

Sample Purposes Only

Attendee User Guide

#EC21

Welcome!

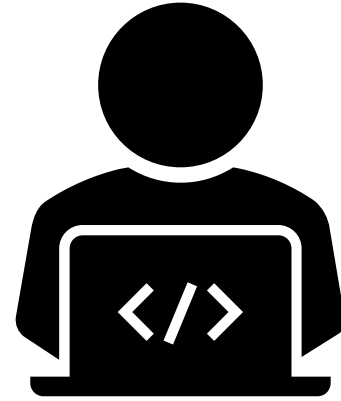
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HOW TO:

LOG IN FOR THE FIRST TIME

For reference, “Swapcard” is the name of the platform we’re using to host our virtual event on, so you may see their name appear in emails or within the environment once you’ve joined.



Accessing the Event Platform

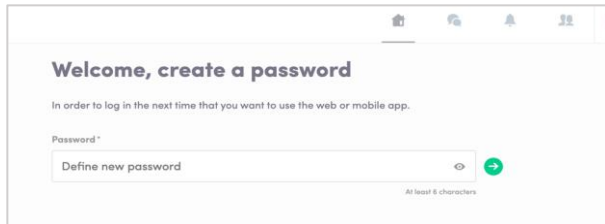
Logging in for the first time

1

- You'll receive an email similar to this one with a button directing to a login page. Your account is automatically pre-created by our event team.
- This email will come from hello@swapcard.com so be sure to whitelist it!

2

- A window will then ask that you create a password for your account.



The screenshot shows a web interface for creating a password. At the top, there are navigation icons for home, search, notifications, and user profile. Below these is the heading "Welcome, create a password" and a sub-heading "In order to log in the next time that you want to use the web or mobile app." The main form area is titled "Password*" and contains a text input field with the placeholder "Define new password". To the right of the input field is a green eye icon and a green arrow icon. Below the input field, it says "At least 8 characters".



Access the Enterprise Connect Virtual Event

Hello Vanessa,

We have some exciting news...the Enterprise Connect 2021 event app is now open! The event app is your gateway to access conference sessions, live-streamed keynotes, exhibitors and sponsors, networking events and fellow attendees.

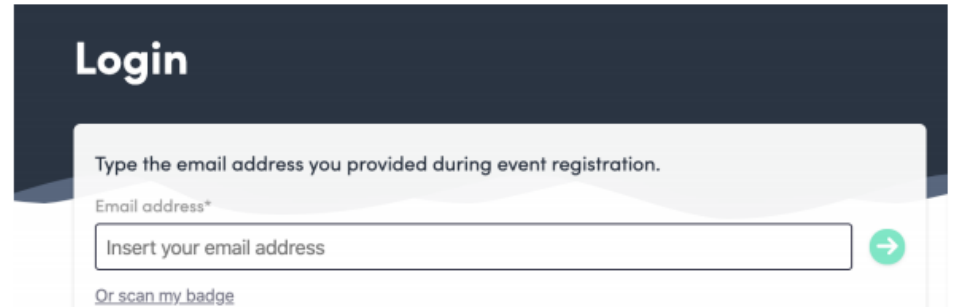
We suggest you log in early to review your profile and get familiar with the platform prior to the start of the event so you don't miss a minute of all the great content we have planned. This is your opportunity to begin building your personalized agenda and making connections for a productive experience next week!

[ACCESS MY PROFILE](#)

Accessing the Virtual Event

Logging in once you have an account


- Go to: <https://login.swapcard.com/>
- Enter the email you used to register and the password you created
- Click enter to connect to the event



Login

Type the email address you provided during event registration.

Email address*

[Or scan my badge](#)

Note: If you have forgotten your password after entering your email, click on “Send me a magic link” and you’ll receive an email to reset your password



OVERVIEW:

**EXPLORE
OUR VIRTUAL
EVENT AREAS**



EVENT HOME PAGE

Your Profile

Click on edit to update your profile to maximize your networking opportunities

Alerts

View new notifications, connection or meeting requests

Note: top navigation bar and buttons are the same



Event Agenda

Access the event's full agenda featuring every conference session, topical discussion group and scheduled networking activity.

