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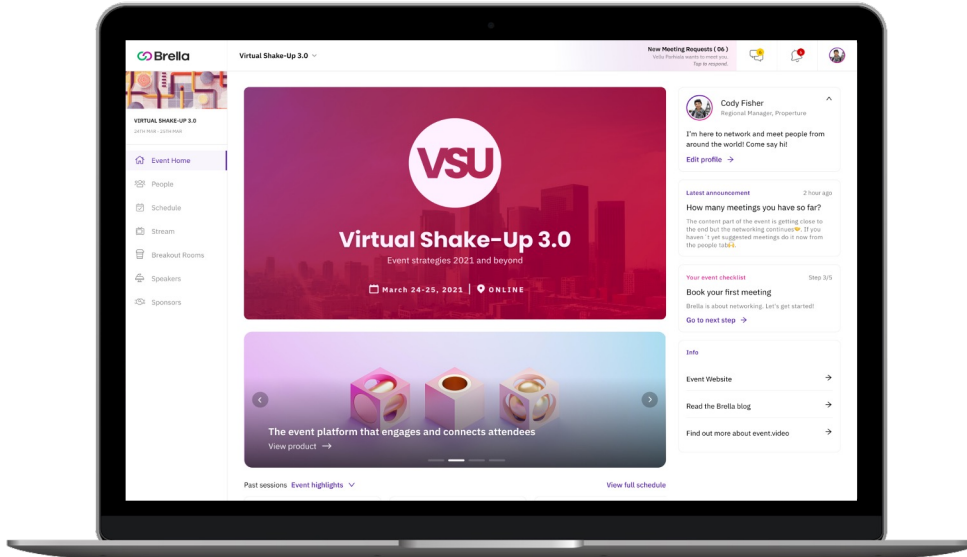
VIRTUAL   IN-PERSON   HYBRID
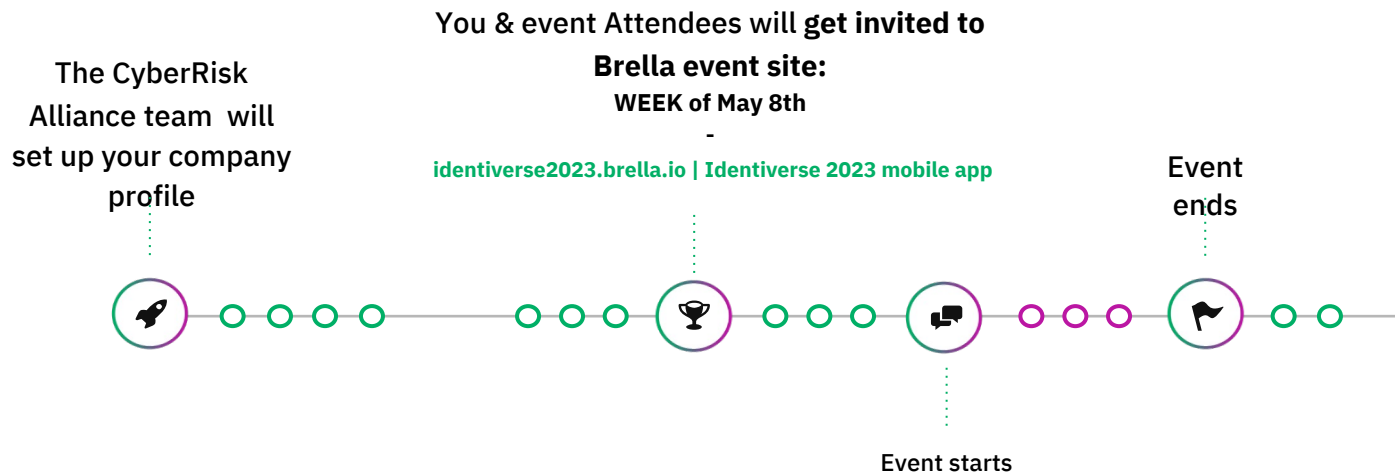
What will be covered...

