



Matchmaking in Events

Powered by AI

Intrado Digital Media's Virtual Event Platform is equipped with AI-driven matchmaking capabilities that enhances networking and interactivity for event participants.

Matchmaking in events provides attendees, exhibitors, and sponsors with highly targeted recommendations to connect with and meet other people who are aligned with their professional goals and interests.

How it Works

Matchmaking Powered by AI

1

Users register for the event

2

Event participants launch matchmaking within the virtual event environment

3

Event participants complete matchmaking profiles adding interests to refine AI meeting recommendations

4

AI matchmaking engine analyzes profile data & engagement, and makes meeting recommendations with attendees & exhibitors with similar interests

5

Event participants curate matchmaking recommendations, proactively request meetings, and manage meeting schedules to prepare in advance of the live day(s)

As participants engage and interact with their matchmaking dashboard and recommendations, the AI technology will learn from user preferences to continue to generate better recommendations.

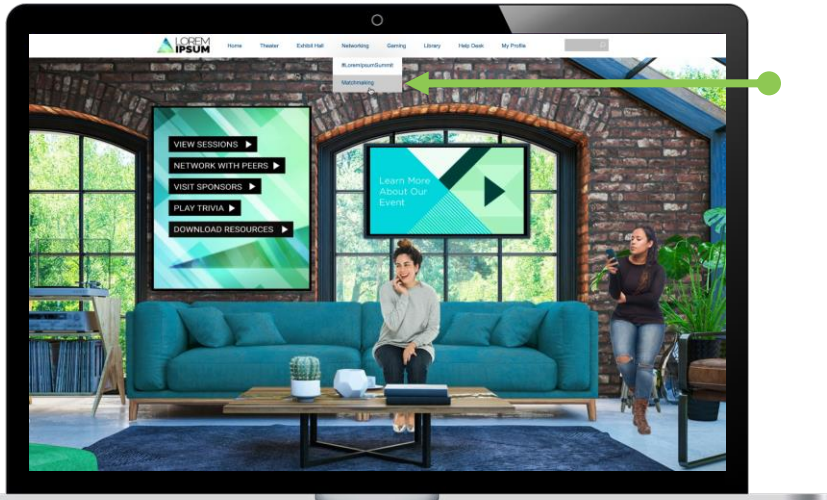
Benefits

- **Increase Attendee Engagement** - By design, matchmaking brings people together, driving a higher level of interaction and engagement.
- **Save Time** - Planning meetings in advance helps attendees and exhibitors get right down to business as soon as they enter the live event. Focus availability on only interacting with people who share similar professional & business goals.
- **Drive Leads & Higher ROI** – The AI analysis of attendees' interests and goals generates connection recommendations that result in better leads for exhibitors.
- **Collect Valuable Data** – Measure the level of attendee-to-attendee and attendee-to-exhibitor engagement via meeting recommendations that result in actual meetings.

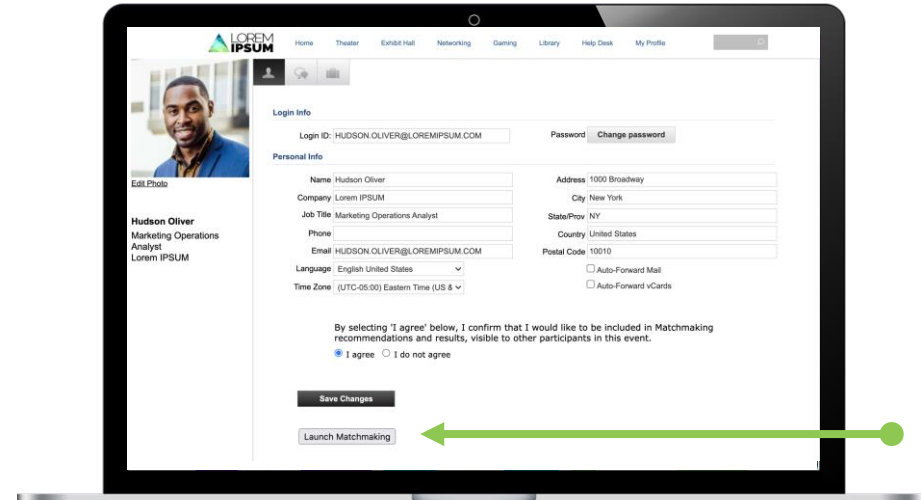
Access Matchmaking from the Virtual Environment

Prior to, and during, the live virtual event date(s), event participants can log in to update their profile details, access matchmaking recommendations, proactively request meetings, and manage their meeting schedule.