- **View** session descriptions and speakers
- **Sign up** for and add sessions to your schedule
- **Join** "live" or on-demand sessions

The screenshot shows an event agenda for October 7th. The agenda lists three sessions:

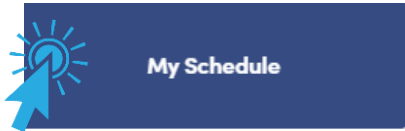
- 12:00 PM - 12:35 PM: Alysa Taylor Keynote**
In her keynote, Taylor will introduce the idea of democratizing data and digital to enable IT to impact the broader business. She will share use cases...
- 1:00 PM - 1:35 PM: The New World of Payments: Innovation and IT in the Financial Sector**
There is no space as hot today as "payments." From blockchain to traditional-bank based services, from Consumer-Apps, to touchless...
- 1:00 PM - 1:35 PM: Solving the Last Mile Challenges of Operations Noise With AIOps**
According to Omdia data, only circa 20% of enterprise workloads are currently executing in a cloud environment. Enterprises have cloud...
- 1:00 PM - 1:35 PM: Extending Zero Trust to the Cloud: Real World Challenges and Benefits**
There has never been a time when security has shifted as fast as it has today - cloud is changing how security mitigates risk. Security requires an...

The callout box for the 'Alysa Taylor Keynote' session provides the following information:

- Alysa Taylor Keynote**
- Wednesday, October 7, 2020 12:00 PM to 12:35 PM
- Keynote
- Information**
In her keynote, Taylor will introduce the idea of democratizing data and digital to enable IT to impact the broader business. She will share use cases where IT and data has had a major impact on business results and will discuss the tension between "traditional" and "democratized" IT.
- Speakers**
 Alysa Taylor
Corporate VP, Business Applications
Microsoft



Pro Tip – The Agenda is your "home base" when it comes to joining sessions and seeing what is happening at any given point of the day!



Access your personal event schedule, including:

- **My Schedule** – sessions you’ve added
- **My Meetings** – pending or confirmed meetings you’ve scheduled
- **My Networking** – contacts you’ve connected with
- **My Bookmarked Companies** – lists exhibitors you’ve bookmarked in the “Business Hall”
- **My Wish List** – like a digital tote bag; find all the marketing materials and list of product and services you’ve bookmarked or favorited

The screenshot shows the 'My Schedule' page in the Enterprise Connect application. The navigation bar at the top includes 'Home', 'Agenda', 'My Schedule' (highlighted with a red box), 'Business Hall', 'Vendor Tech Sessions', 'Attendees & Networking', 'Community Programs', 'Keynotes', and 'InteropNet'. Below the navigation bar are several menu items: 'Products & Services Spotlight', 'Featured Content', 'Demos On-Demand', 'Passport to Prizes', 'Speakers', 'Ask the Experts', and 'Help Desk'. The main content area is divided into two columns. The left column contains a sidebar with 'My schedule', 'My meetings', 'My networking', and 'My bookmarked companies', each with a right-pointing arrow. Below this is an 'Export' section with the text 'Add your upcoming sessions and meetings to your calendar application.' and a button labeled 'EXPORT TO MY CALENDAR'. The right column displays a calendar view for 'Saturday, January 1, 2000' and 'Monday, October 5, 2020'. The 'Saturday' entry is for ' Fireside Chat with Rob Carter' from 3:00 AM to 3:00 AM, featuring a keynote by Rob Carter from FedEx Corporation. The 'Monday' entry is for ' DevOps Foundation® Certification - Day 1' from 12:00 PM to 5:00 PM, featuring a certification session by Jack Maher from Global Lynx USA. Below this is 'Tuesday, October 6, 2020' with ' Deep Dive Packet Analysis Using Wireshark' from 12:00 PM to 4:00 PM, featuring a training session by Mike Pennacchi from Network Protocol Specialists, LLC. Finally, 'Wednesday, October 7, 2020' is shown with ' Industry Connections - Finance' from 11:00 AM to 11:45 AM, featuring a session by Rami Mahajan from Quantarium, and ' Destination Colocation: Off-Premises & Cloud Compatible' from 1:00 PM to 1:35 PM, featuring a session by Kirk Kilian from Partners Network Mission Critical Facilities.

