

# Sponsor Onboarding

 **Brella**

Great Partner

Premium App

Engagement

# Sponsor onboarding

## Agenda

1. Timeline
2. Best practices



# Timeline

# Sponsor onboarding timeline

CyberRisk Alliance  
will set up your  
company profile



Sponsors will be  
invited to the event  
May 3, 2024

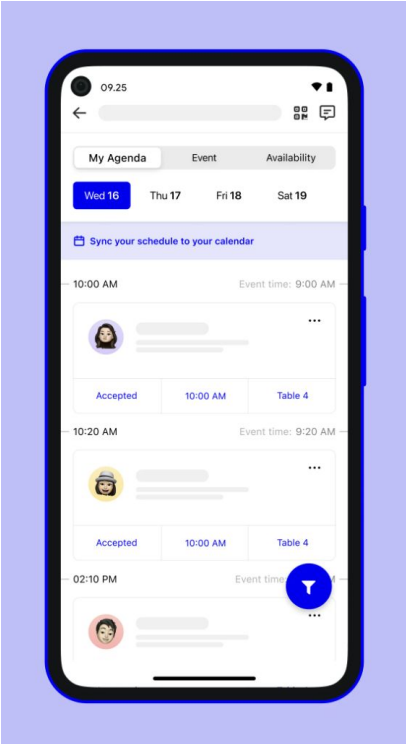
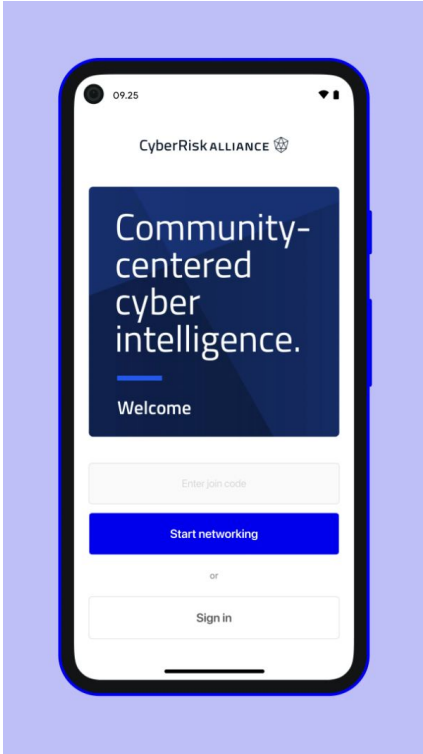


**Event  
starts**

**Event  
ends**



# Download the Mobile app!



## CyberRisk Alliance

Brella Oy

1+ Descargas Para mayores de 13 años

Descargar



### App Store Preview

This app is available only on the App Store for iPhone.



### CyberRisk Alliance

CyberRisk Alliance  
CyberRisk Alliance

Free

# Best Practices

Join the event • Build a strong profile • Filtering • Meeting management •

# Join the event

Become a part of the event on the app

## Invitation / Join Link

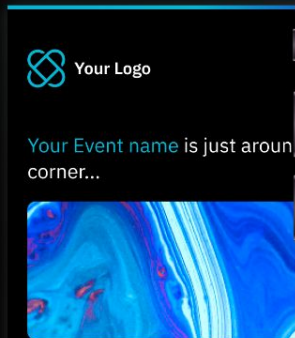
Locate the join code/invitation created and sent by the Event Organizer in your invitation email or ticket confirmation

## Create Your Account

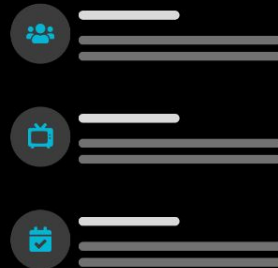
Sign into the app and create your account

## Get started

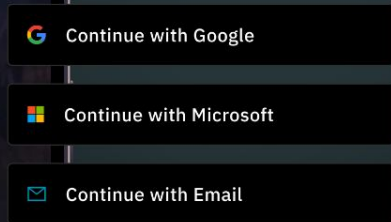
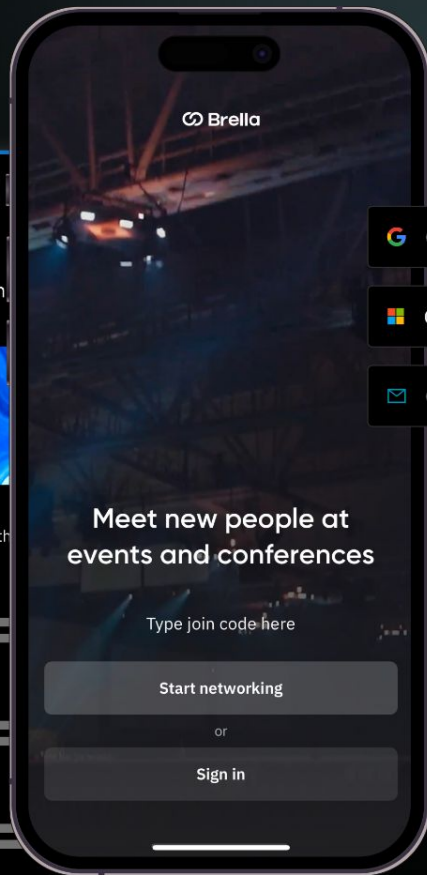
Once you have successfully joined the event, select “Get Started” and set up your event profile