- Timeline
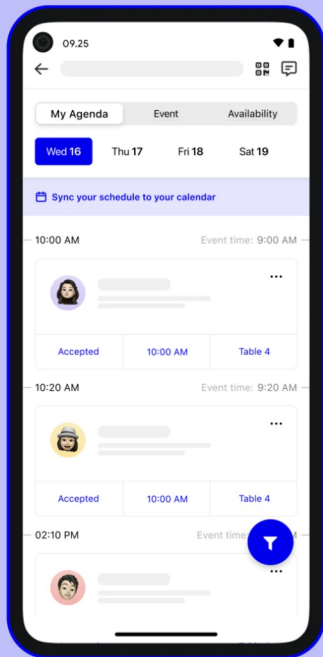- Event
- Bonus

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Timeline

Your **timeline**

The CyberRisk
Alliance team will
set up your company
profile

You & event Attendees will **get invited to
Brella event site:**
WEEK of May 8th
-
identiverse2023.brella.io | Identiverse 2023 mobile app

Event
ends

Event starts

Brella
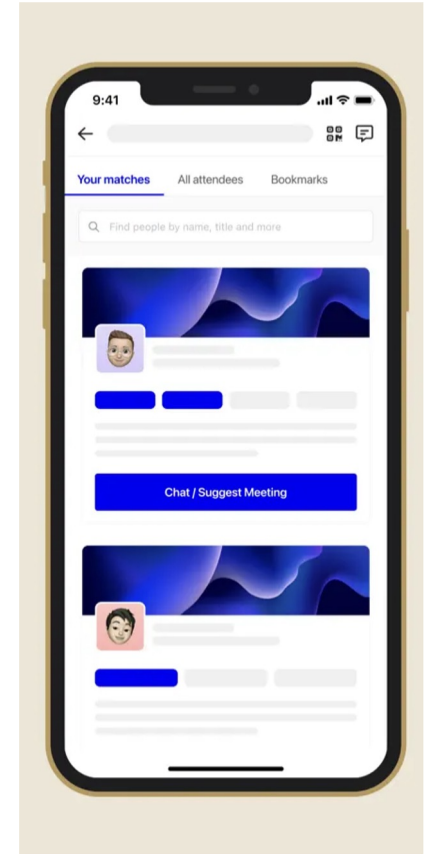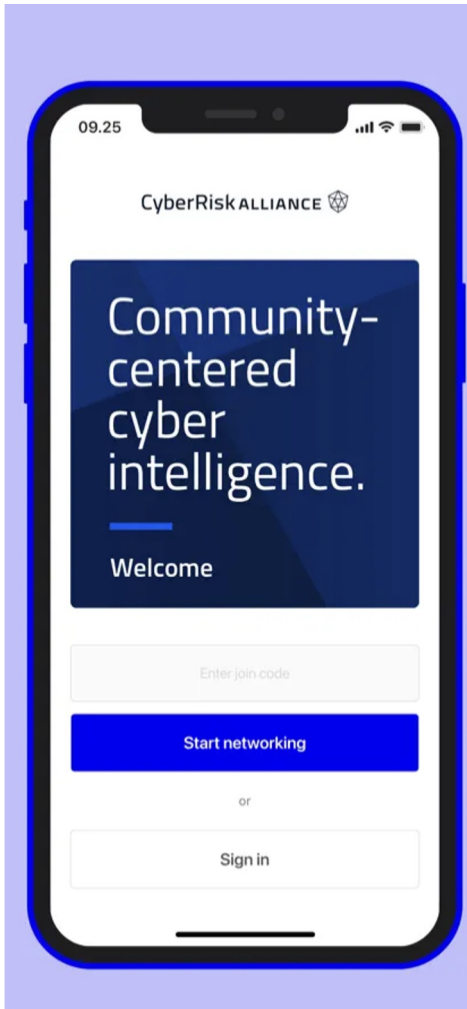
Event

