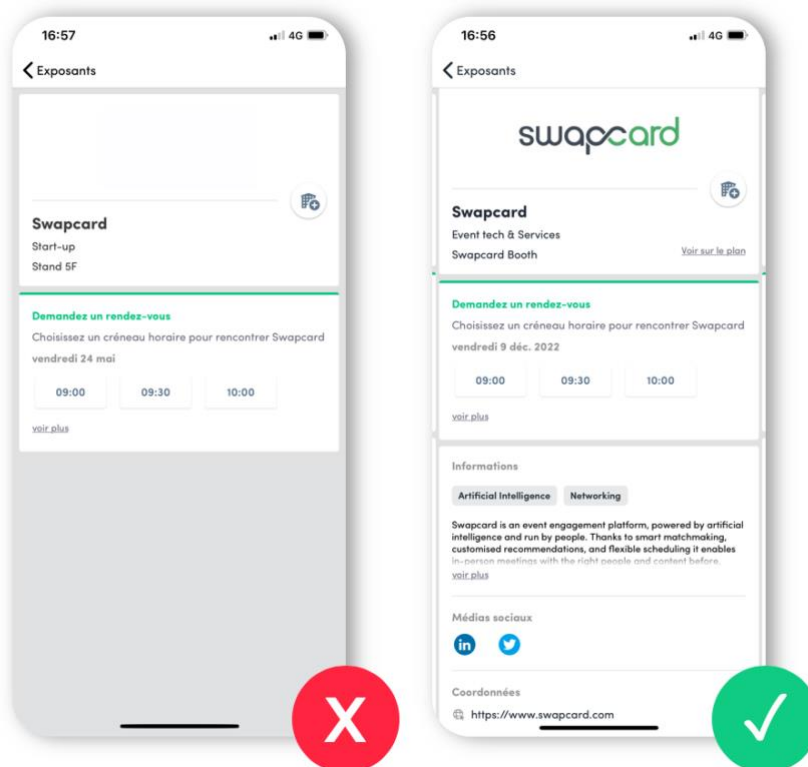# How to make the most out of my event?

1. Complete your personal and trade show **profiles**
2. Use the **filters** to appear in searches and AI matches in the Trade show pages
3. Connect with people with interests and job roles related to your business
4. Keep an eye out for the **Artificial Intelligence** recommendations, which offers you the 5 most relevant profiles in relation to yours, at the very top of the attendees list
5. Use the **list of session registrants**: by clicking on a programme session, and then scrolling down, you will be able to see the list of registered people to that specific session. If the content is related to your field of expertise, it may be interesting to get in touch with the people who are interested in learning more about this subject
6. Become a **sponsor**

How to increase visibility?

Stand out among the exhibitors attending an event. Here are a few tips that will allow you to gain visibility and thus, increase your ROI:

1. **Complete your company profile:** logo, description, filters, social networks, website, team members, ... A completed form is 3 times more likely to be consulted.

Ask your team members to complete their personal profile, this will increase their chances of being contacted.

2. **Connect with delegates:** browse other attendees at the event, filter by their interest, and request to connect. You can also send messages or request meetings. Remember to be polite and respect boundaries.

3. **Sponsor the Conference or a Session:** showcase your company to all participants through a variety of bespoke packages. Contact: joanne@culturalenterprises.org.uk

4. **Communicate your participation at the event:** social networks, website, emails, ... let the world know that you will be exhibiting.

How to manage my meetings

You can see your pending or confirmed meetings in the **My Visit** button (the name may change depending on the event) and then by clicking on the **Meetings** tab.
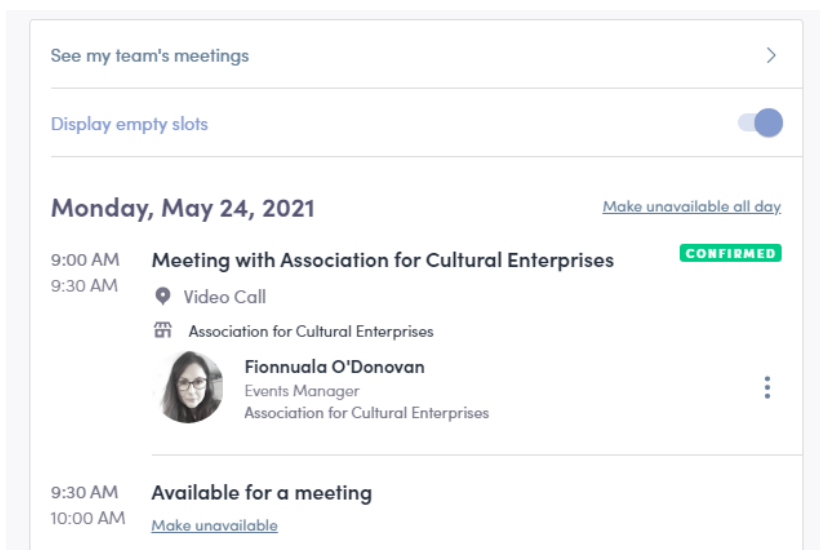
You can cancel a confirmed or pending meeting by clicking on **Cancel meeting request** (if it was pending) or **Cancel meeting** (if it was confirmed).