Here are top 3 things to prepare for the event



JOIN THE EVENT



# Build your profile

Create your profile with relevant information

## Profile picture

Preferably a close up picture where you are recognizable

## Add personal details

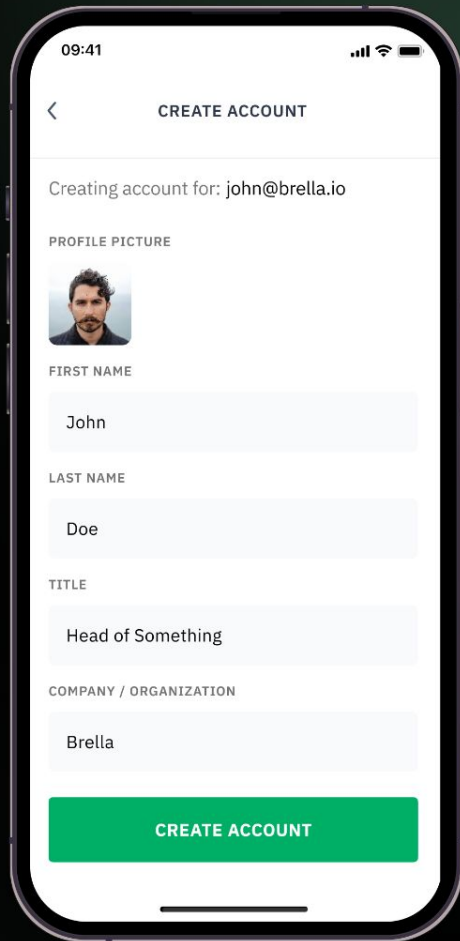
More is more in this case. Add all you can for more transparency of yourself and your company

## Social media

Add links to relevant social media pages

## Background picture

You can add and change a background picture from your account in the app




09:41

CREATE ACCOUNT

Creating account for: john@brella.io

PROFILE PICTURE



FIRST NAME

John

LAST NAME

Doe

TITLE

Head of Something

COMPANY / ORGANIZATION

Brella

CREATE ACCOUNT



# Matchmaking

Strong matchmaking profiles equals strong ROI

## Introduction

Create a dynamic introduction highlighting yourself and your goals at the event

## Matchmaking

Achieve a curated matchmaking experience based on carefully selected categories and interests

## Intents

Focus on “trading” intents to locate relevant leads

### FINTECH SOLUTIONS

Mobile banking solutions

Compliance Analysis

Product Management

Growth & Scale

Business Intelligence

#### TRADING

✓ Explore getting or buying

✓ Offer or sell this

#### NETWORKING

✓ Network about this

9.41

← Unicorn Hunt Conference 2.0

Find sponsors by name

Filters



Dropbox

The most reliable cloud storage provider. Dropbox is the one place to keep life organized and keep work moving.



