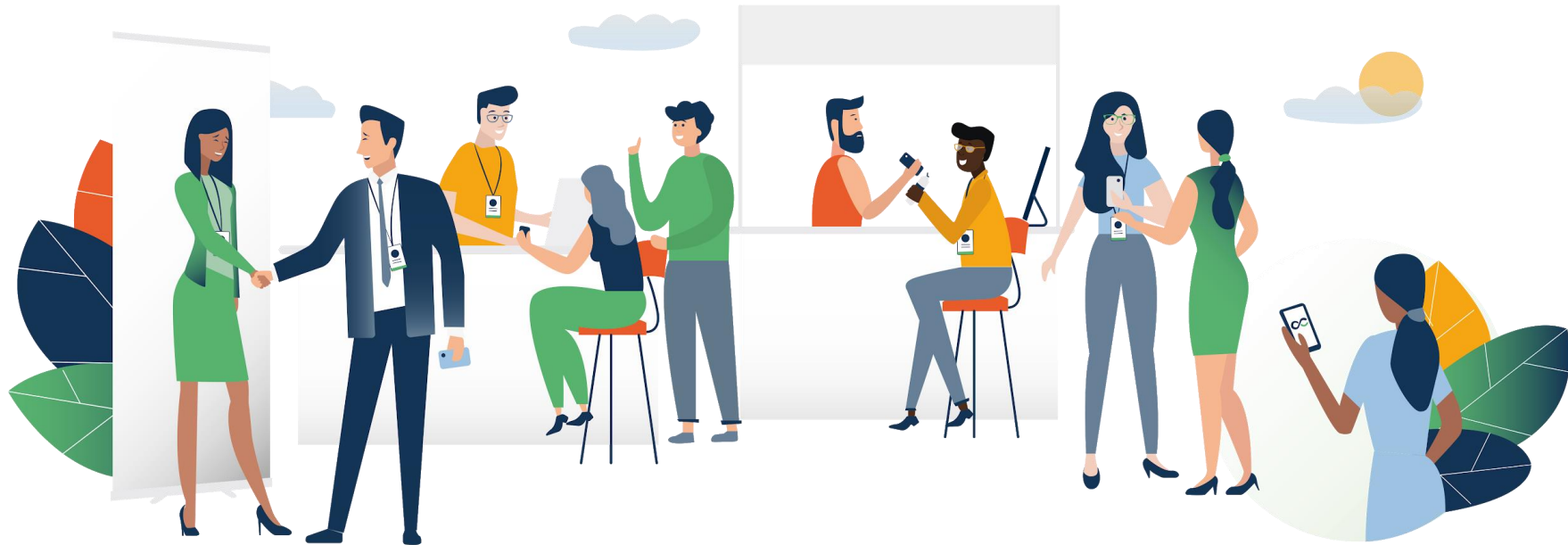


# Guide Swapcard for Attendees by secpho



**secpho**

**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:

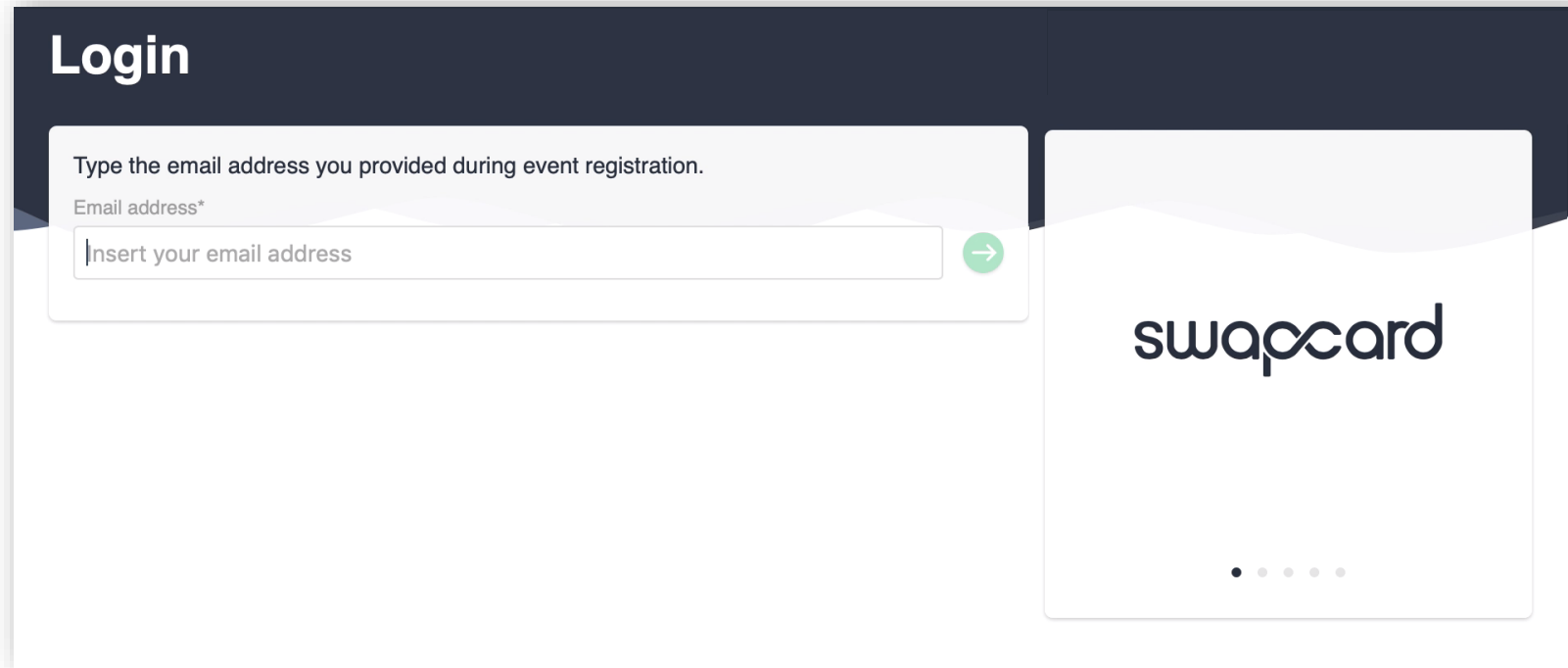
- ∞ prepare your event in advance
- ∞ connect with the right people
- ∞ increase your visibility with a large number of potential prospects
- ∞ manage your meetings
- ∞ keep track of your contacts
- ∞ make your opportunities a reality