You will also be able to decide on your availability in this tab.
For example, if you want to make yourself unavailable on certain meeting slots created by the organizer of your event, simply click on **Make unavailable**.
Unavailable slots will no longer be displayed on your profile and other participants will no longer be able to send meetings requests for these slots.
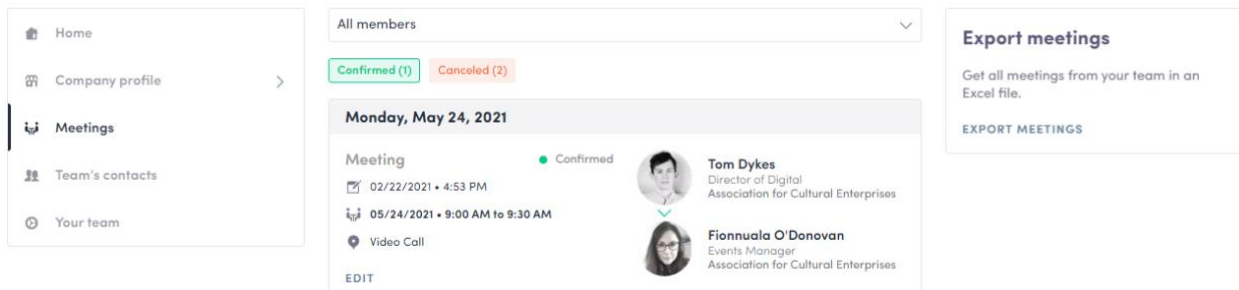
Simply click on **Make available** to make available a slot that you had put unavailable

You can also manage meetings from the **Exhibitor Centre**.
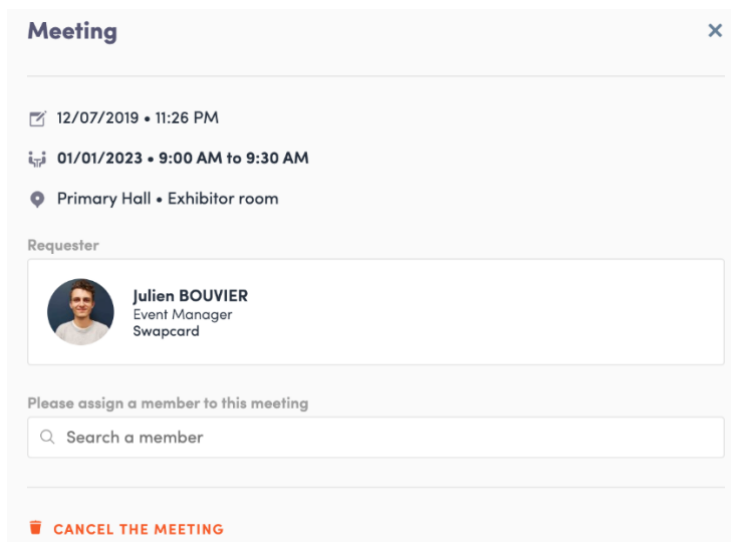In the Meetings page, click the edit button in each meeting box to:

- Send a message
- Cancel a meeting
- Start a meeting

How to assign a meeting to a team member?

To assign a meeting to a member of your team, simply go to the "Meetings" section of your Exhibitor Centre then click on the meeting of your choice: select the collaborator of your choice by typing the first letters of his first name in the field "Please assign a member to this meeting", then click on "Accept".

How to qualify my contacts?

When viewing a profile you will see options on the right side of screen, as below. Here you can rate the contact out of five, add tags to organise your contacts into groups, as well as include notes. All these details are then included in your contact export report.

Scoring

Adding a scoring helps your follow-up by knowing the potential of each connection made.

★ ★ ★ ★ ★

Tags   ADD

Add tags to organise your contacts into groups.

Note   ADD

Add notes to remind you about your contacts and how you met them

Context

Card scanned Monday 25 November • 09:33 during Exp'Hôtel 2019

To export your contacts, on the **Exhibitor Centre** page go to the "Team's Contacts" on the left-hand menu. Click on "Export All" on the right of your screen. An excel file with all your contacts and their details will then be automatically generated.