Visit booth →

Uber

Uber Technologies

We reimagine the way the world moves for the better



Visit booth →



Mastercard



Ternet

# Filtering

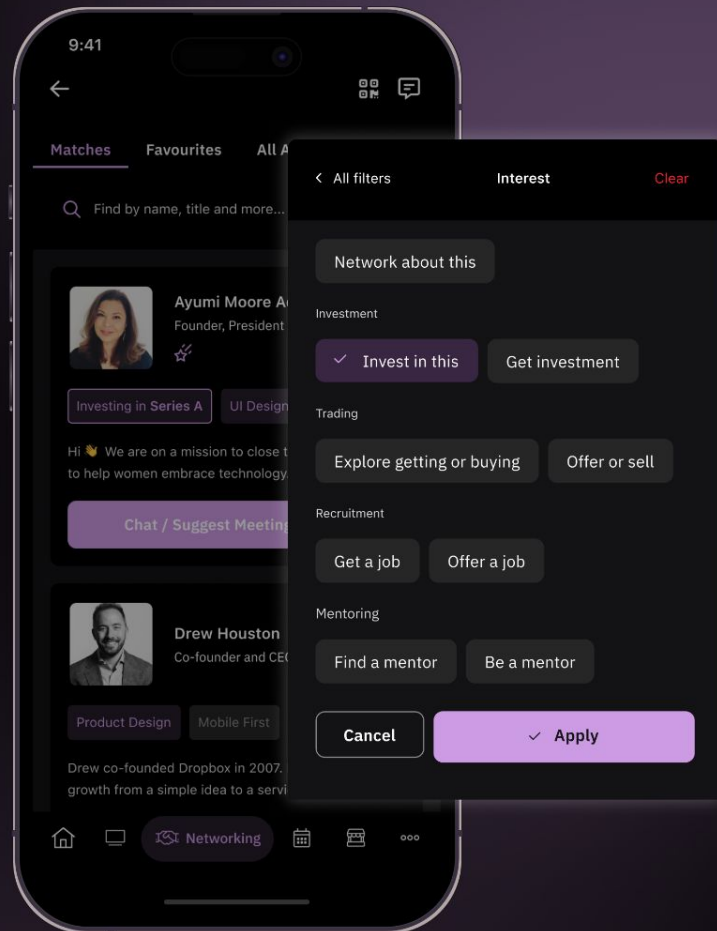
For a more curated list of buyers

## Filtering

Utilize Brella's filtering feature to identify potential buyers who are specifically interested in purchasing services or products related to a particular matchmaking interest

## In the filtering feature you may find

- The full list of matchmaking interests
- The full list of matchmaking intents
- Selection of geographical location
- Selection of type of attendee



# Meeting management

Actively locate leads before and during the event

## Chat and meeting requests

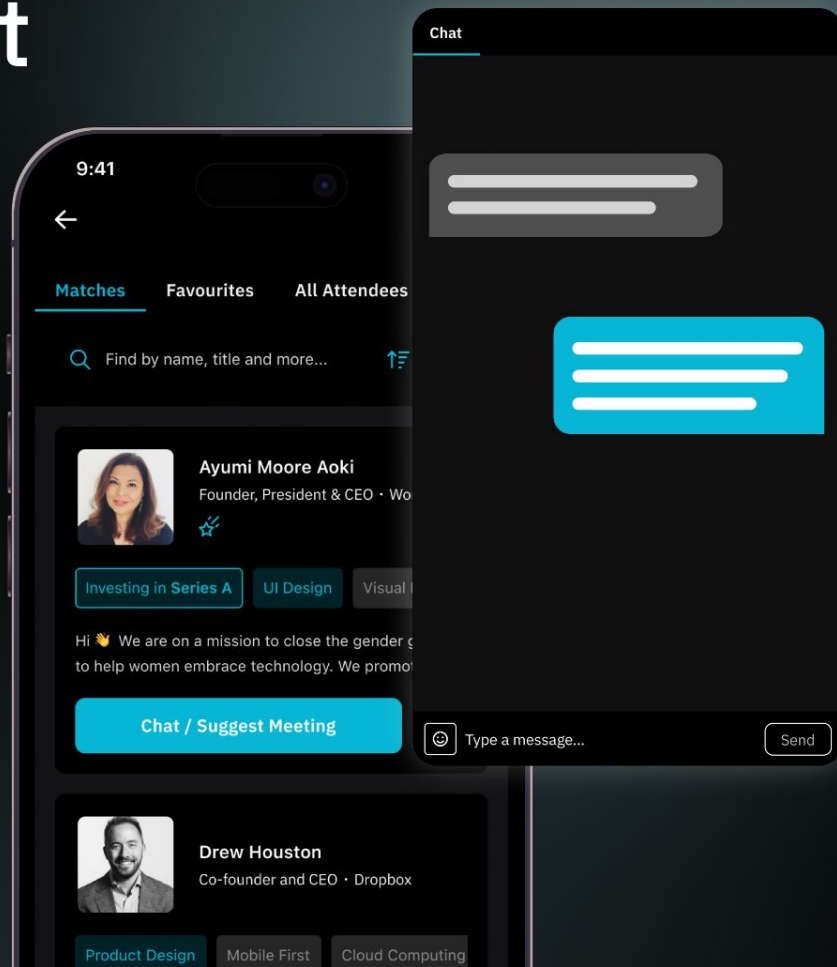
Actively find and engage with your persons of interest before and during the event, whether they are buyers, investors, employers, mentors or vice versa

## Personalization

Meeting and chat request personalization is key for successful engagement

## Responsiveness is key

Review your meeting requests and promptly respond to increase your visibility and value



# 1:1 Meeting Zone in Expo

Meet your connections at the heart of the venue

The networking area is the default place for your 1-1 meetings

## Numbered Tables

The 1:1 meeting Zone will have a set of numbered tables for meeting allocation purposes

## Automatically assigned tables

You will automatically be assigned a table at the networking area for your 1-1 meetings



**Thank You**