STEP 1

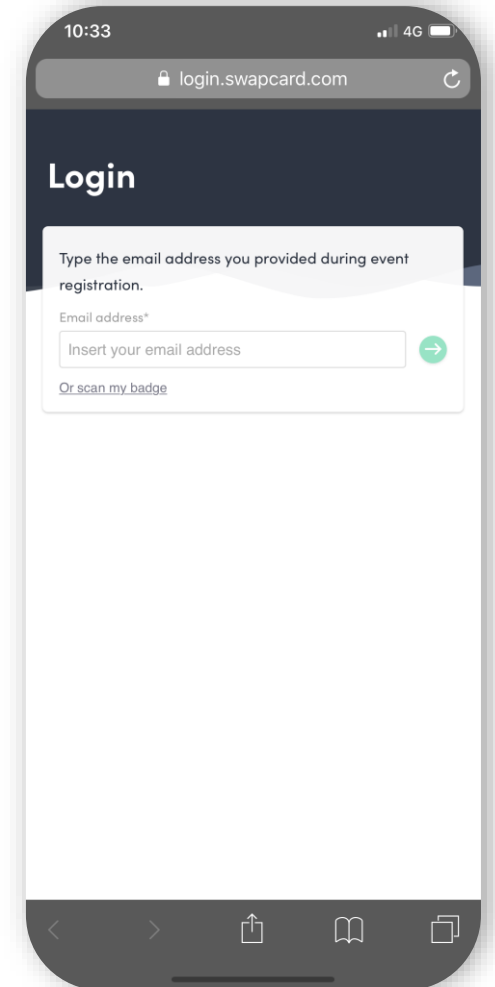
-

LOGIN

# 1. Login / Platform – *with an account*



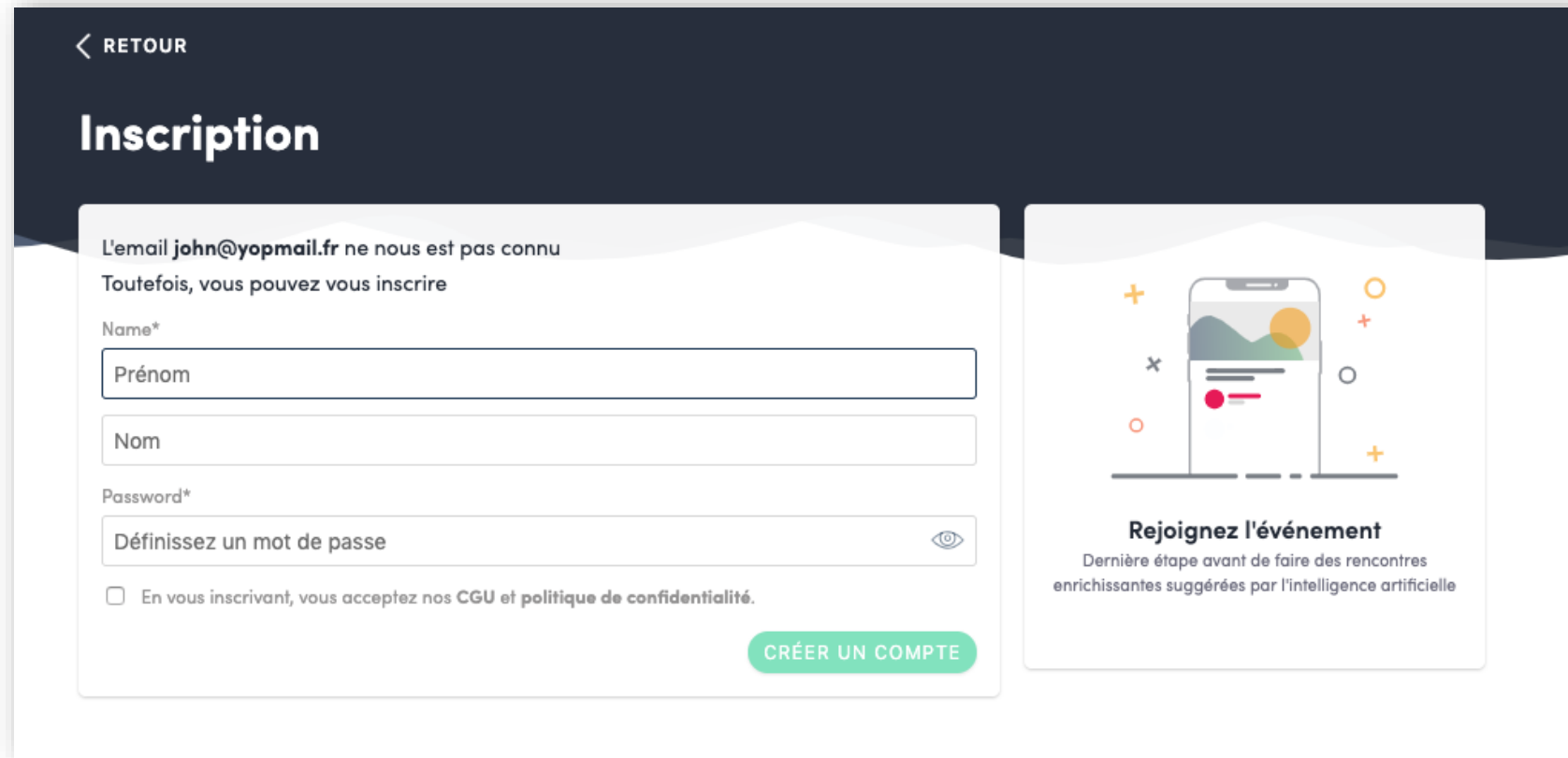
The desktop login page features a dark blue header with the word "Login" in white. Below the header, a light gray box contains the instruction "Type the email address you provided during event registration." and a label "Email address\*". A text input field with the placeholder "Insert your email address" is positioned below the label, followed by a green circular button with a white right-pointing arrow. To the right of the input field is a large white box with the "swapcard" logo in dark blue and a loading indicator consisting of four dots at the bottom.



