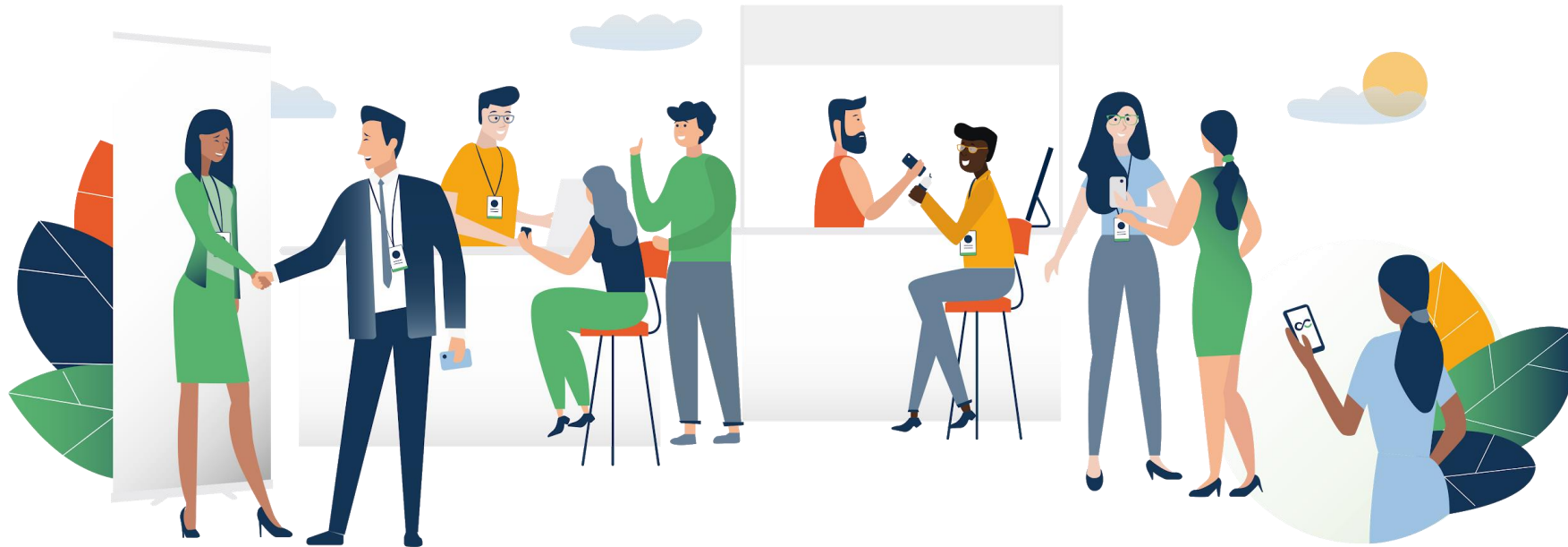


Guide Swapcard for Attendees by secpho



secpho
collaborate to innovate

swapcard

Why Swapcard ?



This Matchmaking platform will save you a considerable amount of time and allow you to multiply your ROI by 3.

To do this:

- ∞ prepare your event in advance
- ∞ connect with the right people
- ∞ increase your visibility with a large number of potential prospects
- ∞ manage your meetings
- ∞ keep track of your contacts
- ∞ make your opportunities a reality

STEP 1

-

LOGIN

1. Login / E-mail



CONNECTING SESSION | 11 NOVEMBER | 10:00 CET (9:00N UTC)

Sign up for Matchmaking
between the water and
deep tech sector

secpho ZINNAE CMC

Dear all,

Get ahead of the game and get ready for our **secpho connecting session | B2B meetings – Sustainability in the water sector to get the most out of this virtual networking event.**

Are you curious about who you'll meet online? Browse through the participants list, contact the attendees of your interest through the Swapcard application and request a meeting with the most relevant participants of your choice.

All you have to do is **activate your profile by clicking the button below.** Your information and data will be secure and your email will only be shared once connected with another user.

To take advantage of the opportunity, make yourself visible through an outstanding business profile. The more detail like company background, the product / project / technology / expertise you are offering or looking for, the more you will benefit from the conference matchmaking tool. Your Swapcard profile is your online business card.

In addition, we recommend that you **activate the notifications** to receive alerts of messages in Swapcard.

The online session will take place via Webex as usual. To access to the session, simply click the button below.

All set to enhance your virtual secpho experience?

[BOOK YOUR 1:1 MEETINGS VIA SWAPCARD](#) [ACCESS TO THE WEBEX SESSION](#)