Download the Mobile app!
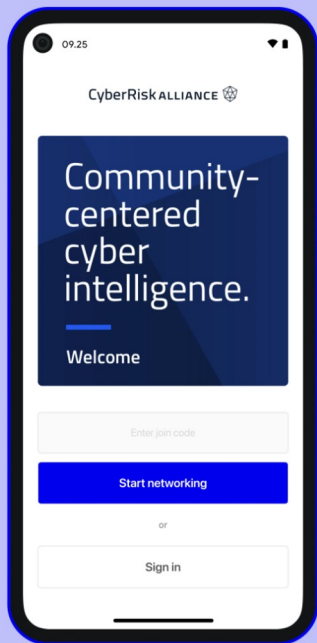
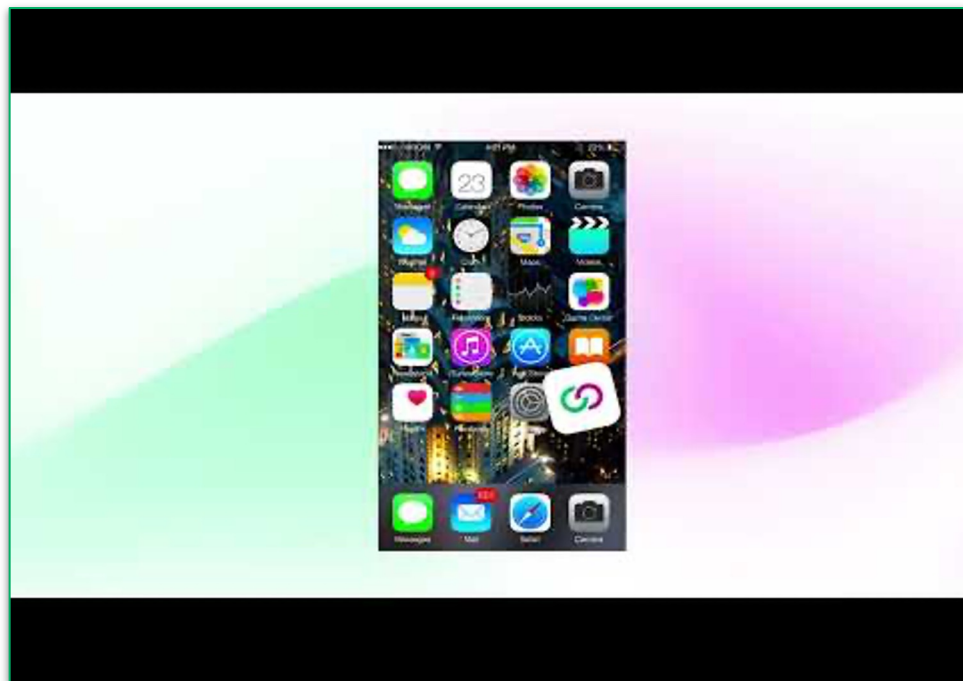**Step 1:** Download the CyberRisk Alliance Event App

Step 2: Enter the Join Code - this will be provided to you by the CRA team when the app launches

