ECLIPSE 2021 CON

Sponsor Networking Guide

October 2021

Introduction

Welcome to the Sponsor Networking Guide. We are using Swapcard as our conference platform, and you will be using the networking features of Swapcard to interact with attendees during EclipseCon 2021.

For EclipseCon 2021, there are two guides for sponsors:

1. Booth Building Guide (available here)
2. Sponsor Networking Guide (this document)

General information about using the Swapcard platform is included in the EclipseCon 2021 Attendee Guide.

Timeline for Networking

In Swapcard, interactions between sponsors and attendees are initiated via messages. There is no "live chat" in your virtual booth, so there is no need for a member of your team to be monitoring the booth at specific "exhibitor hours."

We recommend that you log into Swapcard on a regular basis during the time that attendees have access to the platform so that you can respond to messages left by attendees, initiate your own contact requests, read pending notifications, and generally engage with other people in the platform.

- October 18 - 24: All attendees have access to EclipseCon 2021, including sponsor booths, in the Swapcard platform before the start of the conference
- October 25, 15:00 - 19:00 CET: Community Day sessions
- October 26 & 27, 13:00 - 18:00: EclipseCon sessions
- October 28, 13:00 - 17:30: EclipseCon sessions

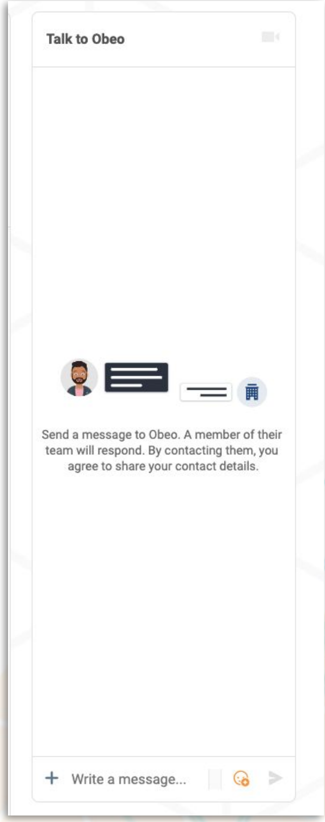
Networking with Attendees

Messages from Attendees: The "Talk To" Window

All members of an exhibitor team have access to a shared exhibitor inbox. Messages in the inbox are generated when an attendee visits your booth and types a message into the "Talk to…" window.

From the **attendee point of view**, the Talk To window looks like a 1:1 chat. They type in a message, and they see a response after the exhibitor replies. From the **exhibitor point of view**, the exchange occurs in the exhibitor inbox. The exhibitor responds to the attendee from the inbox, not from the Talk To window.

Team members get a notification in the platform (a red notification circle above the chat bubble icon, as shown in the top screenshot) when there is a message in the inbox.



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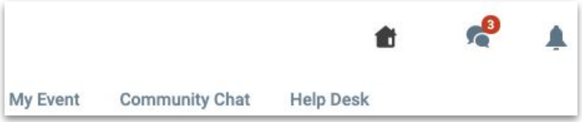
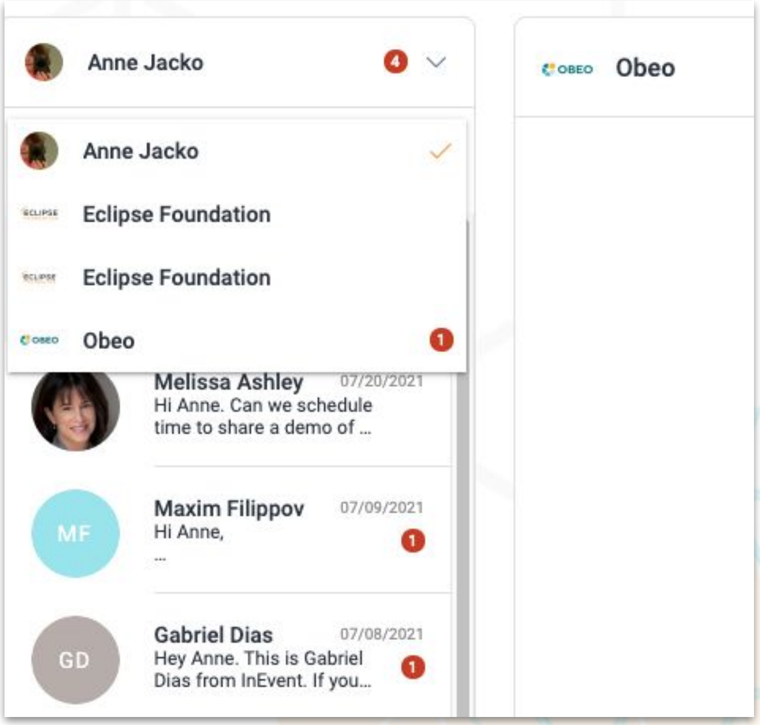
Responding to Messages: The Exhibitor Inbox

