Matchmaking

*Get connected – the networking tool by Messe Düsseldorf*
Agenda

• What is Matchmaking
• Why Matchmaking?
• How it works: Onboarding for Exhibitor Representatives
• Main functionalities within the Matchmaking
• Tips
• Q&A
What is Matchmaking?

As B2B networking platform, Matchmaking allows exhibitors and visitors to selectively network with each other via chats & virtual meeting rooms.

The tool simplify and particularize the initial contact based on matching participants according to their product categories and similar interests.

As a result, participants are able to establish valuable leads and prepare their virtual trade fair participation effectively & efficiently.
Why Matchmaking?

- lead generation
- support your cross-fair sales activities
- get in touch easily
- qualified 1:1 interaction based on individualized recommendations in virtual meetings
- added value
- enebales customer engagement
- your digital business card
How does it work?

• Please visit virtual.drupa.com
How does it work?

- Please log in
How does it work?

• With the official approval as an exhibitor at virtual.drupa, you have received a welcome email with your login credentials for your exhibitor account at Messe Düsseldorf.

• With this login, you are authorized to participate in the matchmaking yourself as the main contact person of the trade fair and/ or you can invite your colleagues to the matchmaking as exhibitor representatives, too.
How does it work?

- You can participate yourself:

**Matchmaking**

- Personalized contact suggestions based on your interests and product focus
- Intelligent algorithm learns through your interaction and enables focused contact generation
- Planning of meetings and discussions even before the trade fair has started
- virtual meeting rooms*

*In order to use the service of the virtual meeting rooms within the matchmaking tool, the technical measures required to secure the service of the online meeting provide efficiency. The privacy policy of Efficiency is available at [https://envivity.com](https://envivity.com).

Start building your personal network today for a successful trade fair visit.

Have fun!

Invite colleagues to matchmaking / user management
How does it work?

- After clicking on "Go to Matchmaking“, you are redirected to the dashboard:

**Customer relationship management**

**Matchmaking**

Generate successful business leads.

Take part yourself or invite your colleagues who will take care of the stand.

- individualized generation of personal contacts
- appointment and meeting planning before the start of the trade fair
- personalized suggestions according to your interests
- intelligent algorithm adapts to your interests

▷ Invite colleagues to matchmaking / user management

I would like to participate in matchmaking myself
How does it work?

- Or you invite your colleagues to the matchmaking:

**Matchmaking**

- Personalized contact suggestions based on your interests and product focus
- Intelligent algorithm learns through your interaction and enables focused contact generation
- Planning of meetings and discussions even before the trade fair has started
- virtual meeting rooms*

*In order to ensure the function of the virtual meeting rooms within the matchmaking tool, it is technically necessary to access the service of the video meeting provider Wherify. The privacy policy of Wherify is available at https://wherify.com/de/cookie-policy/. You are an exhibitor representative using the matchmaking service and are also listed in a directory provided to exhibitors and product databases, provided you are registered there as a matchmaking participant. Within the scope of using virtual rooms for the processing of personal data carried out within the legitimate interest of the controller, we refer to Article 6 Sec. 1, f. of the European General Data Protection Regulation (Regulation (EU) 2016/679, GDPR).

Start building your personal network today for a successful trade fair visit.

Have fun!

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Invite colleagues to matchmaking / user management
**How does it work?**

Link is valid only 5 days*

Invite colleagues

See the status of your invitations

delete your colleagues from Matchmaking

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*Should you have more than one trade fair participation please make sure you have selected the right stand order.*
How does it work?

• An invitation window will open where you can insert the credentials:

• Afterwards, your colleague will receive your invitation and is directed via the registration process to matchmaking as an exhibitor representative.
Main functionalities within Matchmaking

Matching
• Based on interest and product focus, contact suggestions are made - which can be marked with a like or dislike
• System learns by interaction and makes personalized contact suggestions
  → Therefore, the more the tool is used, the more it pays off!

Chat
• Matches can chat with each other
  → 1:1 interaction of trade fair participants becomes easier, faster and takes place on time
Main functionalities within Matchmaking

New: Virtual meeting rooms

- participants can meet virtually 24/7 by previously agreed dates during trade fair time*

- Chat & share screen functionality included

- Notice: manage your availability for efficient appointment planning within your personal meeting agenda

* Every user can be asked for an appointment, without having a match. Notice: Each user can only send a certain contingent of pending meeting requests.
Main functionalities within Matchmaking

New: teams functionality

• Create a meeting for yourself or a team member with another guest.

• Event attendees can send messages directly to your company through its profile page. Any team member can reply to these messages as the company.

• The contacts section features profiles of people that have connected or scheduled a meeting with any of the team members.

• View Inbounds: features profiles of people that have shown interest, connected or interacted with you, your team members and/or company profile.
Main functionalities within Matchmaking

• Export your teams meeting data: This will generate a CSV file of all the meetings that your team has accepted.
  → This means, that for meetings scheduled through the networking experience the email and Phone numbers will not be included in the CSV file.

• Export your team member contacts: This will generate a file with the details of your teams' contacts from the event. You can choose between CSV and Excel format. Contacts are all Meetings and Connections on the event platform.
  → Please note: Due to GDPR email and/or phone numbers will be shared only for the users who decided to share their contact details in public.
Main functionalities within Matchmaking

The first admin of the team is the person who creates the team's account. Unlike a team member, the admin(s) has the right to:

- edit the role of team members: they can decide whether to make other people admin(s) or team members.
- edit profiles of other team members
- edit availability/calendar of any team member
- delete them from the team

→ Generally, this company hub allows you and your team members to increase your leads and therefore to maximize the outcome of your trade fair participation.
Matchmaking is also available as app

- Can only be used after successful registration via Messe Düsseldorf website
- Teams functionality is not available in the matchmaking app
Fill out your personal profile very detailed
→ the more comprehensive and informative your profile is, the more likely you are to be found by possible matching users.

Use the networking section to get personalized recommendations
→ Interact with the tool; only via your interaction you will receive even more suitable contact suggestions.

Invite as many colleagues as possible to Matchmaking (and therefore to your team)
→ you will achieve a strong presence of your company in matchmaking - It is your digital business card.
You still need help? We are happy to assist under:
Exhibitor support +49 211 4560 400
matchmaking@drupa.de