



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*

added value

your digital business card



get in touch easily

*qualified 1:1 interaction
based on individualized
recommendations in virtual
meetings*

enables customer engagement

How does it work?

- Please visit virtual.drupa.com

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 function of the virtual meeting rooms within the matchmaking tool, it is for technical reasons required to use the services of the video meeting provider Webexby. The privacy policy of Webexby is available at <https://webex.com/Information/Privacy-policy>. If you are an exhibitor representative using the matchmaking service and are also listed as a contact person in our exhibitor and product database, you will be identified there as a matchmaking participant. Within the scope of using said services for the processing of personal data carried out within the legitimate interest of the controller we refer to Article 6, Sec. 1, lit. f, of the European General Data Protection Regulation (Regulation (EU) 2016/679, GDPR).

You are an accredited exhibitor or have been invited to Matchmaking?

Log in now and register for Matchmaking!

Login



Invite your colleagues to matchmaking

You are a sales employee or stand personnel of an accredited exhibitor but do not have an account for the portal? Your company's organiser can quickly and easily invite you for matchmaking.



Still questions about matchmaking?

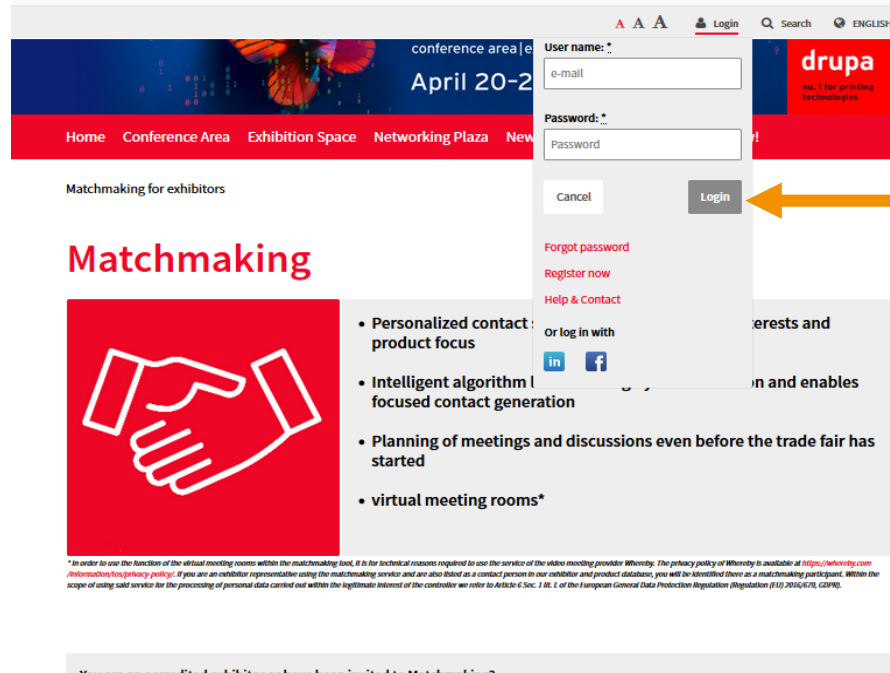
If you do not find the answers in our FAQs, please do not hesitate to contact us at

matchmaking@drupa.de

Go to FAQ


How does it work?

- Please log in



The screenshot shows a web browser window with a login form overlaid on a website. The website header includes 'conference area | April 20-21' and a navigation menu with 'Home', 'Conference Area', 'Exhibition Space', 'Networking Plaza', and 'New'. The login form has fields for 'User name: *' (with 'e-mail' below it) and 'Password: *' (with 'Password' below it). A yellow arrow points to the 'Login' button. Other options in the form include 'Cancel', 'Forgot password', 'Register now', 'Help & Contact', and 'Or log in with' (with LinkedIn and Facebook icons).

Matchmaking



- Personalized contact list by product focus
- Intelligent algorithm for focused contact generation
- Planning of meetings and discussions even before the trade fair has started
- virtual meeting rooms*

* In order to use the function of the virtual meeting rooms within the matchmaking tool, it is for technical reasons required to use the service of the video meeting provider Webexity. The privacy policy of Webexity is available at <https://webexity.com/Information/Privacy-policy/>. If you are an exhibitor representative using the matchmaking service and are also listed as a contact person in our exhibitor and product database, you will be identified there as a matchmaking participant. Within the scope of using said service for the processing of personal data carried out within the legitimate interest of the controller we refer to Article 6, Sec. 1 lit. f. of the European General Data Protection Regulation (Regulation (EU) 2016/679, GDPR).