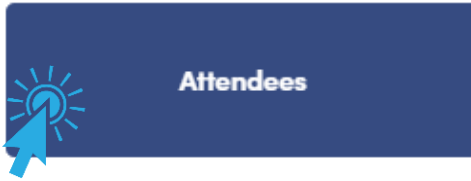


Solution Providers

Research and make connections with solution providers

- ✓ Search solution providers by categories
- ✓ Visit our sponsor's virtual exhibit pages:
 - Learn more about their products and services
 - Chat privately with team members with the option to start a video meeting and share a screen for live demos
 - Request meetings
 - Access vendor literature such as white papers, case studies, spec sheets, and more
 - Make a connection with a team member
 - Follow the sponsor on social media

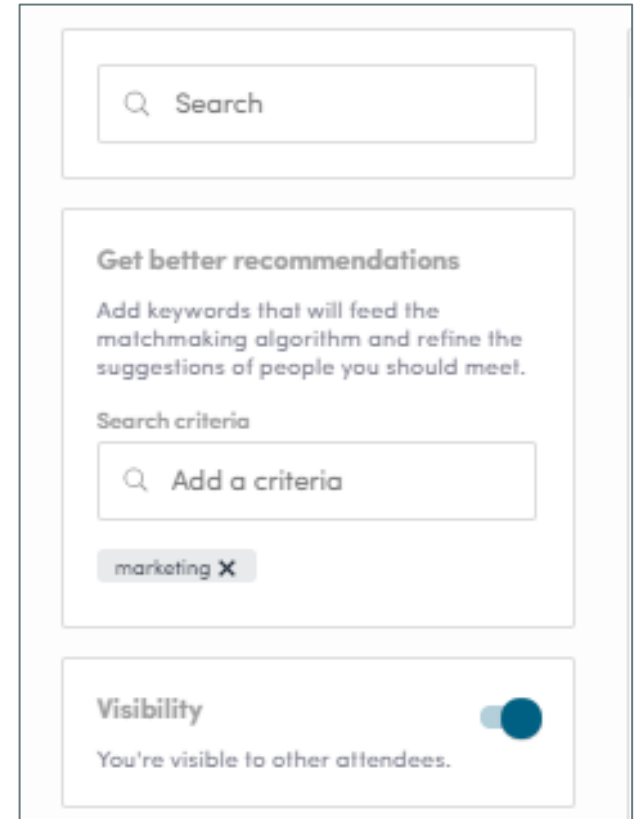
The screenshot displays the Informa Tech SAMPLE BOOTH virtual exhibit page. At the top, there is a banner for the booth with the Informa Tech logo. Below the banner, the page is titled "Informa Tech SAMPLE BOOTH" and "Virtual Exhibit - Informa Tech". A "Meeting requested" section shows a pending meeting for Monday, 24th August, from 11:20 AM to 11:40 AM, with the option to cancel the meeting request. The "Information" section provides details about Informa Tech, including products and services like Cabling, Data Center Tools, Data/IT Security, and Heating/Cooling Solutions. There are input fields for "Data Policy" and "Company Email". The "Social media" section includes links for LinkedIn, Twitter, and Facebook. The "Contact details" section shows the website URL: <https://tech.informa.com/>. The "Resource Center" section lists three items: "Sample Video", "Sample White Paper", and "Sample Infographic", each with a download icon. The "Products & Services" section includes "Informa Security Solutions" with an "ADD" button. On the right side, there is a "Highlight Informa Tech SAMPLE BOOTH" section with a "BOOKMARK" button, and a "Talk with Informa Tech..." section with a "Contact this company" button and a message input field.



View and connect with other attendees that have opted to make themselves visible

- **Search** by names, companies, skills, job function, industry
- **Add keywords** to help feed the platform's matchmaking algorithm to refine the suggestions of attendees you should meet
- **Filter** by skills and other criteria

Pro Tip – be sure to toggle your “Visibility” on to maximize your networking opportunities

