



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 Whimsy. The privacy policy of Whimsy is available at <https://whimsy.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?

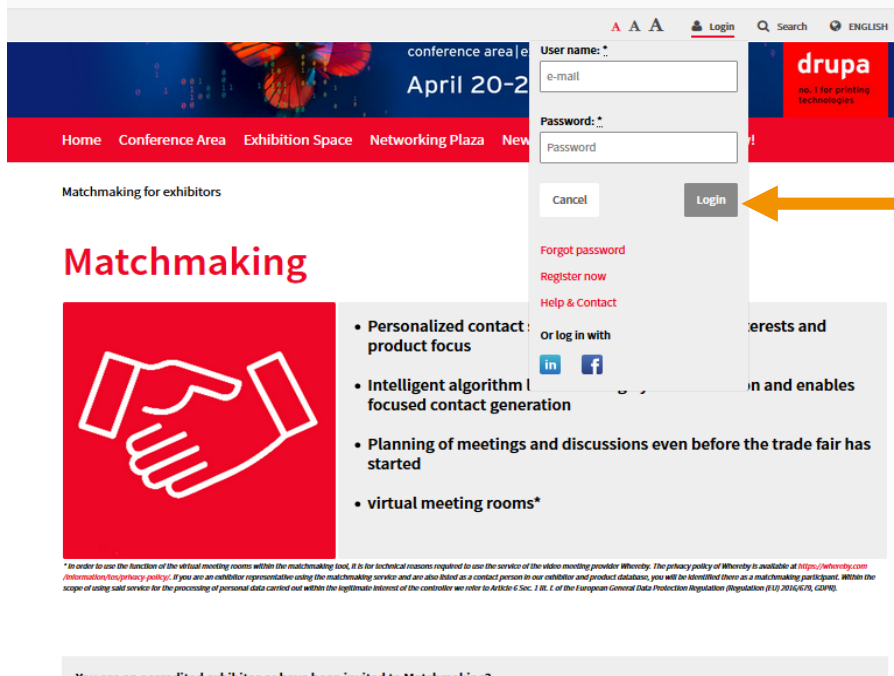
If you do not find the answers in our FAQs, please do not hesitate to contact us at

matchmaking@drupa.de

Go to FAQ

How does it work?

- Please log in



The screenshot shows a website interface with a navigation bar at the top containing 'Home', 'Conference Area', 'Exhibition Space', 'Networking Plaza', and 'New'. A login form is overlaid on the right side, featuring fields for 'User name: *' (with a sub-label 'e-mail') and 'Password: *', a 'Login' button, and links for 'Forgot password', 'Register now', and 'Help & Contact'. A yellow arrow points to the 'Login' button. Below the login form, a 'Matchmaking' section is visible, featuring a red square with a white handshake icon and a list of features: 'Personalized contact: product focus', 'Intelligent algorithm for focused contact generation', 'Planning of meetings and discussions even before the trade fair has started', and 'virtual meeting rooms*'. A small disclaimer at the bottom of the Matchmaking section reads: '* 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/Informations/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*

Invite colleagues

virtual.drupa
conference area | exhibition space | networking plaza
April 20-23, 2021

Home Conference Area Exhibition Space Networking Plaza News Room Contact Register now!

Exhibitor Matchmaking - User management

Matchmaking

User management

In your user management you can view the status of your matchmaking invitations, delete contacts and send new invitations as well.

Exhibitor Dashboard Go to Matchmaking

Invite colleagues

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

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
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- 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 displays a user profile for Christian Hruschka, an Exhibitor Representative from Messe Düsseldorf GmbH. The profile includes contact details (both marked as private), a 'Skip' button, and a 'Show Interest' button. Below the profile is a 'Details' section with the following information:

- Industrie:** 3D-Druck, Large Format / Wide Format / Schilderdruck and Druckweiterverarbeitung
- Sektor:** Print
- Aufgabenbereich:** Verkauf/Vertrieb
- Hauptaufgabe:** Angestellter/Facharbeiter/Beamter
- Herkunftsland:** Deutschland
- Meine Zeitzone:** UTC +1 - Berlin

To the right of the profile is a 'Request a meeting' form for Christian Hruschka. The form includes fields for '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%'. At the bottom of the form, it states '33 meeting requests left until you reach the pending meeting limit.' and features '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

As a team member:

- 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

As a team admin:*

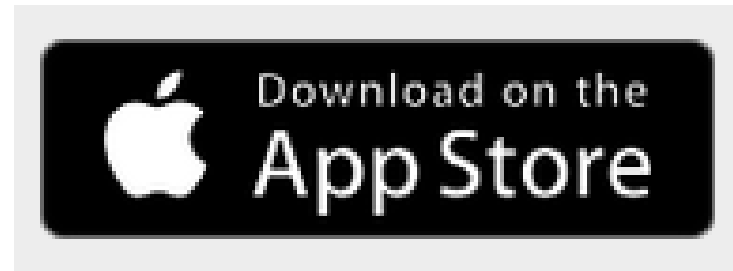
- Edit the role of team members and delete team members
- Export generated leads of your team:
 - **Export your team member contacts:** *This will generate a file with the details of your teams' contacts from the event. You can choose between CSV and Excel format. Contacts are all Meetings and Connections 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.*
 - **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.*
- Edit company profile

*Admin = The first admin of the team is the first exhibitor representative registered in matchmaking. This person can then accept/reject further membership requests from colleagues to the team.

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