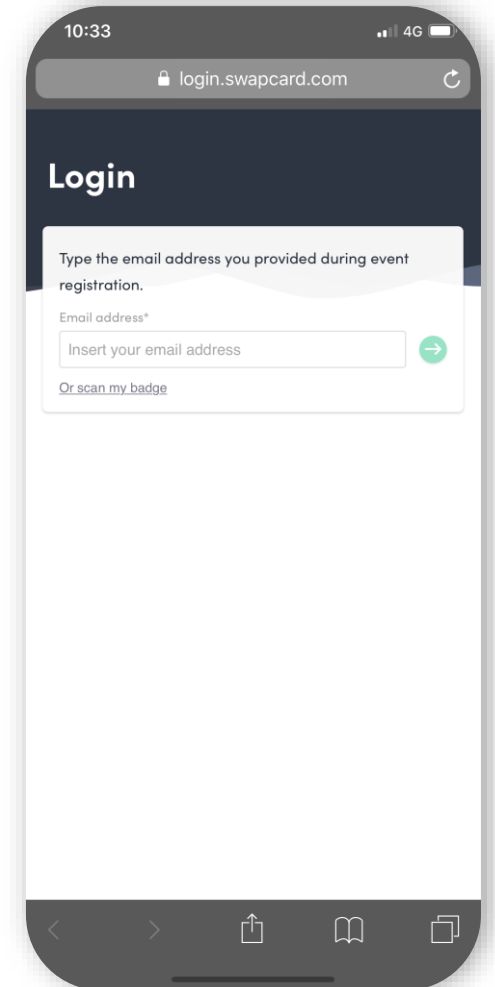
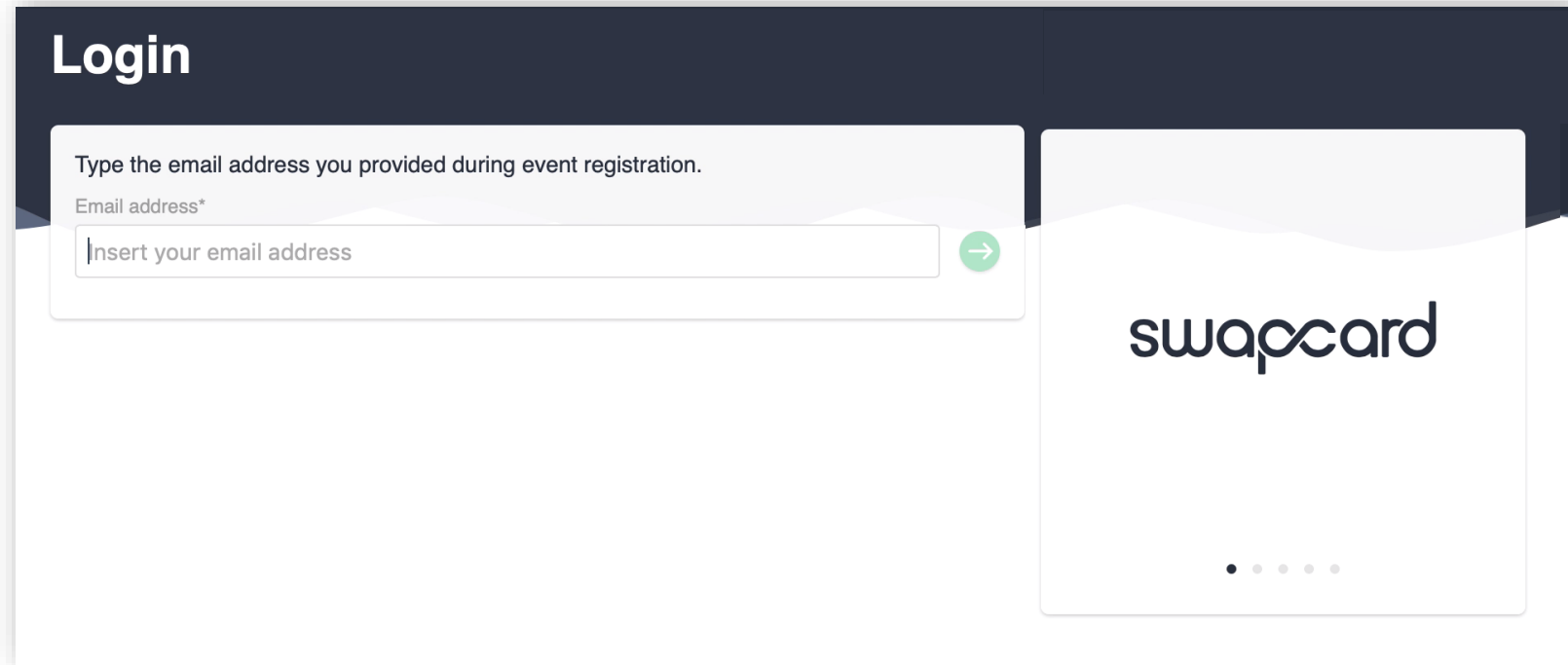
You probably received an e-mail with a **button** redirecting to a login page. Your account is automatically pre-created by the event organizer.

A window will then suggest that you create a password for your account.



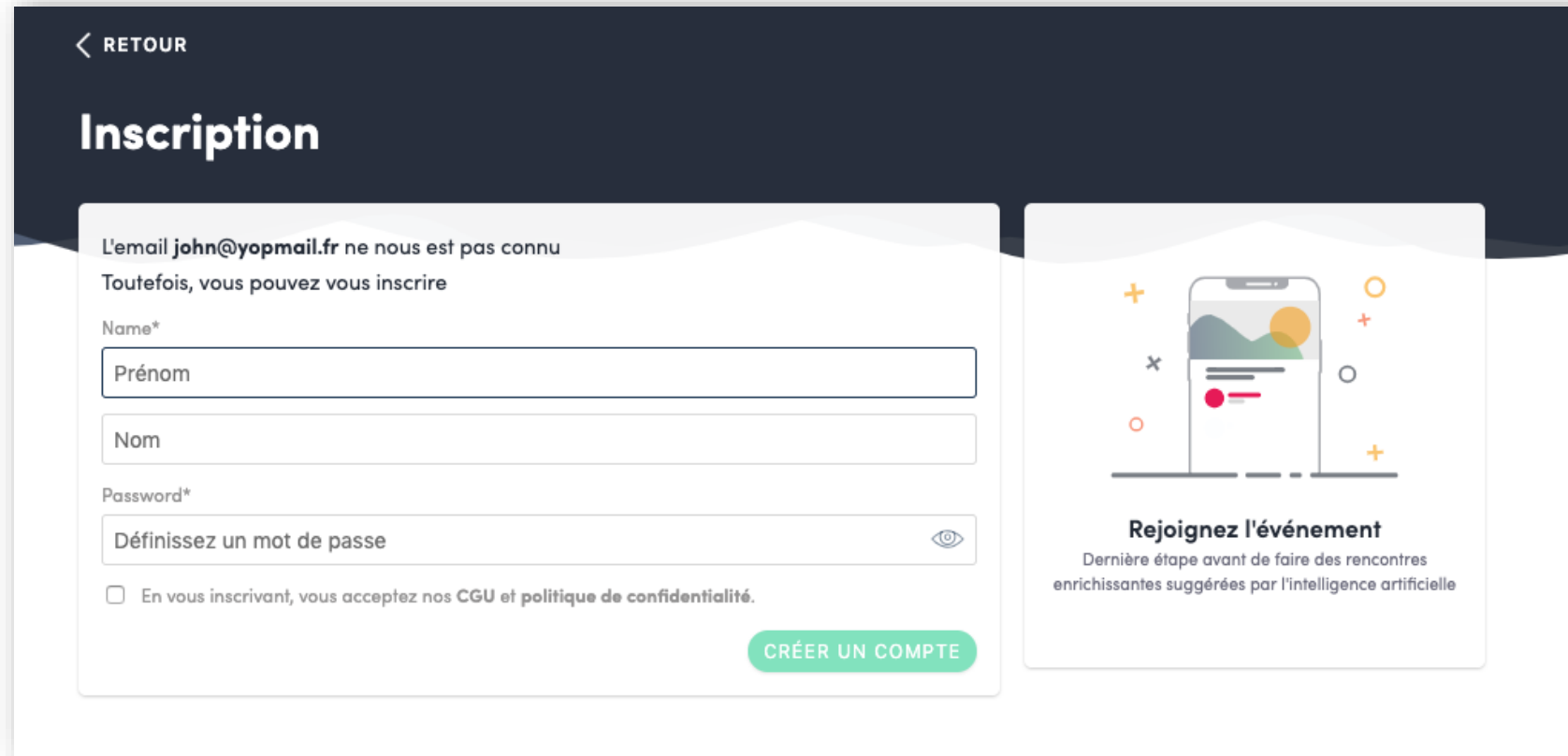
*If you didn't receive anything,
check your spam box.*