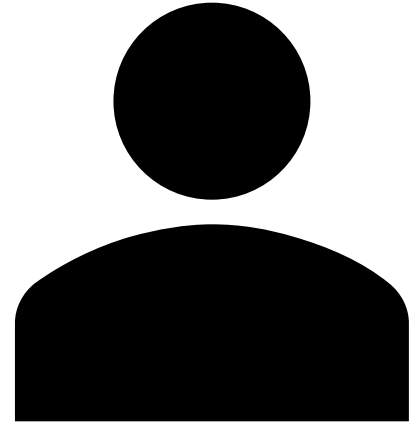


Event Navigation / Areas

Area	Overview
Event Agenda	Conference schedule – See what's happening throughout the day; find and register for sessions
My Schedule	Your personal agenda – Locate sessions you've registered for, meetings booked, attendees you've connected with, bookmarked sponsors and content/products & services added to your Wish List
Solutions Providers	Sponsor list – Research exhibitors as well as bookmark and view Virtual Exhibit pages
Attendee List	Attendee list – View and connect with peers, speakers and exhibitor team members
Digital Library	Library of exhibitor content – Includes exhibitor-supplied white papers, case studies, research, videos
Enterprise Connect Resources	Enterprise IT network Solutions by Informa Tech
Prize Vault	Enter to win fabulous prizes
Speakers	Speaker list
Help Desk	Get support from Enterprise Connect staffers

HOW TO:

**UPDATE YOUR
PROFILE**



Profile – Be Sure to Personalize Yours!

A fellow attendee is more likely to accept your meeting invite if they can learn more about you.

- There are two ways to edit your profile
- Click on “Edit” to add information to your profile

The screenshot shows the 'Event Home Page' for Enterprise Connect 2021. At the top, there is a navigation bar with links for Home, Agenda, My Schedule, Attendees, Sponsors, Speakers, Prize Vault, Product Zone, Enterprise Connect Resources, On-Demand Sessions, and Help Desk. A user profile for Vanessa Ruiz is displayed on the left, with an 'EDIT' button. The main content area features a large banner for 'enterprise CONNECT SEPTEMBER 27-29, 2021 VIRTUAL'. Below the banner is a grid of event features: Agenda, Keynotes & General Sessions, Attendees & Networking, Sponsors & Exhibitors, Digital Library, PASSPORT Passport to Prizes PRIZES, EC Giveaway, EC Giveaway Leaderboard, My Evaluations, and Speakers. On the right side, a message states 'You're not a participant of this event' and provides a 'JOIN AS PARTICIPANT' button.

Profile – Updating Your Information

John Smith
Business Develop Director
Company Name

Connect with John

Sending a connection request with a message is three times more likely to be accepted.

[SEND CONNECTION REQUEST](#)

Meet Mass

Select a time slot to set up a meeting with Mass.

Tuesday, August 4, 2020

10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	
12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM
3:30 PM	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM
6:30 PM	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM

[See more slots](#)

Skills

US/Pacific I am seeking mentorship Console Market
Mobile Market PC/Mac Market Tools/Middleware Market
Virtual/Augmented Reality Market E to 10
Business Development Haptic haptics Audio Music
sound design japanese

Bio

I am original from Japan and love audio recording, mixing, and sound designing. I am so excited to connect with you at GDC summit!

[See more](#)

Social media

[In](#) [t](#)

Contact details

http://www.mirastars.com/

Information you can edit:

- Your photo
- Skills
- Biography
- Social Media
- Contact details

Just click on “**edit**” or “**add**” to populate your information!



Pro Tip – Be sure to select “Skills” you’re proficient in to boost the platform’s matchmaking algorithms



HOW TO:

**JOIN A LIVE STREAMING
SESSION**



Joining a Livestreaming Session

From “Agenda” or “My Event”

- Click on the session you’d like to join
- 24 hours prior to the official start time, a countdown appears on the session page
- When it's time for a session to begin, a video will be displayed at the top of the session page and starts automatically (*if you’re using Safari, please click “Play”)
- Watch the video in full screen mode or continue to browse the app while watching the session

The screenshot displays the Enterprise Connect app interface. At the top, a calendar shows the dates AUG 24, AUG 25, AUG 26 (highlighted), and AUG 27. Below the calendar, there are several session cards. The first card is for a keynote at 11:30 AM on AUG 26, titled "Keynote: How Dropbox Reduced Costs Significantly by Optimizing its Data Center Footprint". The second card is for a break at 12:30 PM on AUG 26, titled "BREAK | VISIT EXPO HALL, NETWORK". The third card is for a session at 1:00 PM on AUG 26, titled "Managing and Sec".