The mobile login page shows the same interface as the desktop version but adapted for a smaller screen. The header is dark blue with "Login" in white. The instruction "Type the email address you provided during event registration." and the "Email address\*" label are at the top. Below them is a text input field with the placeholder "Insert your email address" and a green circular button with a white right-pointing arrow. A link "Or scan my badge" is located below the input field. The "swapcard" logo and the four-dot loading indicator are at the bottom of the white box. The mobile browser interface is visible at the top and bottom of the screen.

Access your account at [login.swapcard.com](https://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" with a "RETOUR" link. It informs the user that the email "john@yopmail.fr" is not known and encourages registration. The form includes fields for "Name\*" (split into "Prénom" and "Nom") and "Password\*" (with a "Définissez un mot de passe" placeholder and a toggle for visibility). A checkbox for terms and conditions is present, followed by a "CRÉER UN COMPTE" button. To the right, a graphic shows a smartphone with event details, and text encourages joining the event as the final step before making AI-suggested encounters.

< RETOUR

## Inscription

L'email **john@yopmail.fr** ne nous est pas connu  
Toutefois, vous pouvez vous inscrire

Name\*

Prénom

Nom

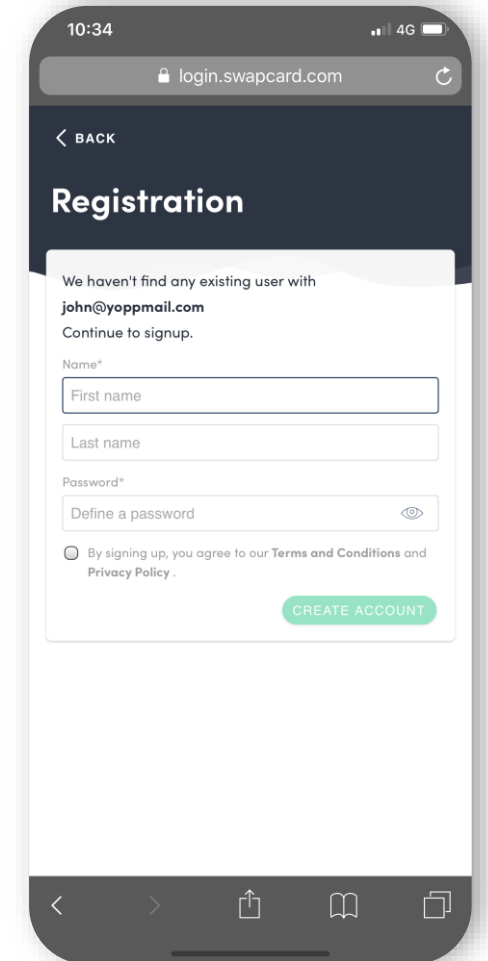
Password\*

Définissez un mot de passe

☐ En vous inscrivant, vous acceptez nos **CGU** et **politique de confidentialité**.

CRÉER UN COMPTE

**Rejoignez l'événement**  
Dernière étape avant de faire des rencontres  
enrichissantes suggérées par l'intelligence artificielle



The mobile registration form is titled "Registration" with a "BACK" link. It displays a message stating that no existing user was found for the email "john@yopmail.com" and prompts the user to continue signing up. The form includes fields for "Name\*" (split into "First name" and "Last name") and "Password\*" (with a "Define a password" placeholder and a toggle for visibility). A checkbox for terms and conditions is present, followed by a "CREATE ACCOUNT" button. The bottom of the screen shows standard mobile navigation icons.

10:34 4G

login.swapcard.com

< BACK

## Registration

We haven't find any existing user with  
**john@yopmail.com**  
Continue to signup.

Name\*

First name

Last name

Password\*

Define a password


☐ By signing up, you agree to our **Terms and Conditions** and **Privacy Policy**.

CREATE ACCOUNT

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](mailto:info@secpho.org).