Matchmaking is accessed from:



Virtual Event Navigation

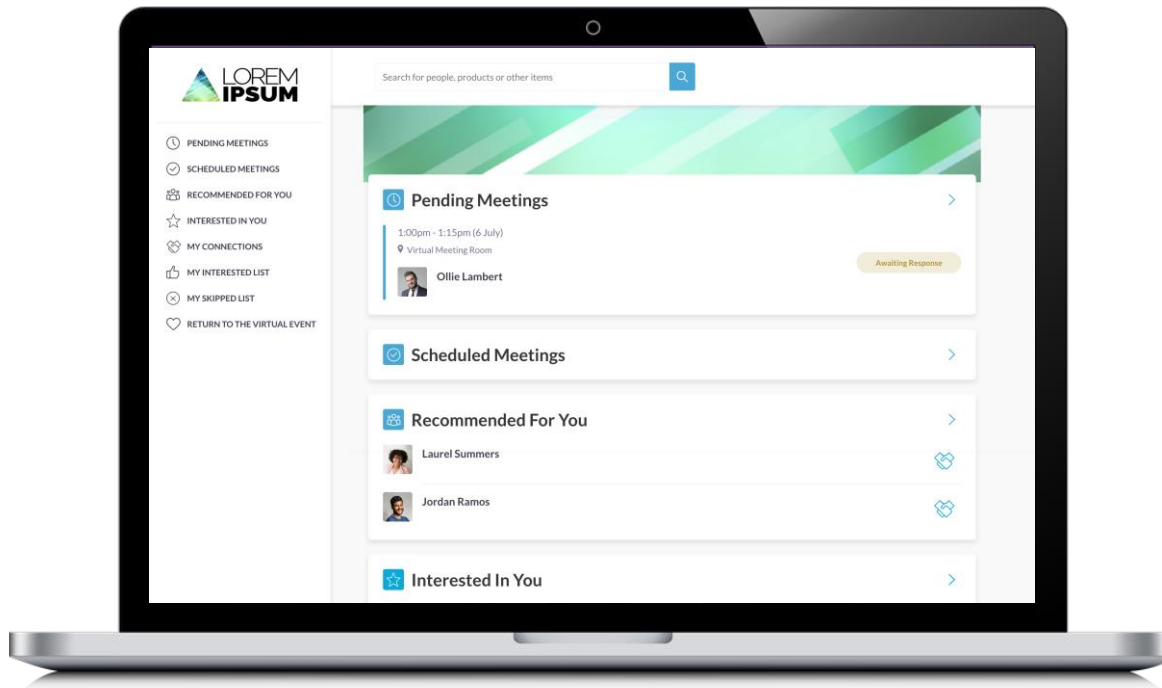


User Profiles

Recommendations, Interests, and Connections

Participants interact with a personalized home feed of recommended matches. Accept, decline, or anonymously skip recommendations and requests, and manage meetings with other attendees, exhibitors and sponsors.

The information provided in each profile, including responses to interest questions, all help refine the AI engine to make the best matchmaking recommendations.

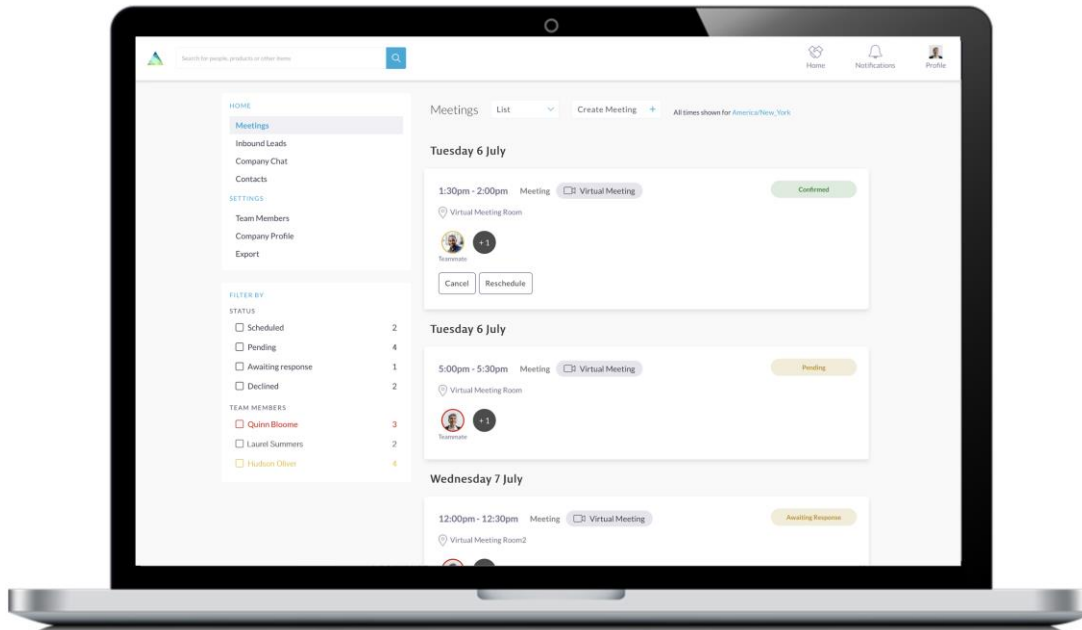


It is recommended that participants start planning their meeting schedules ahead of the live event dates.