Step 3: Create your Account

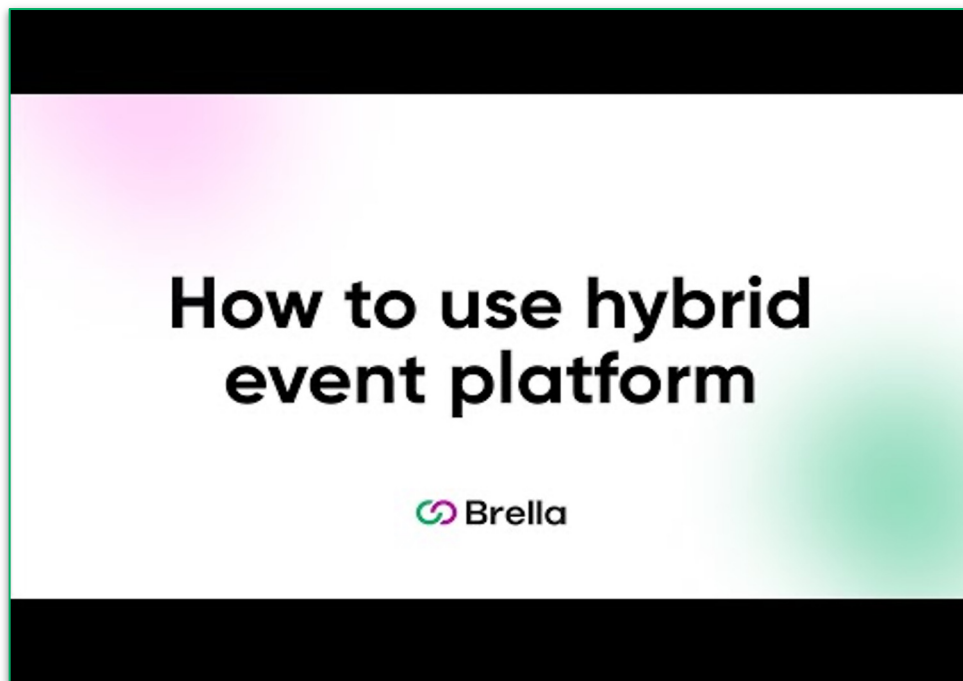 * Tip: Make sure the company name you enter matches the name you have listed on your booth (Ex: ALM Global, LLC remember to include LLC)

Tutorial: **Mobile app**

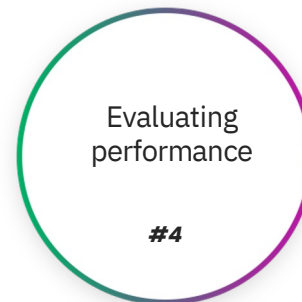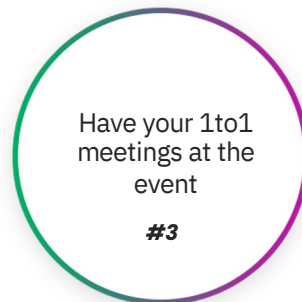**Brella**

Tutorial: **Web app**

Steps for being a Pro Sponsor at the event

Building **Personal Profile**

#1

Suggesting & accepting **meetings**

#2

Have your 1to1 meetings at the event

#3

Evaluating performance

#4

Brella

Your first **event** steps

1. Find the Invitation/Join Link sent to you by your Event Organiser in the invitation email or ticket confirmation.

1. Sign in and create your account (if you don't have one yet)

1. Click on 'Get Started' and set up your Event's Profile...

How to login to the platform

Brella

Brella

Strong profile = strong **ROI**

1. Don't rush your profile! Make sure the information is accurate. Keep your **introduction** dynamic and interesting. Use background image to represent yourself.

1. Choose your **matchmaking categories** carefully. This way you'll get matched with the right people.

1. Make sure to include correct **intents** that will impact your meetings & business conversations post event. For example, trading might be the best fit for you!