1. Login / Platform – *with an account*

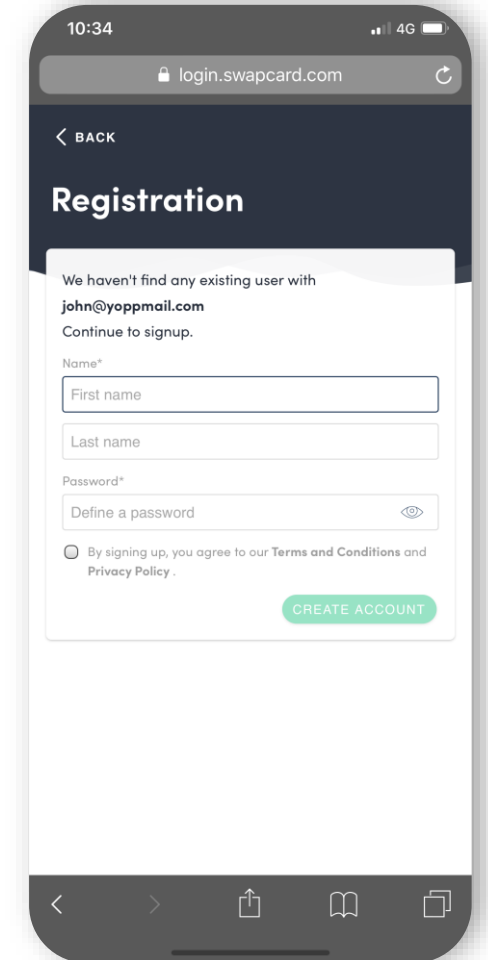


Access your account at login.swapcard.com.
Enter the email you used to register for the event.

1. Login / Platform – *without an account*



The desktop registration form is titled "Inscription" and features a dark blue header with a "RETOUR" link. The main content area is white and contains a message: "L'email john@yopmail.fr ne nous est pas connu. Toutefois, vous pouvez vous inscrire". Below this, there are three input fields: "Name*" (with a sub-label "Prénom"), "Nom", and "Password*" (with a sub-label "Définissez un mot de passe" and an eye icon for visibility). A checkbox is present with the text "En vous inscrivant, vous acceptez nos CGU et politique de confidentialité." At the bottom right of the form is a green button labeled "CRÉER UN COMPTE". To the right of the form is a promotional graphic for "Rejoignez l'événement" with the text "Dernière étape avant de faire des rencontres enrichissantes suggérées par l'intelligence artificielle".



The mobile registration form is titled "Registration" and features a dark blue header with a "BACK" link. The main content area is white and contains a message: "We haven't find any existing user with john@yopmail.com. Continue to signup." Below this, there are three input fields: "Name*" (with sub-labels "First name" and "Last name"), and "Password*" (with sub-label "Define a password" and an eye icon). A checkbox is present with the text "By signing up, you agree to our Terms and Conditions and Privacy Policy." At the bottom right of the form is a green button labeled "CREATE ACCOUNT". The mobile interface includes a status bar at the top showing "10:34" and "4G", and a bottom navigation bar with icons for back, forward, share, bookmark, and tabs.

If you have never entered Swapcard before, register with the email address you used to sign up for the event, enter your name and **set a password**.

If have problems to access our event via Swapcard, send an email to info@secpho.org.

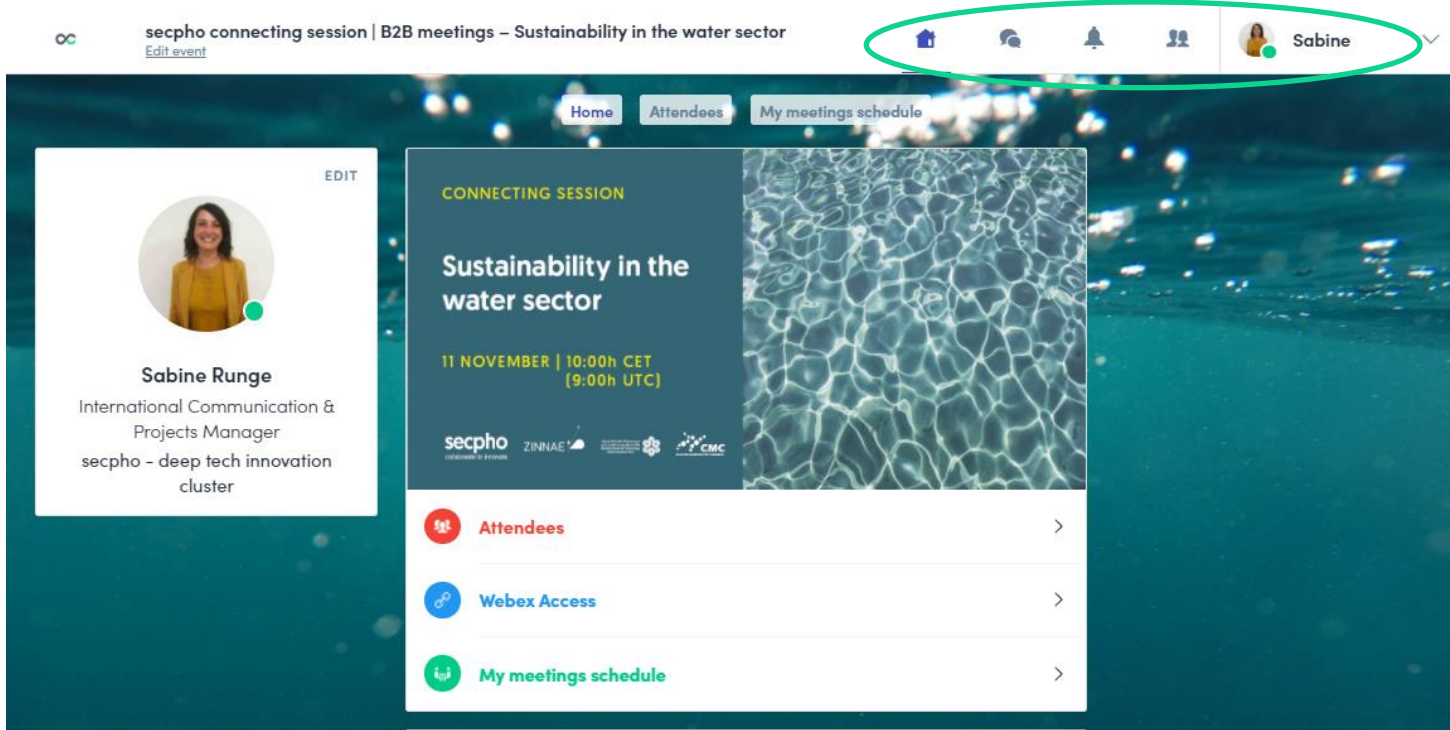
1. After Login – *simply click on the event banner*