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

EDIT

**Sabine Runge**  
International Communication &  
Projects Manager  
secpho – deep tech innovation  
cluster



**Anticovid Technologies Day**  
February 16, 2021

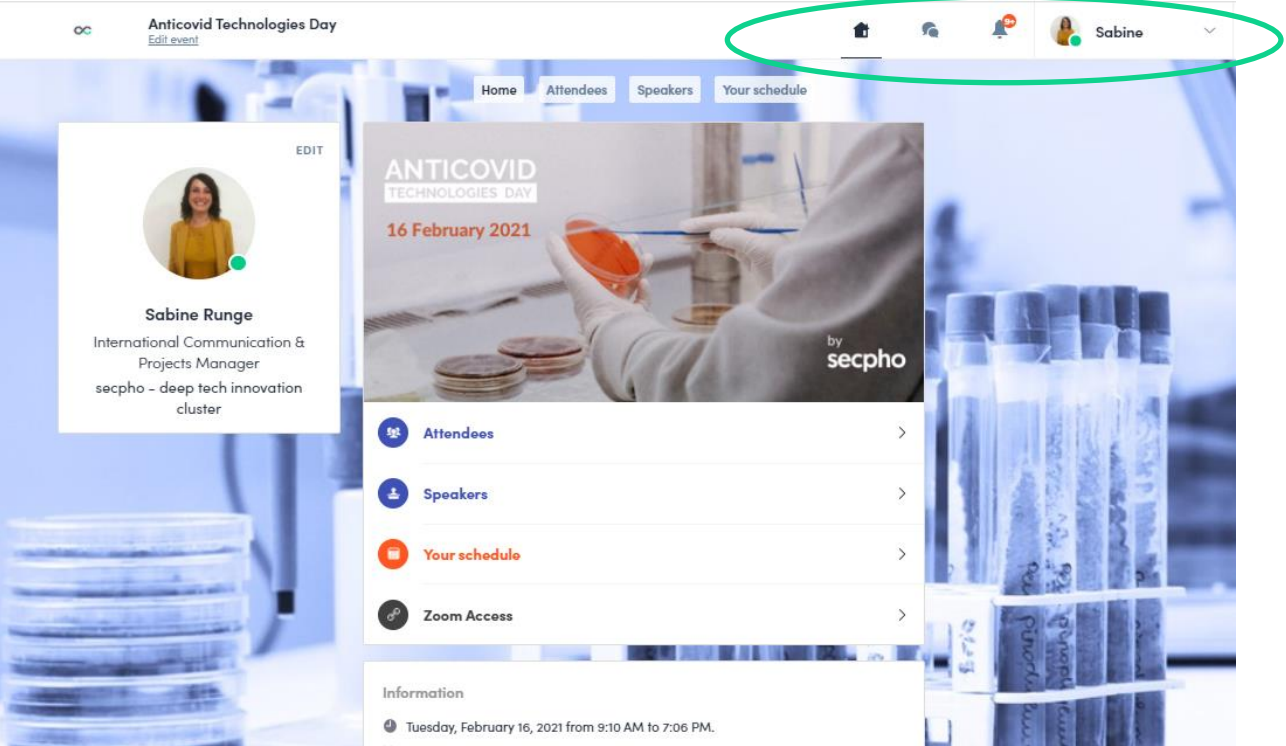
Click here on the [event banner](#) to  
ACCESS OUR EVENT.