Below the session cards, there is a "You may also like" section with several recommended sessions, including "How to Help Employees Get the Most from WFH", "Back to the Future of Work Customer panel: How we're...", "Taming Teams for Distributed Work", "Numbers Matter: Using Toll-Free to Dial Up Your Customer Outreach...", and "Deliver Faster and Smarter Phone Service from Anywhere".

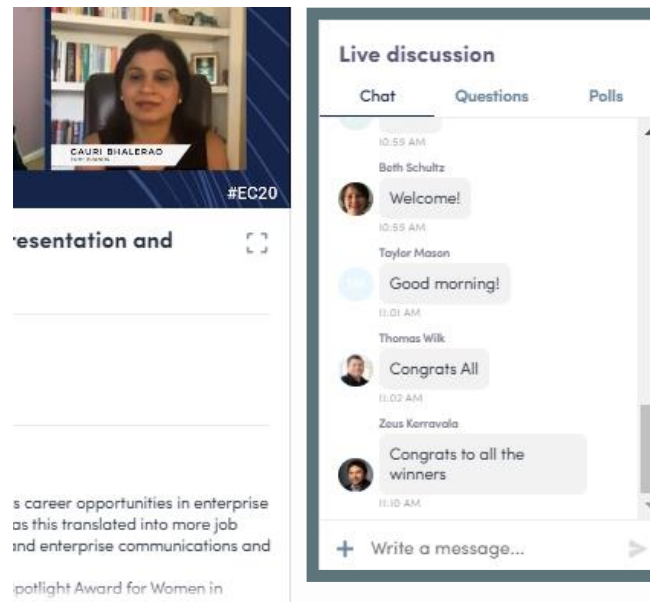
The main content area features a video player showing a live session titled "Women in Communications: Award Presentation and Discussion". The video player displays six participants in a grid: KRISTINA RUSSELL, DEBRA SCULLO, COBBE BOUTELLE, KIM CORAZZINI, JENNIFER BERRY, and CAULI BHALERAO. The session is scheduled for Tuesday, August 4, 2020, from 11:00 AM to 11:45 AM.

Below the video player, there is an "Information" section with text: "Awareness of the need to equalize men's and women's career opportunities in enterprise IT has grown rapidly over the last several years. But has this translated into more job openings and promotions for women in IT in general and enterprise communications and collaboration in particular? This year, Enterprise Connect launched its Inaugural Spotlight Award for Women in".

On the right side of the interface, there is a "Your schedule" section with a "Keynote: Theory of Creativity: Embedding Innovation Into..." and a "BREAK | VISIT EXPO HALL, NETWORK". Below that is a "Register for the session" section with a "REGISTER" button. At the bottom right, there is a "Live discussion" section with a chat window showing messages from participants like Beth Schultz, Taylor Mason, Thomas Will, and Zeus Karamavla.

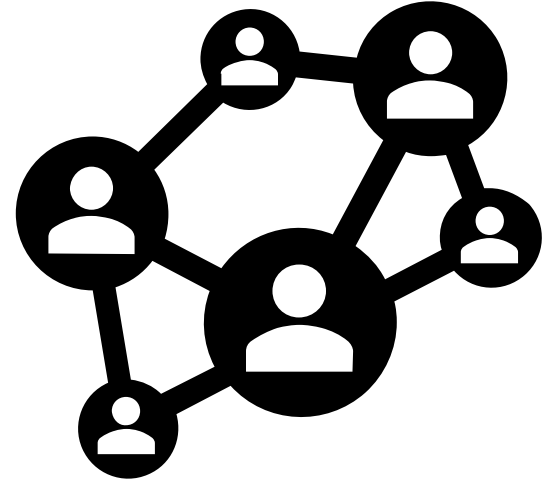
Interacting During a Live Session including Q & As

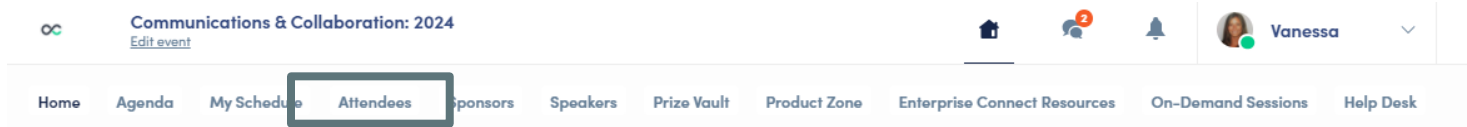
- Chat with other attendees during the session
- React on other people's messages
- Ask speakers questions – attendee questions will be sorted by upvotes
- Polls – answer live polling created by speakers
- You may delete your message by clicking on the three dots next to it