The screenshot shows a LinkedIn event page. At the top, the event title is 'secpho connecting session | B2B meetings – Sustainability in the water sector' with an 'Edit event' link. On the left, there is a profile card for Sabine Runge, International Communication & Projects Manager at secpho - deep tech innovation cluster. The main event banner features a dark teal background with a water ripple pattern on the right. The banner text includes 'CONNECTING SESSION', 'Sustainability in the water sector', and the date '11 NOVEMBER | 10:00h CET (9:00h UTC)'. Logos for secpho, ZINNAE, and CMC are visible at the bottom of the banner. A 'VIRTUAL' badge is in the top right corner of the banner image. Below the banner, the event title and date 'November 11, 2020' are repeated.

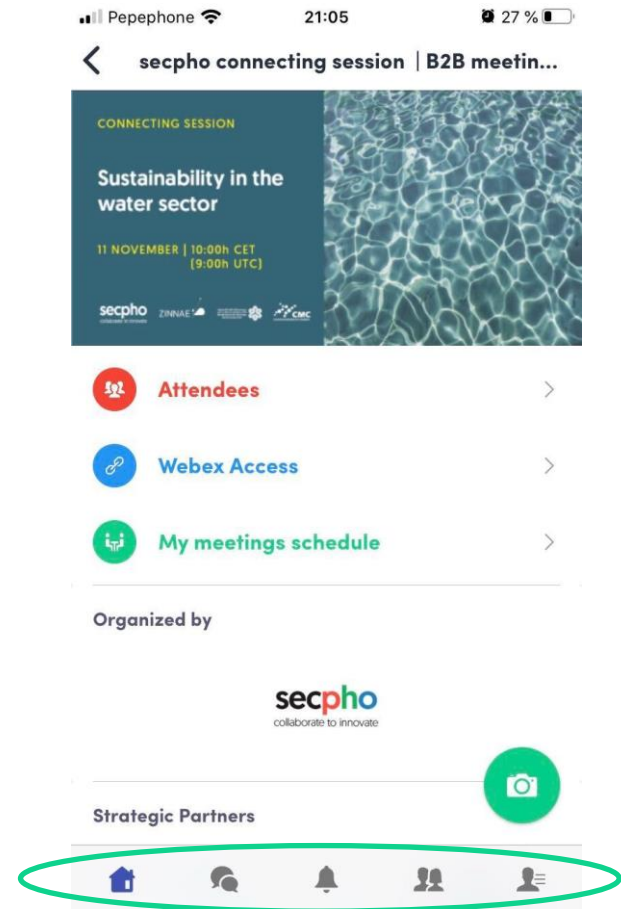
Click here on the [event banner](#) to
ACCESS OUR EVENT.