1. After you join the platform, check your virtual company's booth.

1. Start **booking your meetings** before the event day. This gives you enough time to get prepared and connect with potential clients!
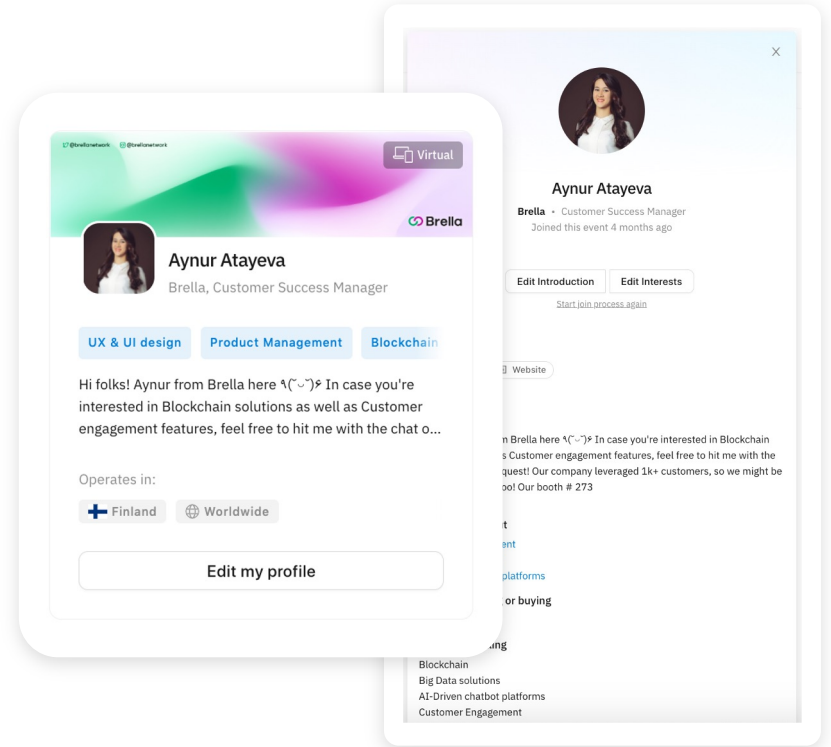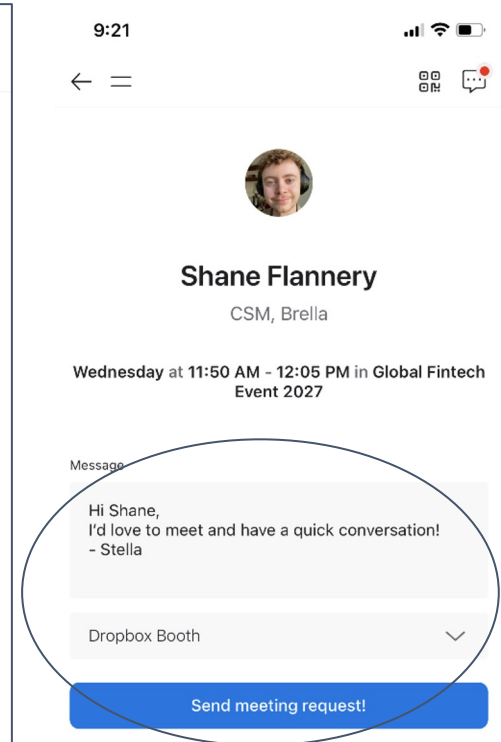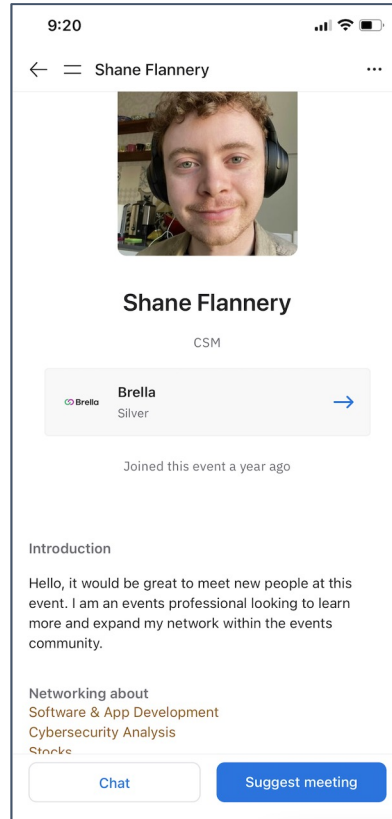
When Using **'Chat/ Suggest Meeting'**

Always personalize your **meeting requests**! **People know when it's a mass Copy/Paste and are less likely to respond or accept.** Think about what's relevant for the attendee you want to meet with? Why would they want to meet you?