HOW TO:

**MAKE CONNECTIONS
AND REQUEST
MEETINGS**





HOW TO REQUEST A MEETING

- From main navigation, click on “Attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile
- Click on an available meeting slot
- Select virtual meeting
- Craft a personal message to person and send
- Go to “My Schedule” to see if contacts have accepted your meeting request
- NOTE: The meeting time slot is held and blocked until it's accepted or declined

Search

Get better recommendations
Add keywords that will feed the matchmaking algorithm and refine the suggestions of people you should meet.

Search criteria
Add a criteria

Visibility
You're visible to other attendees.

People you should meet

- Vanessa Ruiz
Marketing Director
Informa
- Kelly Kocher
Market Leader
Informa Tech
- Sarah Waschler
Operations Director, US
Informa Tech
- Andrea Di Benedetto
PM
Swagcard
- Heather Donner
PR
Informa Tech

Your connections

- Kimberly Chang
Sales Ops
Informa

Connect with Kelly
Sending a connection request with a message is three times more likely to be accepted.

Kelly Kocher
Market Leader
ET / GMT-04:00 (New York)
Informa Tech

Skills
Sales Director ET / GMT-04:00 (New York) Event Planner Trade Show Virtual Events Conference Hybrid Buyer

Bio
Kelly is Market Leader for Informa Tech (division of Informa), managing a portfolio of established association, event and media brands in the data center, cloud development verticals. Kelly has more than 25 years of experience in helping companies grow their brands and generate leads through marketing channels such as print advertising, direct mail, social media and events the green and outdoor. She has

More opportunities

- TVT Test-Veronica Test- Goldweber
Marketing
Informa
- SA Sue Avery
CEO
Avery Marketing

Meet Kelly
Select a time slot to set up a meeting with Kelly.

Monday, August 10, 2020

9:00 AM	9:20 AM	9:40 AM	10:00 AM	10:20 AM	10:40 AM
11:00 AM	11:20 AM	11:40 AM	12:00 PM	12:20 PM	12:40 PM
1:00 PM	1:20 PM	1:40 PM	2:00 PM	2:20 PM	2:40 PM
3:00 PM	3:20 PM	3:40 PM	4:00 PM	4:20 PM	4:40 PM

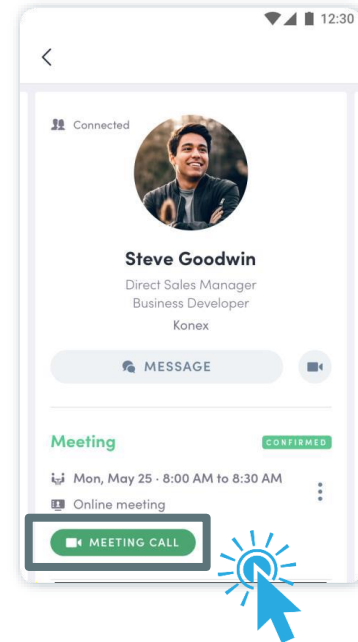
Send Message

HOW TO START A VIDEO MEETING

- From main navigation, click on “My Schedule”
- If your meeting request is confirmed, a button “Meeting Call” will appear 1 hour before your meeting
- Click on Meeting Call to start your video meeting
- Note: Incoming meeting requests will appear in your notifications area on the toolbar