Exhibitor Teams

To maximize meeting opportunities and cross-lead sharing, exhibitor team members can access a shared interface during the event. This Teams interface allows collaboration on items such as:

- Share a meeting calendar with teammates to schedule and manage meetings with recommended connections
- Manage inbound leads as a sales funnel
- Schedule meetings on behalf of your teammates
- Export a connections list to import in external CRM

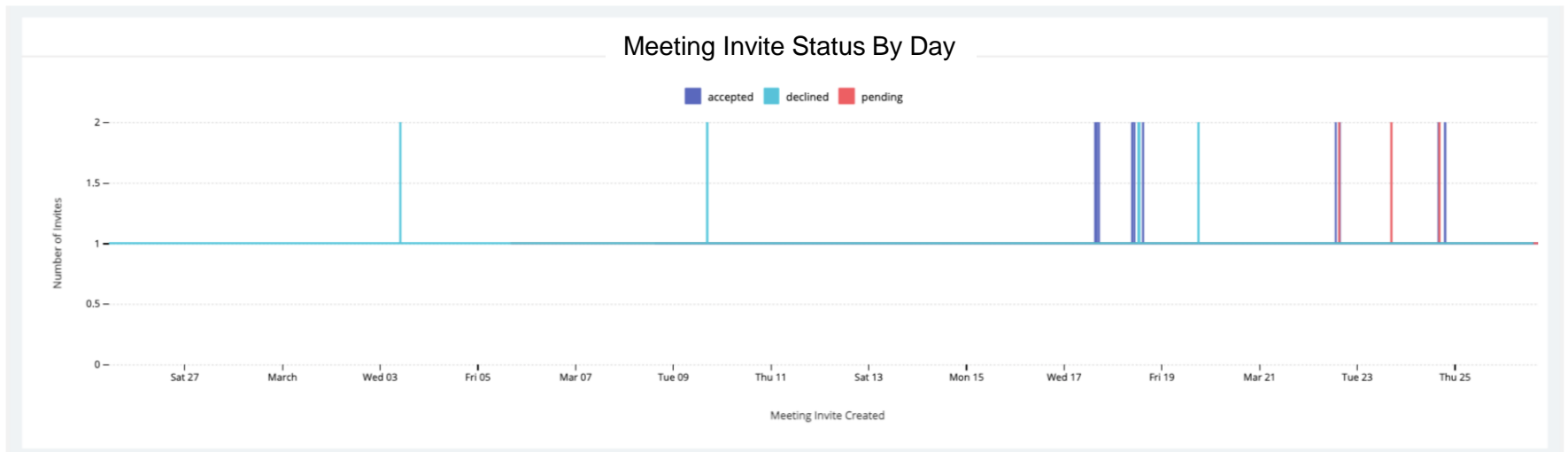
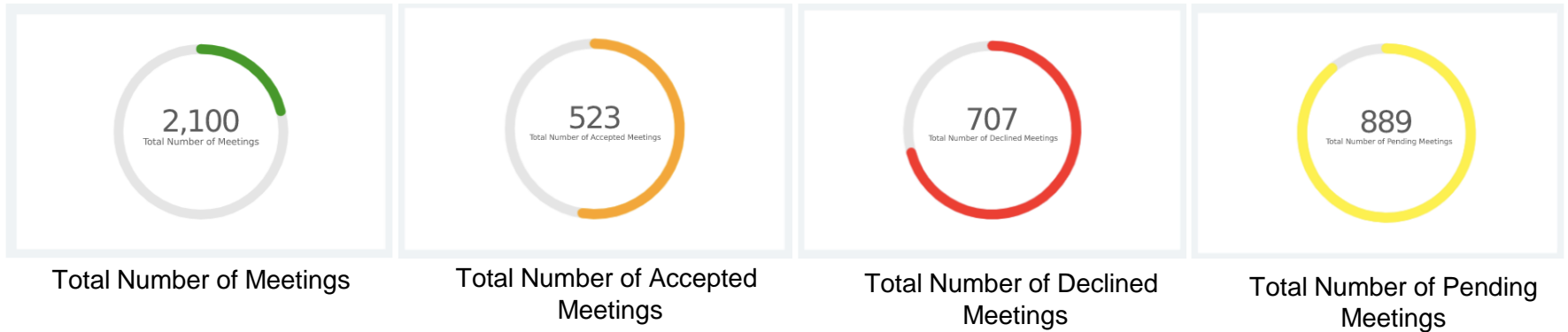


View Exhibitor-wide meetings via either Calendar or List view:

- Filter by team members
- Filter by meeting status

Data Insights

The Meeting Performance Insights showcase metrics and stats for all scheduled and conducted meetings.





About Intrado Digital Media

Intrado Digital Media is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging and actionable.

Intrado Studio is the leading webcasting and streaming platform, acquired from INXPO. Delivering over 100,000 events annually, we help organizations communicate effectively with their employees, customers, investors and the media.

Visit www.intrado.com/Digital-Media to learn more.