Use the Filters to narrow it down and find people who have indicated for ex. they are interested in purchasing certain solutions.

Best practice = Suggest at least **10x meetings/representative** to potential clients at the event.

Use **'Chat/Suggest Meeting'**

...pre and during event dates to find your potential **Buyers, Investors, Employers, Mentors, and vice versa**

Always personalise your **meeting requests**! Think about what's relevant for the attendee you want to meet with? Why would they want to meet you?

Do **NOT** keep people on hold

When receiving a meeting request from a fellow attendee, check the invitation carefully:

1. what are the **matches**
2. what is the **background** of the attendee
3. check the **message of the meeting request**

When you see that the request is right and meaningful for you, **Accept** the meeting request. If not, please take actions accordingly. You can do the following with the meeting requests:

- Accept
- Decline
- Reschedule

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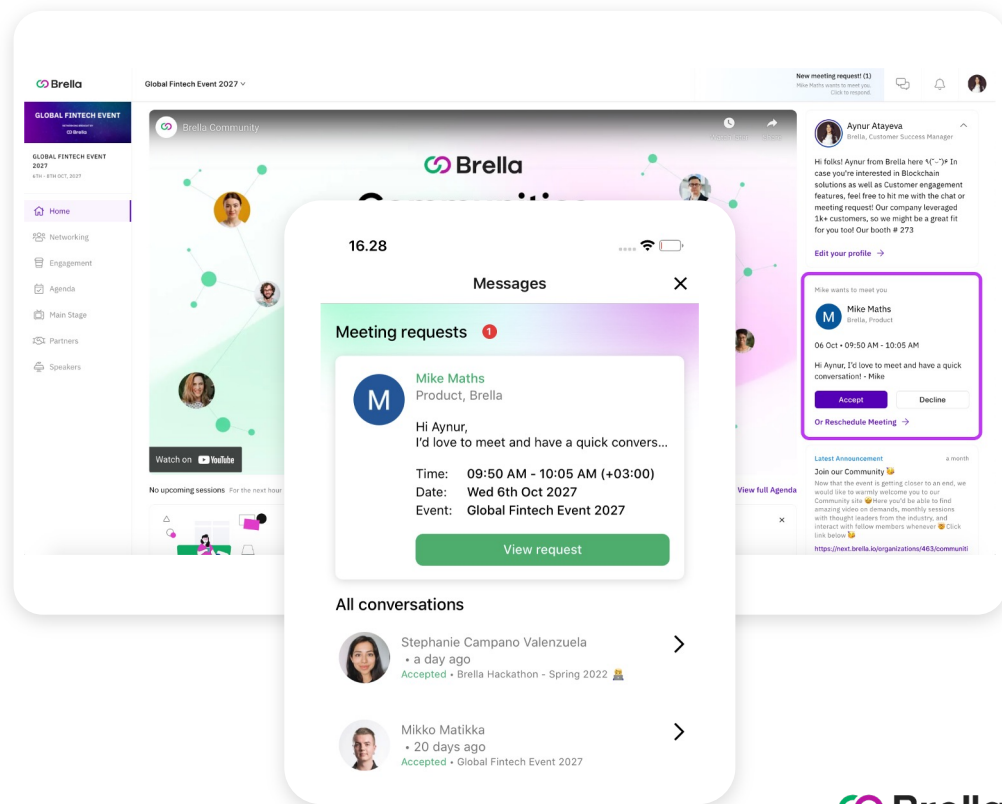
1 to 1 Meetings **at the event**

- All the meetings will take place at the **VIP Networking Lounge in Expo**
- When a meeting is accepted, the app allocates a location for the meeting