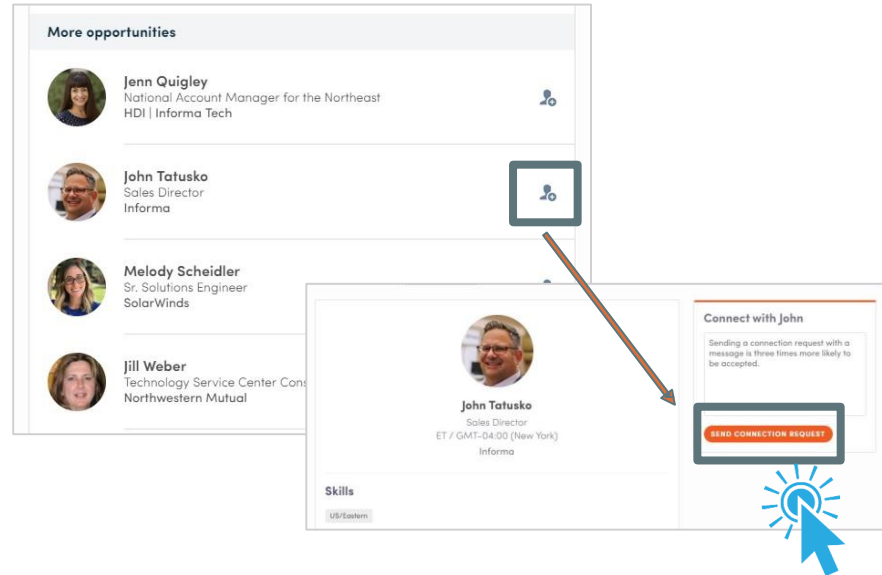


Pro Tip – You can also start a video call during a private chat conversation you’re having with a contact; simply click on the camera button to start the video call. Note you may share your screen during a video meeting as well.



HOW TO MAKE A CONNECTION

- From main navigation, click on “Attendees”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile or click on the person icon with the plus sign
- Craft a personal message to person and send connection request
- Once you’ve made a connection, you can chat directly with the contact and, score, tag and make notes about the contact

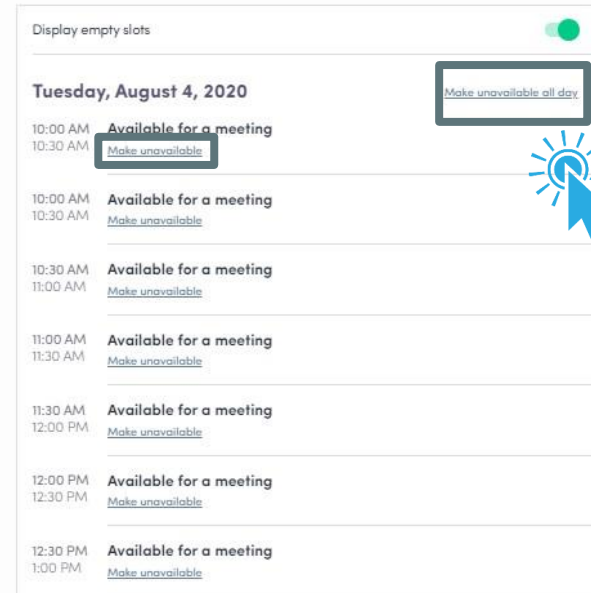
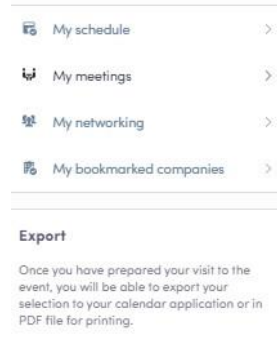


Pro Tip – You can export your list of contacts by clicking on the people icon on the top nav bar next to your name



HOW TO SET AVAILABLE MEETING TIMES

- *Note: this is how to set available meeting times as an “individual”, not for your virtual exhibit page
- From main navigation, click on “My Schedule”
- Time slots are pre-populated
- If you’d like to block slots simply click on the “make unavailable” button within the time you’d like to block
- If you’d like to block the entire day, click on “make unavailable all day”





ADDITIONAL
RESOURCES

Additional Video Tutorials

- Walk-through of the platform (7:23) - <https://youtu.be/b6sjcldAutw>
- Overview of Sessions/Content features - <https://youtu.be/C-71cSqnqg8>
- How the virtual event platform experience is different - <https://youtu.be/7bCxkmDGoDA>
- Overview of interacting with exhibitors (1:50) - https://youtu.be/GH5_Zidrpkw
- Overview of networking within platform (2:00) - <https://youtu.be/57hEgfETLjc>
- YouTube playlist of demos: https://www.youtube.com/playlist?list=PLgH_DJSm3lcu3j_h_a1D0Ewu3naVFCbls