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 function of the virtual meeting rooms within the matchmaking tool, it is for technical reasons required to use the service of the video meeting provider Whereby. The privacy policy of Whereby is available at <https://whereby.com/informational/privacy-policy/>. If you are an exhibitor representative using the matchmaking service and are also listed as a contact person in our exhibitor and product databases, you will be identified there as a matchmaking participant. Within the scope of using said service for the processing of personal data carried out within the legitimate interest of the controller we refer to Article 6 Sec. 1 lit. 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!

Go to Matchmaking

🔴 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 use the function of the virtual meeting rooms within the matchmaking tool, it is for technical reasons required to use the service of the video meeting provider Wherby. The privacy policy of Wherby is available at <https://wherby.com/information/wherby-privacy-policy/>. If you are an exhibitor representative using the matchmaking service and are also listed as a contact person in our exhibitor and product database, you will be identified there as a matchmaking participant. Within the scope of using said service for the processing of personal data carried out within the legitimate interest of the controller we refer to Article 6 Sec. 1 lit. 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!

Go to Matchmaking

🔴 Invite colleagues to matchmaking / user management



How does it work?

Link is valid only 5 days*

The screenshot shows the 'virtual.drupa' website header with navigation links: Home, Conference Area, Exhibition Space, Networking Plaza, News Room, Contact, Register now!. Below the header is the 'Exhibitor Matchmaking - User management' section. It features a 'Matchmaking' title and 'User management' subtitle. A text block states: 'In your user management you can view the status of your matchmaking invitations, delete contacts and send new invitations as well.' There are two buttons: 'Exhibitor Dashboard' and 'Go to Matchmaking'. Below this is a table with a 'Invite colleagues' button above it. The table has columns for Salutation, First Name, Last Name, Email, and Status. It lists three entries: Mr. Jan, Mr. CPA, and Ms. Gabriele. Each entry has a 'Delete' button next to it.

Salutation	First Name	Last Name	Email	Status	
Mr.	Jan			Subscribed	Delete
Mr.	CPA			Invited	Delete
Ms.	Gabriele			Subscribed	Delete

See the status of your invitations

Invite colleagues

delete your colleagues from Matchmaking

* 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:

Exhibitor Matchmaking - User management

Send invitation

During matchmaking, your sales team or other persons represented at the trade fair can establish contact with visitors in advance and meet them at the trade fair.

Salutation:
 Ms. Mr.

First Name: Last Name:

Email:

[Cancel](#)

Salutation First Name Last Name Email Status

- 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

The screenshot shows a user interface for requesting a meeting. On the left, a profile card for Christian Hruschka, an Exhibitor Representative from Messe Düsseldorf GmbH, is displayed. It includes a photo, name, company, and contact details (both marked as private). Below the profile is a 'Details' section with the following information: Industry (3D-Druck, Large Format / Wide Format / Schilderdruck and Druckweiterverarbeitung), Sektor (Print), Aufgabenbereich (Verkauf/Vertrieb), Hauptaufgabe (Angestellter/Facharbeiter/Beamter), Herkunftsland (Deutschland), and Meine Zeitzone (UTC +1 - Berlin). On the right, a 'Meetings with Christian Hruschka' panel shows a 'Request a meeting' form. The form includes fields for Invitees (Christian Hruschka), Date (Monday 26/04/2021), Time (05:00 - 05:30 (Europe/Berlin)), and Location (*Video Meeting Room). A 'Personal Message' field contains the text: 'Why would you like to meet? Adding a personal message increases acceptance rates by 30%'. Below the form, it indicates '33 meeting requests left until you reach the pending meeting limit.' and provides 'Cancel' and 'Send' buttons.

* 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:

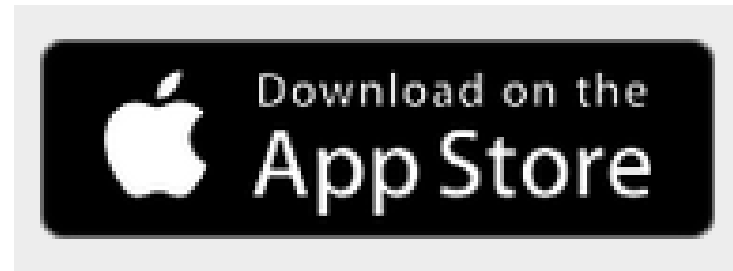
- edit the role of team members: they can decide whether to make other people admin(s) or team members.
- edit profiles of other team members
- edit availability/calendar of any team member
- delete them from the team

→ 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 App

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

Q & A