Your **post** event steps

1. After the event, make sure you **follow-up** with your Brella contacts accordingly

1. Arrange a follow up session with your team:

   a. Sales
   b. Marketing
   c. Representatives, who joined the event

- and **evaluate** how did everything go. Any takeaways? Any strategic values? Anything you can apply for your future events sponsorship?
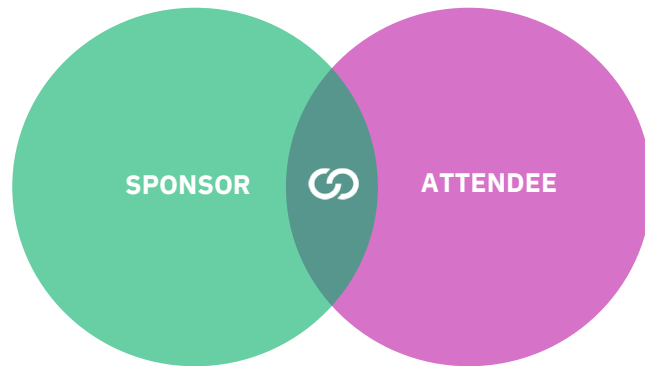
Tech **Support**

Help | Live chat | sponsor.brella.io

Brella | Contact Form | HERE

Brella

Bonus

BONUS | Plan an event strategy as a team

1. Determine '**Why are you at the event?'** Brand awareness, lead gen, thought leadership?

2. Determine **'How many meetings team/representative will have at the event?'** and allocate responsibilities accordingly.

3. **Set a goal of sending at least 10 meeting requests** to your top matches. Pre-schedule meetings earlier, best leads are booked fast!

4. Make sure that **only one (1) team member** from your company **approaches** an **individual prospect**. Only one! You don't want them to receive multiple meeting requests from the same company.

5. **Communicate internally throughout the event days**. Who did you meet with? How did the meeting go?

SPONSOR

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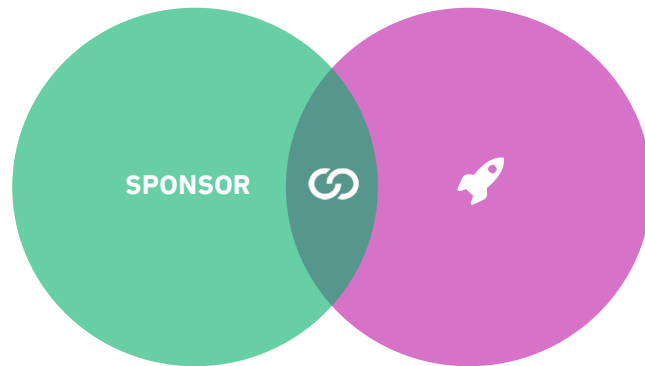
BONUS | Plan an event strategy as a team

6. Have a **follow-up plan** - Don't leave the prospects hanging!

7. **Be creative!** Think and challenge yourselves how can you get more out of your presence at this event? How can given community/audience learn more about you?

8. Do **not** lean back and wait at your booth! **Use** your both personal and company's **strengths** and implement those at the event!

9. Remember to **stay active**: chat, comment & send meeting requests. Good luck!

SPONSOR
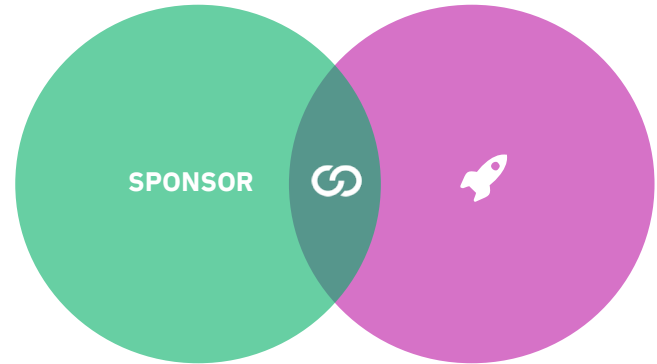
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BONUS | Tech Support

Brella | Contact Form | HERE or email us at support@brella.io

Thank You!

VIRTUAL   IN-PERSON   HYBRID