STEP 2
-
APP & WEBAPP

2. App & WebApp / Navigation








Web App

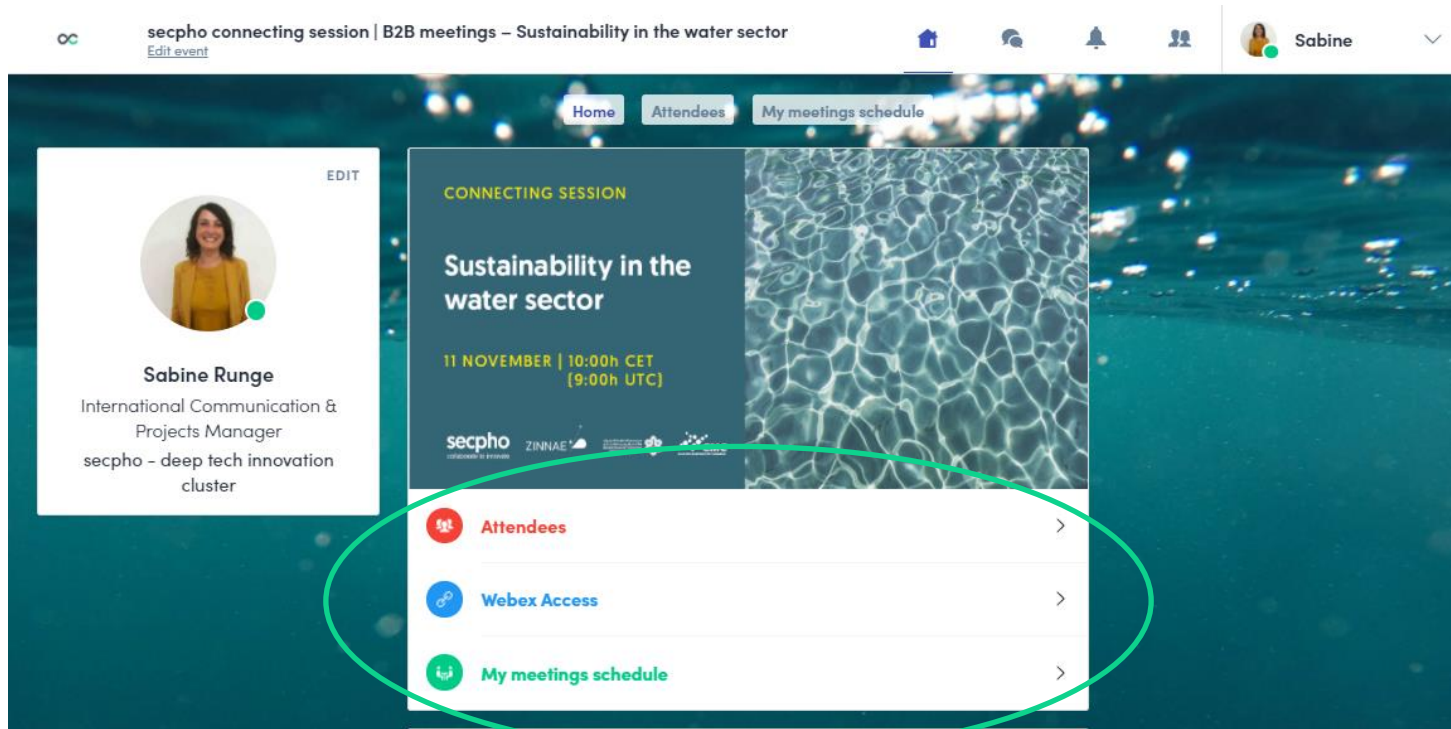


Mobile App

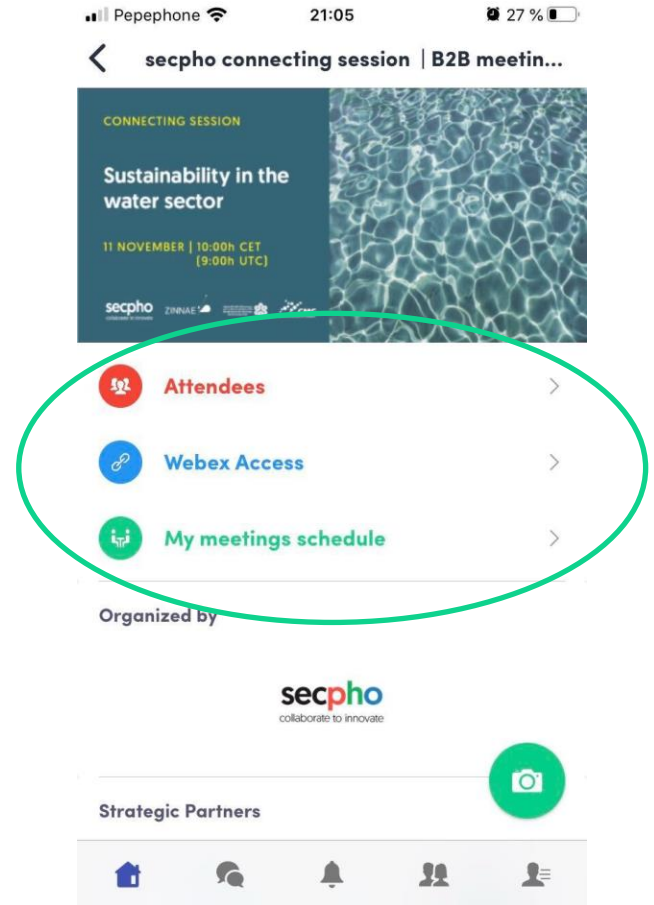
This is the home page of your event. The main navigation is the same on Web and Mobile. It is divided into 5 parts:

-  Home
-  Messages
-  Notifications
-  Contacts
-  My profil

2. Event Home Page / Navigation



Web App



Mobile App

To access the different sections of the platform, use the **buttons** on the event home screen. From the Web App, navigation is made easier by the presence of a **navigation sub-bar**. This allows access to the 3 sections of the event:

- Home
- Attendees
- Webex Access
- My meetings schedule

STEP 3

-

Matchmaking 1:1 Meetings

3. Matchmaking - How does it work?

A matchmaking or networking event is a quick and easy way to meet potential cooperation partners in face-2-face talks. 30 minutes run fast but it is enough to build first connections before the bell rings and the next talk starts.

Now – 10 November 2020



1. Registration

Register via secpho's event form:

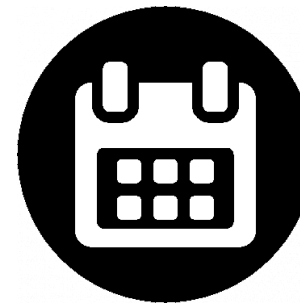
<https://www.secpho.org/en/actoagenda/connecting-session-b2b-meetings-sustainability-in-the-water-sector/>

4 November - 10 November 2020



2. Profile

- Access Swapcard & edit your profile as online business card
- Take advantage of the opportunity and make yourself visible through an outstanding business profile
- Explain the product / project / technology / expertise you are offering or looking for



3. Schedule

- Send your meeting requests to relevant participants
- Answer to your first meeting invitations
- Chat with relevant participants directly on the application

11 November 2020 (10-12h)



4. Video Call

- Carry out your 1:1 virtual meetings via video call
- Continue to chat with your new contacts
- Export your contact list
- Qualify your leads for better ROI

3. Event Home Page / Attendees & Matchmaking

Find out who to meet!

1. Enter the attendees list and find the most relevant results.
2. Click on a participant to view their information
3. Connect with qualified profiles



A personalized connection request (with message) will be 4 times more likely to succeed.

AI & Matchmaking

1. Fill in your profile information
2. Make sure your profile is visible
3. Connect to profiles that interest you



The more data you enter into the platform, the more efficient the matchmaking will be.

The screenshot displays the 'Attendees' page of a B2B event. At the top, it says 'secpho connecting session | B2B meetings – Sustainability in the water sector'. The main content area is divided into three sections: 'Refine the list' with a search bar and filters for 'SECTORS' (Deep Tech, Water) and 'Visibility' (toggled on). Below this is a list of attendees: Elisenda Lara (Project & Communications Manager), Sergio Saez (Cluster Manager), and Gawel Walczak (International Affairs Manager). A mobile phone overlay shows a detailed view of 'William Sean Cohen', an International Sales Executive at Swapcard. The phone screen includes a 'CONNECT' button, a 'Book a meeting' section with time slots (09:00, 10:00, 10:30), and a 'Bio' section.

Be aware

Meeting requests **cannot** be sent via “My Contacts” in the main navigation menu. You need to enter the **specific attendees list of our event** to send meeting requests.

3. Event Home Page / Send meeting request

1 Select a slot

By clicking on a participant, you can view the appointment slots for which he or she is available. Select the niche that interests you.