# STEP 2

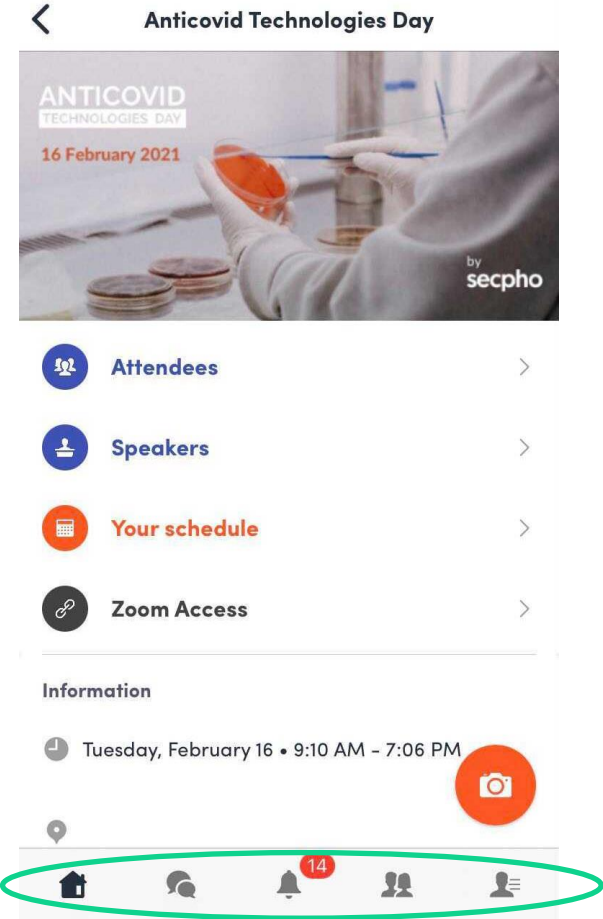
—

# APP & WEBAPP

# 2. App & WebApp / Navigation



Web App



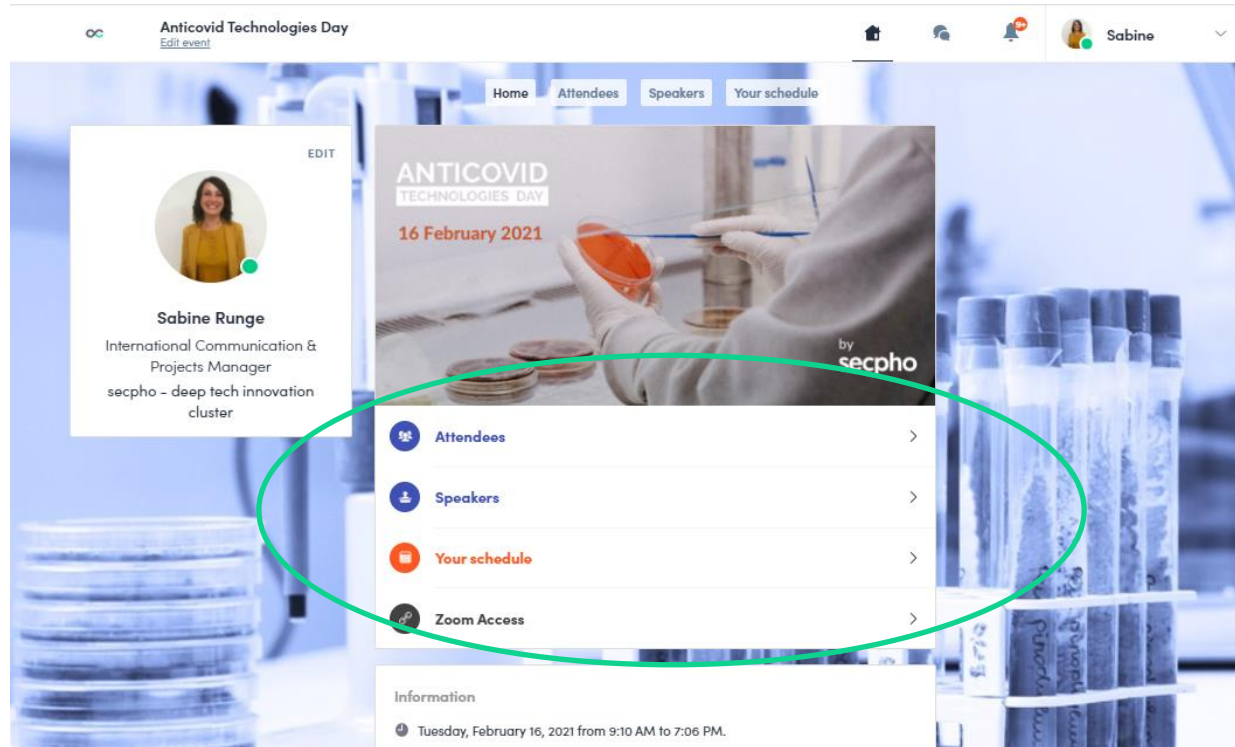
Mobile App

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

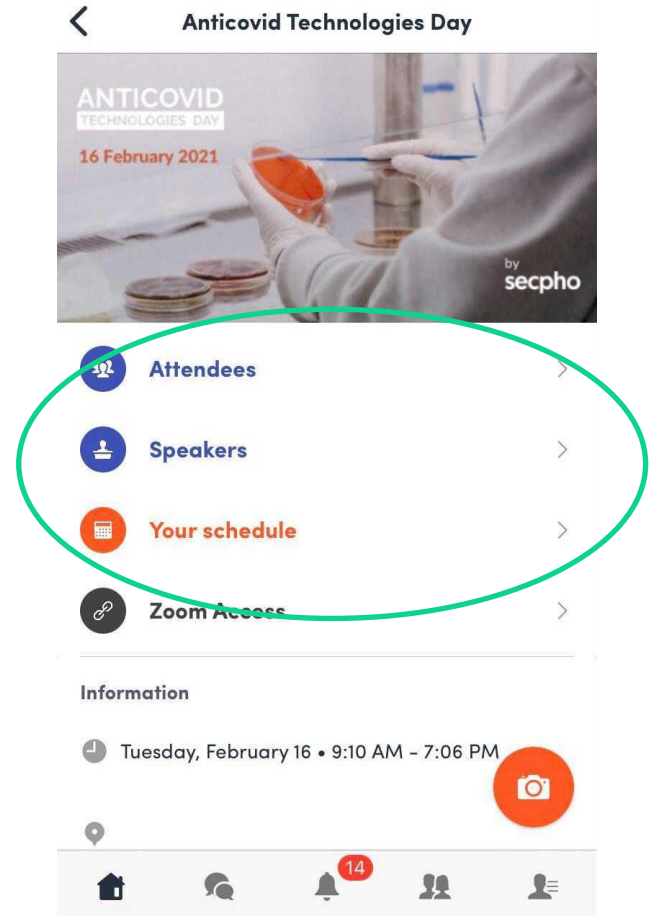


## 2. Event Home Page / Navigation



Web App

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:



Mobile App

- 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.

## Prior to the event



### 1. Registration

Register via secpho's event form:

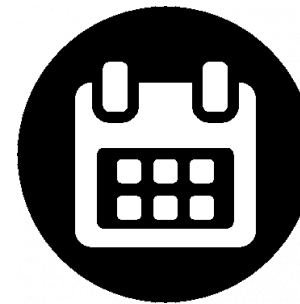
<https://www.secpho.org/en/acttoagenda/connecting-session-b2b-meetings-sustainability-in-the-water-sector/>

## 1 day before the event



### 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

## During matchmaking session



### 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 'secpho connecting session' app interface. The top navigation bar includes 'Home', 'Attendees', and 'My meetings schedule'. The 'Attendees' tab is active, showing a list of participants: Elisenda Lara (Project & Communications Manager), Sergio Saez (Cluster Manager), and Gawel Walczak (International Affairs Manager). A sidebar on the left allows filtering by sectors (Deep Tech, Water) and visibility settings. A detailed profile view of William Sean Cohen is shown on the right, including his contact information, a 'CONNECT' button, and a 'Book a meeting' section with time slots (09:00, 10:00, 10:30). The bottom of the profile view shows skills (Sales, Event Consultant, Marketing, Data analysis) and a bio in French.