To view your exhibitor inbox, click on the chat bubble icon along the top menu. Once there, note that you can toggle between your personal inbox and the exhibitor inbox by clicking on the dropdown box nested under your name on the left hand side. **Note: the exhibitor inbox will not be visible here in the dropdown list until it receives its first message.**

All team members will see a red notification circle over the chat bubble icon when new messages are received. **However, please note that after an exhibitor team member reads the message, the red circle disappears for the entire team**. We recommend that you assign one team member to manage notifications to avoid inadvertently clearing them.

After a team member responds to an attendee message in the inbox, the attendee can continue the conversation either by typing into the "Talk to" window in the booth, or by answering in their personal inbox.



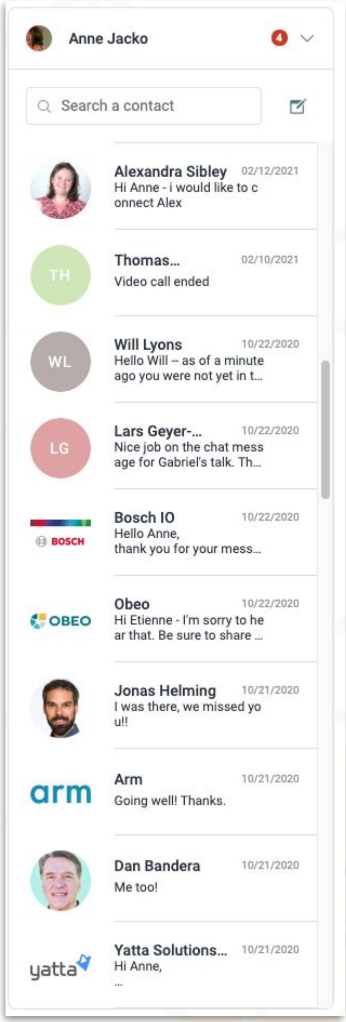


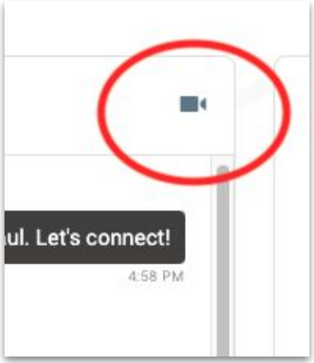
Messages and Instant Meetings

If you have pending messages and don't access your inbox for six hours, the platform will send an email letting you know that you have new notifications. **Note: Email is *not* sent to notify the team about messages left in the Talk To window, so we recommend that a team member check for those regularly.**

If you click on the chat bubble icon in the top menu, you can see all the attendees you've chatted with.

When you are in a chat, you can start an instant 1:1 video meeting by clicking on the small video icon in the top right corner of the chat box. You can also share documents while chatting.





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Managing Meetings

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Contacts and Connections

To schedule a meeting with another attendee, you first must establish a **connection** with them in the platform. In Swapcard, a **contact** is another attendee with whom you have connected. To establish a connection, go to the Event Home “Attendees” menu, and search using various criteria. If you see a person you would like to add as a contact, send them a request. If they agree, the two of you will establish a connection in the platform, and each will have the other as a contact.

Before you start to make contacts, please see the information on page 13 about attendee privacy, and how personal information is shared when a contact request is accepted, and a connection is established.