2 Select a place

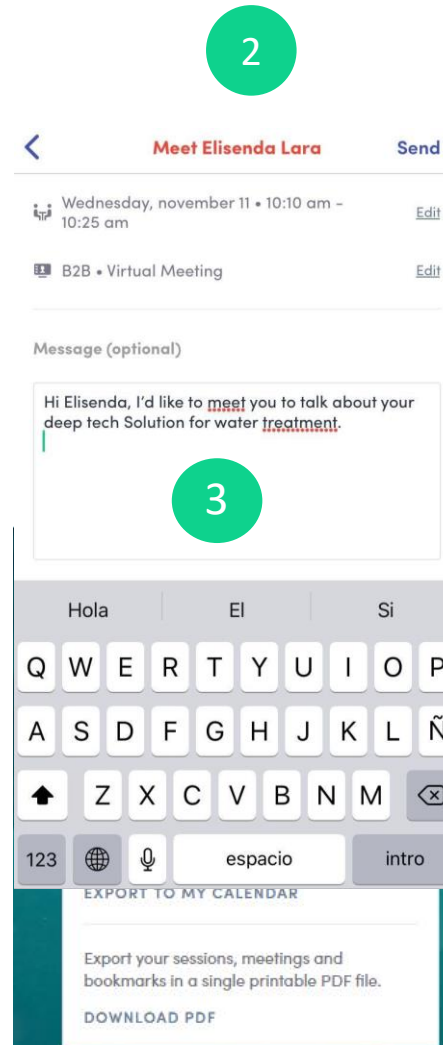
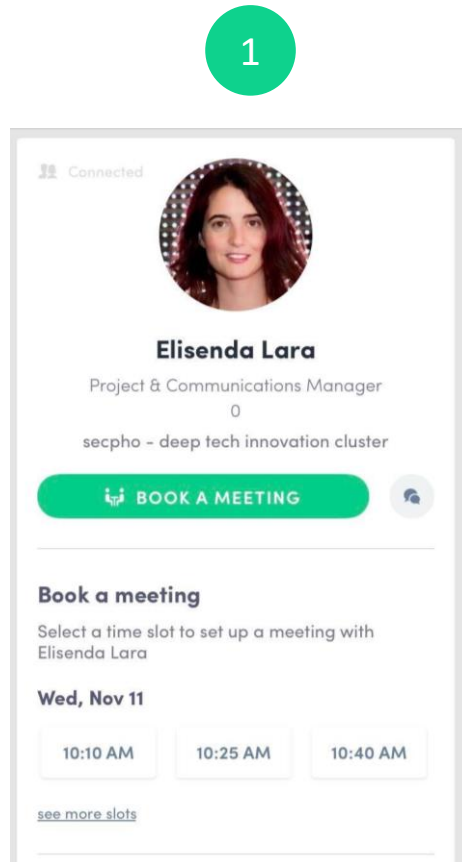
Choose the virtual meeting space to enable the video call.

3 Send a message

It is very important to send a personalized message to the participant you wish to contact. Adding a short reason why you are interested in a meeting will increase the acceptance.

4 Manage your meetings

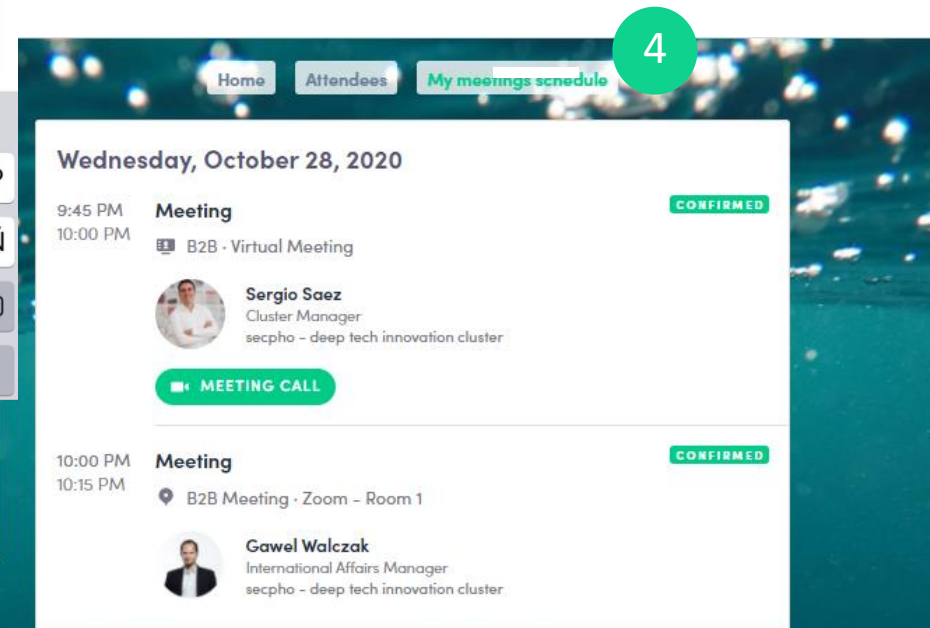
In "My Meetings Schedule", you can view your appointments, cancel them and manage your availability. Be careful! A meeting slot is **blocked** when a request is made or received, even if it is not validated.



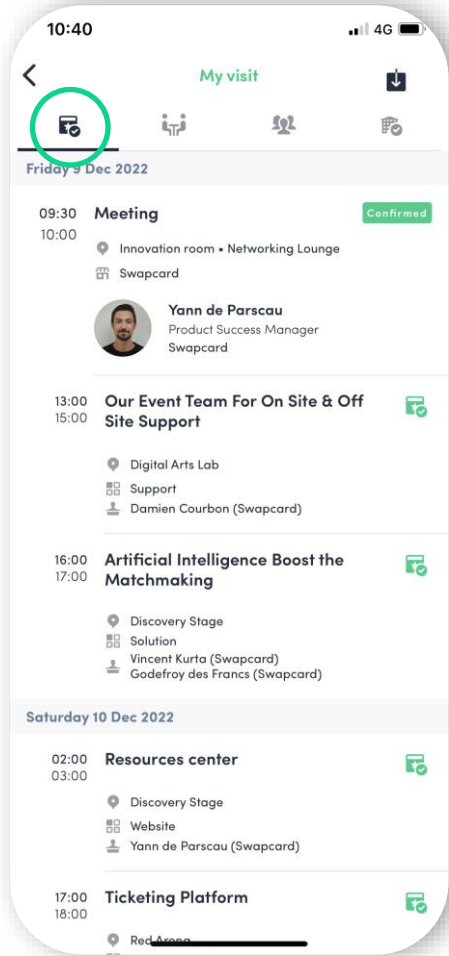
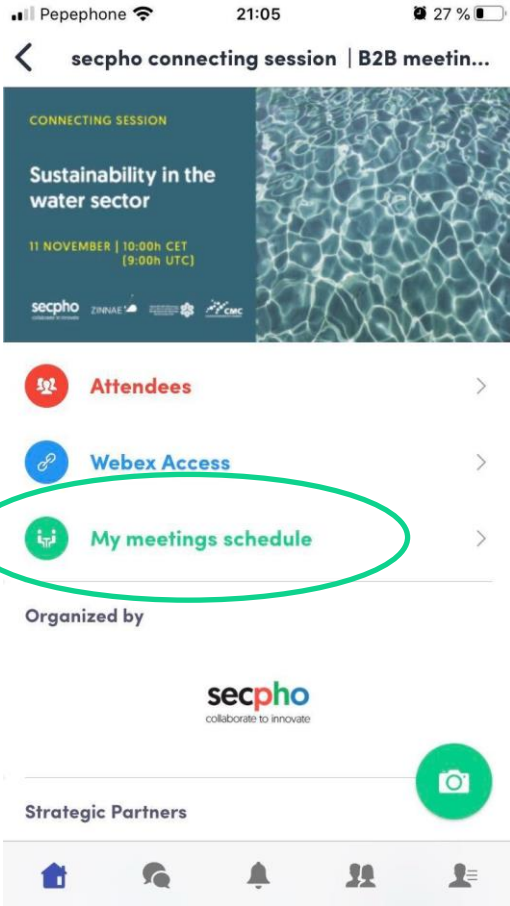
Be aware