## 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

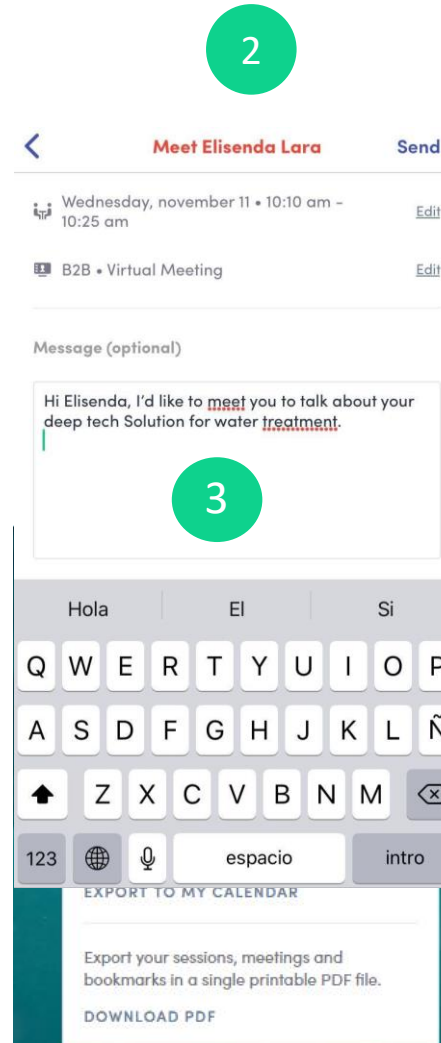
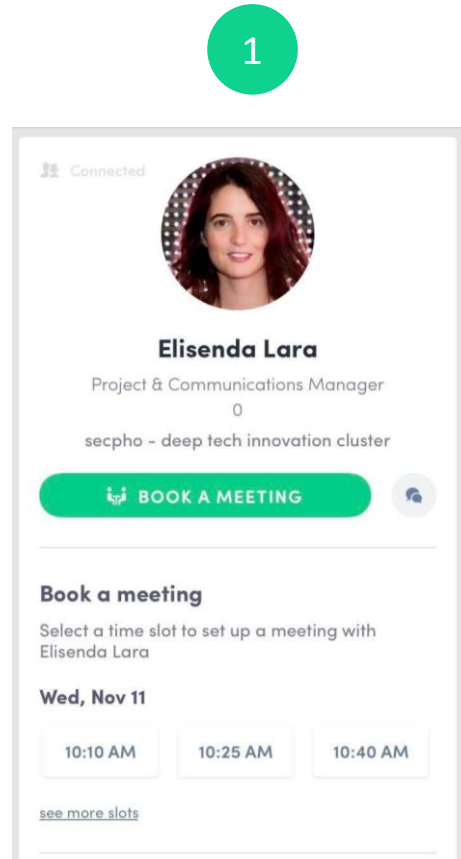
Choose the virtual meeting space to enable the video call.

## 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

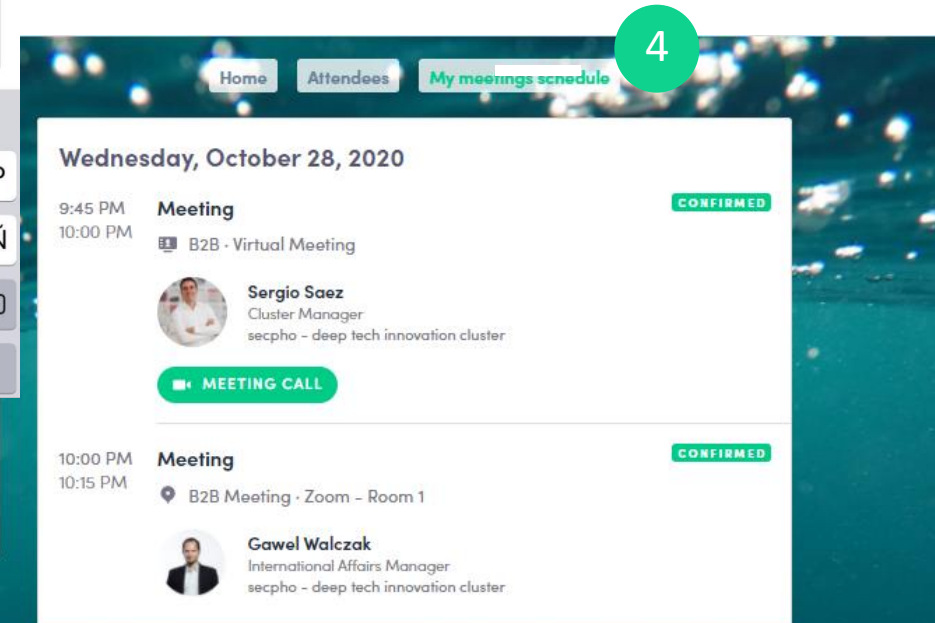
In "My Schedule", you can view your appointments, cancel them and manage your availability. Be careful! A meeting slot is **blocked** when a request is made or received, even if it is not validated.