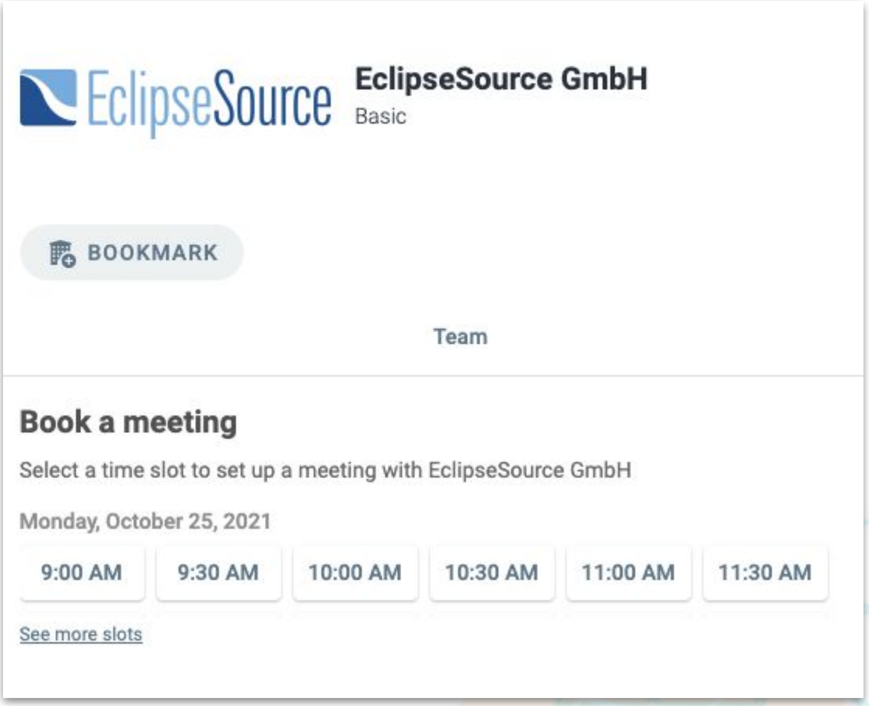
Team members can create individual contacts and then share them with the team. Contacts can be qualified by adding scores, tags, and notes. Contact lists can be exported.

We recommend that each team member have a visible profile, and that the team shares contacts. These settings are controlled by the individual team members. To enable sharing, each member clicks on “Your Team,” then clicks on their name, and then turns on “Show profile” and “Share his/her contacts with the team.”

Setting Up Meetings

In Swapcard, all attendees, including individual exhibitor team members, can set up meetings with each other. Details on attendee-to-attendee meetings are included in the Attendee Guide. This guide covers how to manage meetings as a team, using the tools available in your booth.

Attendees can request meetings with an exhibitor by clicking on a meeting slot in their booth. A team member can then respond to the request and accept, decline, or assign the meeting to another team member.



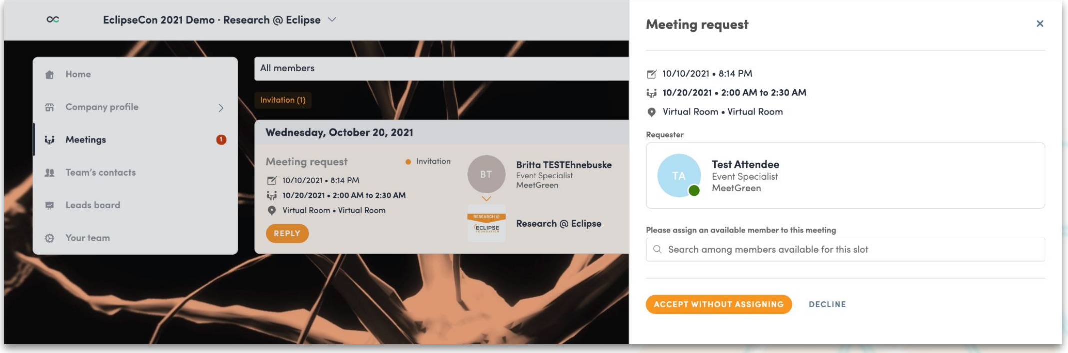
Responding to Meeting Requests

You can view all pending and confirmed meetings for your exhibit booth in the Meetings section. Click the “Reply” button below a meeting request to process the request. To assign the meeting to another team member, enter their name into the search field. You can also accept it without assigning a particular member.

If you need to decline due to time constraints, we recommend that you first send a message to the requester. Otherwise, the requester will simply be notified that you declined. Click on their name in the meeting request, explain the reason for the decline, then suggest an alternative time.

Other features of meetings:

- You can edit an accepted meeting at any time.
- A reminder notification will be sent a few minutes before the meeting start time to all meeting participants.
- Meetings can be displayed for all team members or individual team members.
- Individual exhibitors can export their meetings to their calendars from the left hand side of the “My Event” tab.



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Attendee Privacy

We have prepared a [Guide to Attendee Privacy] to explain how private data is shared in the Swapcard platform. Please be sure to read it so that you can follow your company's procedures for GDPR compliance.

Thank you!

Join the conversation:

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