Meeting requests must be confirmed by the recipients to be scheduled.

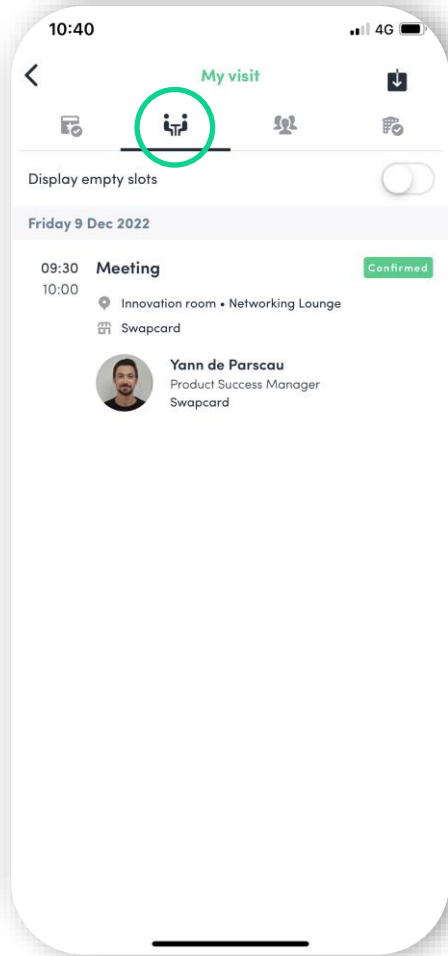
Check every incoming meeting request and accept or refuse if not appropriate. It is a matter of politeness to let the requester know if you are interested in a meeting or not.



3. Event Home Page / My Meetings Schedule



My Schedule





My Meetings

Find your meetings, the people you virtually met on the event and your personalized schedule.

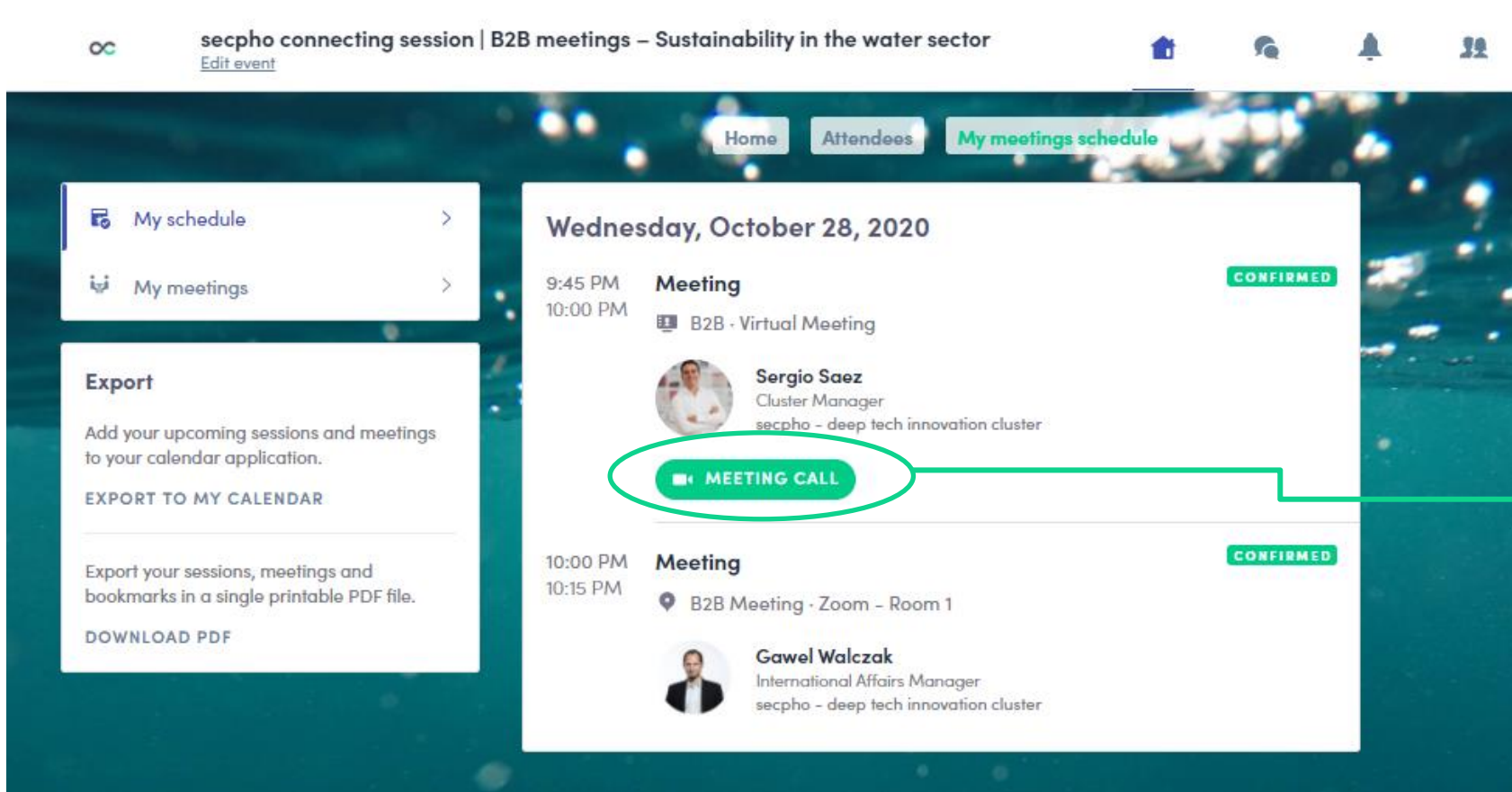
You can view time of your meetings via the Menu “My Meetings Schedule” at any time