## Be aware

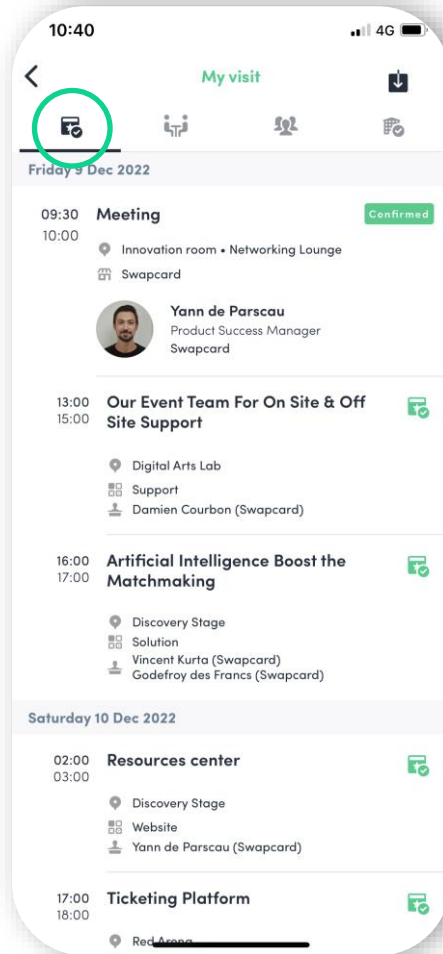
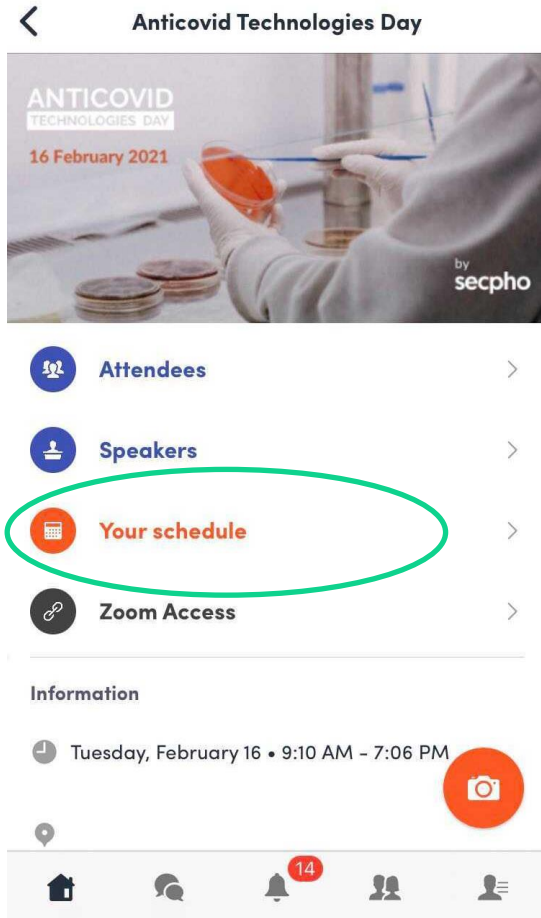
Meeting requests must be confirmed by the recipients to be scheduled.

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.

