



**3-5 APRIL 2019 CARRARA | ITALY**

# B2B

Buyers' Operating Sessions & Info



Dear Sir/Madam,

the B2B Workshop you will attend in the role of Buyer in the framework of the **Seatec 2019** is getting closer. For the third year, Seatec enriches its package to Exhibitors and Visitors with a B2B Meetings Event able to provide professionals with an agenda of targeted appointments completely planned before the event.



**To ensure the best outcome of the B2B meetings Event, due to take place from April 3 to 5, 2019, Seatec Fair Organisers have chosen the matching and digital partner *Like Event* by Uplink Web Agency (for more info see [www.likeevent.it](http://www.likeevent.it)), as its Media and Digital Partner. Seatec B2B Event will take place together with Compotec B2B Event as an added value for both trade shows.**

**In the next few days, all the Buyers attending the B2B Workshop at Seatec 2019 will receive by e-mail their access credentials (link, user, password) to enter their online reserved area.** Inside this area, each Buyer will be able to perform – with the constant support of the *Like Event* Team – all the steps ultimately leading to best matching with the fair's Exhibitors.

With this purpose, you are invited to read carefully **the operating procedures explained below.**

A Help Desk Service will be active to support and assist you along the way to the B2B Event.

**For the Help Desk Service, contact:**

**[seatec-compotec2019@likeevent.it](mailto:seatec-compotec2019@likeevent.it)**

Ph.+39.0586.635756 (extensions1-3)

## STEPS OF THE OPERATING PROCEDURE

See below the main steps of work for whose successful implementation **your contribution is absolutely essential.**



### PROFILING SESSION

The first step is the Buyer profiling within the reserved online area.

Profiling is a crucial step as Sellers will express their preferences on the basis of the information declared by the Buyer.

After the profiling phase, the *Like Event System* will open the visibility of the operators' catalogues. The ones who will express their preferences (the so- called "Like Session") will be the Sellers.



## **LIKE SESSION**

The "Like Session" will have a maximum duration of four weeks.

During this period, Sellers express their preferences on the Buyers attending the Workshop.

Preferences are essential to perform the match-making and will be both inclusive ("I select who I want to meet") and exclusive ("I select who I do not want to meet").

In both cases, the "Like Session" will be performed on the basis of the following parameters:

- \* Expression of meeting preferences on individual subjects;

- \* Expression of meeting preferences on profiling parameters (e.g. company turnover, export trend, etc.);

Once the "Like Session" is over, next step will be the **Match-Making**, necessary to create the best B2B agenda for each professional involved.



## MATCHMAKING & LIVE MATCHING

Matching criteria will give priority to sellers preferences and lastly to the characteristics emerged from the profiling of professionals.

On the basis of such criteria, the *Like Event System* will generate the B2B agenda of every single professional attending the meetings.

The agenda will be made available within your reserved online area, which will be turned into a Web App a few days before the event.



## LIVE EVENT

During the event, Sellers and Buyers will have access to the **Web App "B2B Seatec-Computec 2019"**. Through the Web App you will be able to:

- Manage the timing of meetings
- Send direct calls to companies not included in the agenda, but that you would like to meet during the so-called "free slots" (any free space you may have in your agenda)
- Take notes on each meeting
- Express an opinion on each meeting
- Make an assessment about the success of the B2B Workshop event.
- The Web App is designed to encourage the use of mobile systems (smartphones and tablets) and to give you instant access to all the matching and profiling information of your interlocutor.

All the information you will declare in your profile section will be forwarded by *Like Event by Uplink Web Agency* to the companies attending the meetings.

**Please, check carefully the timeline of the work phases enclosed in the delegates' kit.**

**Thank you for your co-operation and enjoy your B2B experience!**

Seatec-Compotec Team & LikeEvent