Check all your pending meeting requests and consider accepting or decline

Be informed about last-minute changes (bookings, cancellations)


You can export your appointments and your personalized calendar directly in your calendar by clicking on the icon :


3. During the Event / Click MEETING CALL



Access the web platform and be online at least 5-10 minutes before your meetings start.

Check again the latest version of your meeting schedule through the platform. Due to last minute changes it might have changed slightly.

Click “MEETING CALL”

A few minutes before, the “MEETING CALL” button appears. Click it to start your video call when the time slot starts.

- RESPECT the other participants' time and show up to all your meetings.
- Please leave the call in time as you or your meeting partner can have a subsequent meeting right after.
- If an unforeseen circumstance arises and you will not attend a meeting, please cancel your meetings through the platform. This way, the other participant will be notified.

STEP 4

-

Make your 1:1 meetings a success

4. Optimize the value of digital Networking by Retro-planning



Before

- Prepare a 1-min elevator pitch that sums up what you do, why you do it better, and what problems you solve
- Conduct prior research on the prospects to discover their pain points and business objectives, and see if what they're seeking aligns with what you're offering
- Establish pre-event connections via LinkedIn
- Ensure stable connectivity



During

- Dive right in, take the initiative to open the conversation. Start by introducing yourself but keep it brief and interesting (1-min elevator pitch)
- Address their specific challenges & talk about opportunities through your services
- Ask open-ended questions to show that you are sincerely interested in knowing your client's pain points, and to clarify your understanding of the client's case
- Get your prospect to verbally commit to re-engaging with you, by email or phone call, and determine the content of the follow-up



After

- Continue to chat with your new contacts
- Export your contact list
- Qualify your leads for better ROI
- Follow-up is extremely important to maintain their interest in your solution.
- You should also send a thank-you email along with a brief recap of the meeting

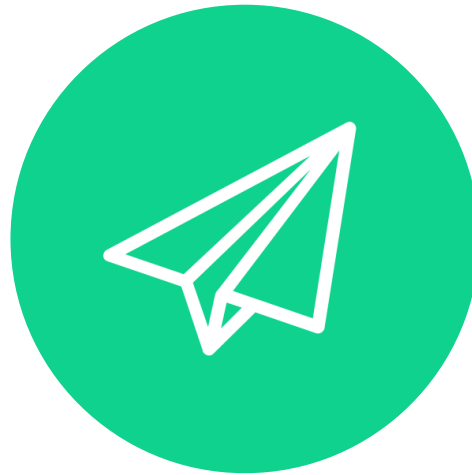
4. Support / Online before and during the event

You can find us before and during the event to help you set up and use the Matchmaking tool. For any assistance, ask directly our secpho team members.



Chat

Chat with the secpho team in [Swapcard](#).



E-mail

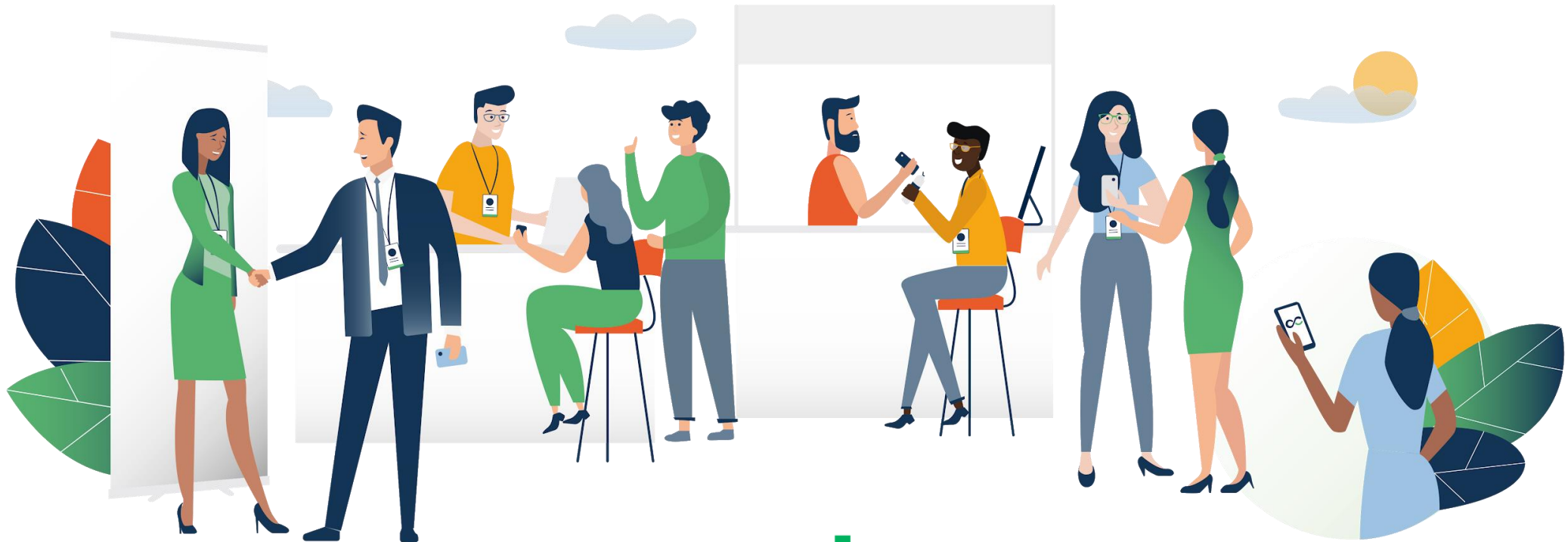
Send us an email to info@secpho.org.



Webex

Contact the secpho team via the [Webex](#) chat in case you have problems during the event.

Make the most of this Matchmaking opportunity!



secpho
collaborate to innovate