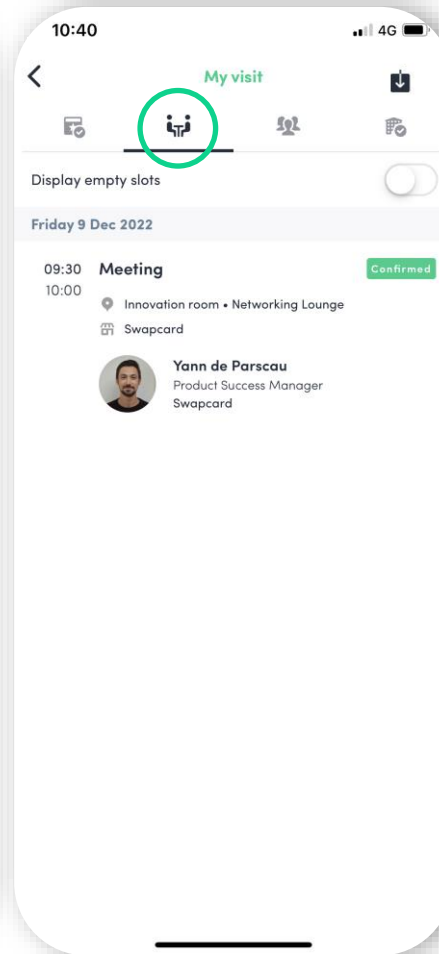




### 3. Event Home Page / My Meetings Schedule



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 "Schedule" at any time

Check all your pending meeting requests and consider accepting or decline

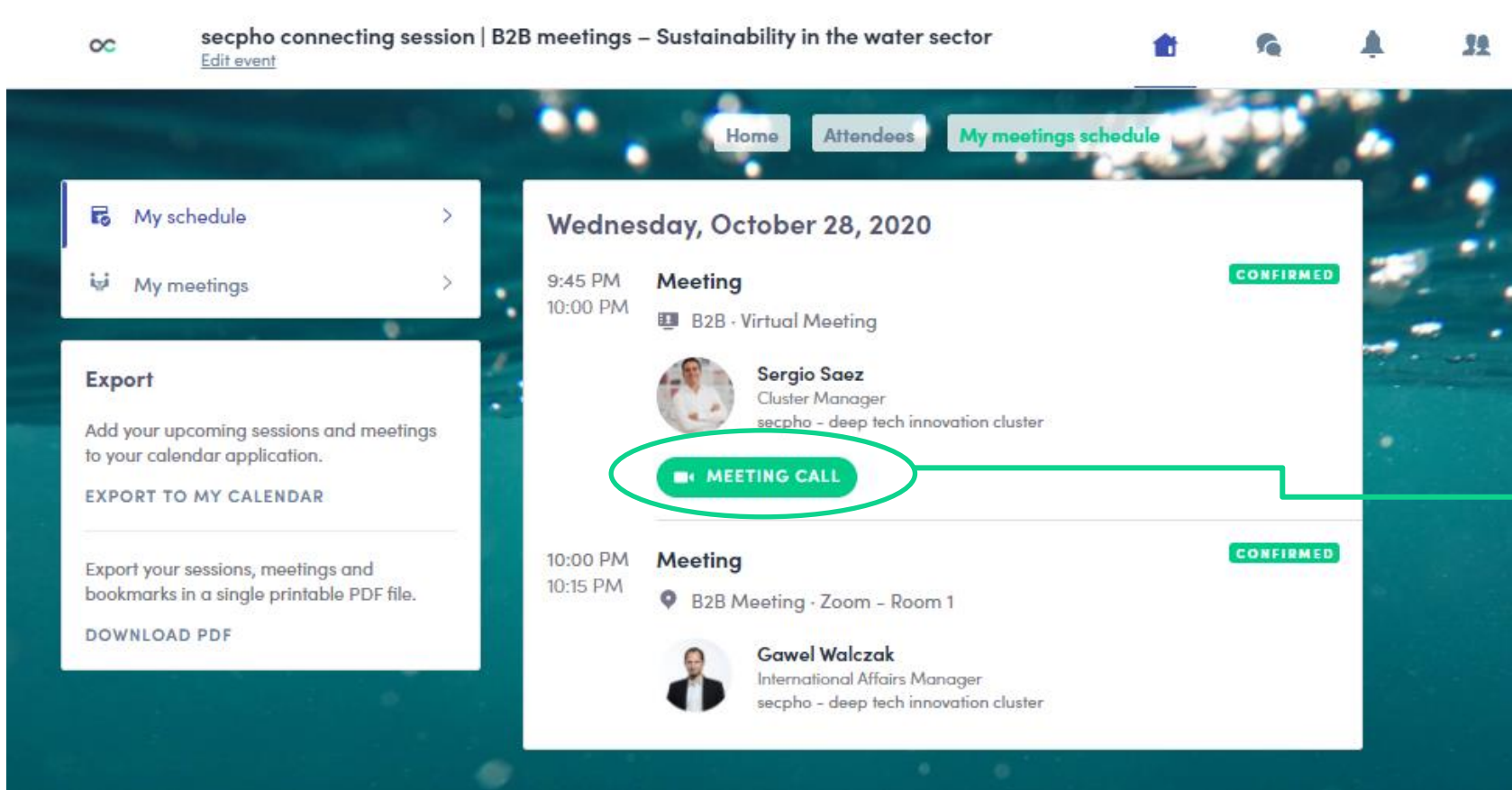
Be informed about last-minute changes (bookings, cancellations)



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

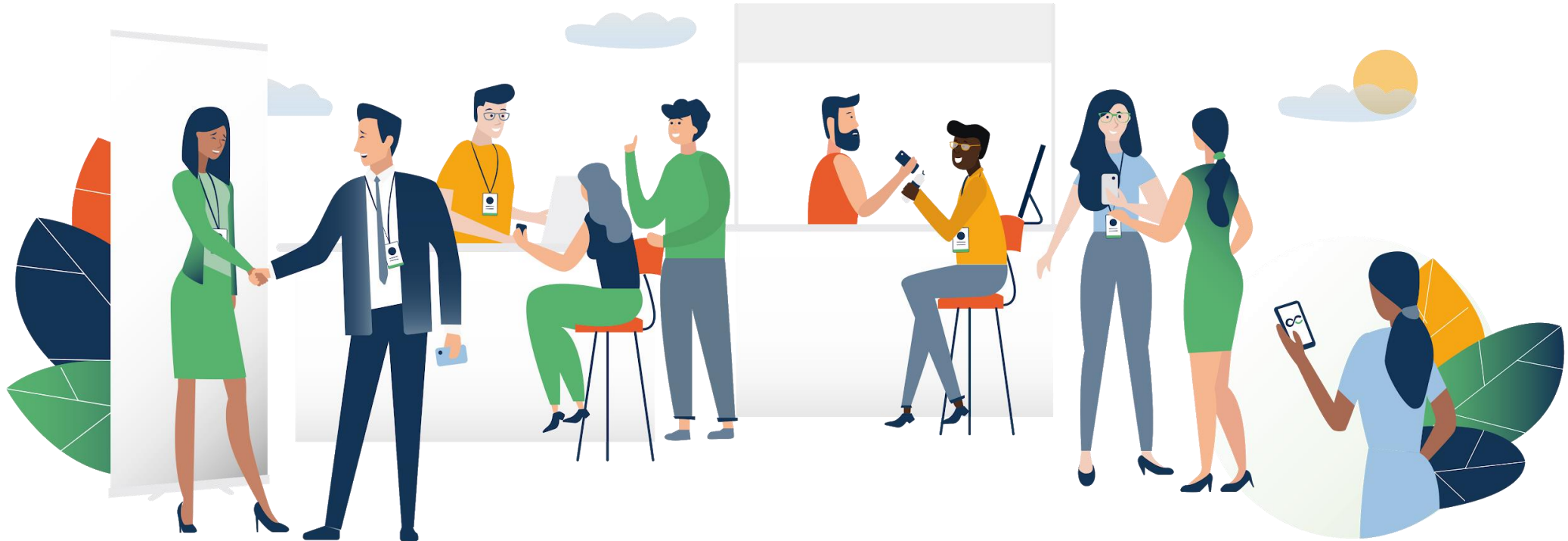
Chat with the secpho team in [Swapcard](#).



E-mail

Send us an email to [info@secpho.org](mailto:info@secpho.org).

Make the most of this  
Matchmaking opportunity!



**secpho**