CONTX2020
CONTENT INDIA SHOW

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PRESENTS

A.B.I.S®
ASIA'S BROADCASTING & INFOTAINMENT SHOW

2020 'We Go Digital' Edition

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BROADCAST INDIA SHOW

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29 - 31 October 2020

# How does it work?

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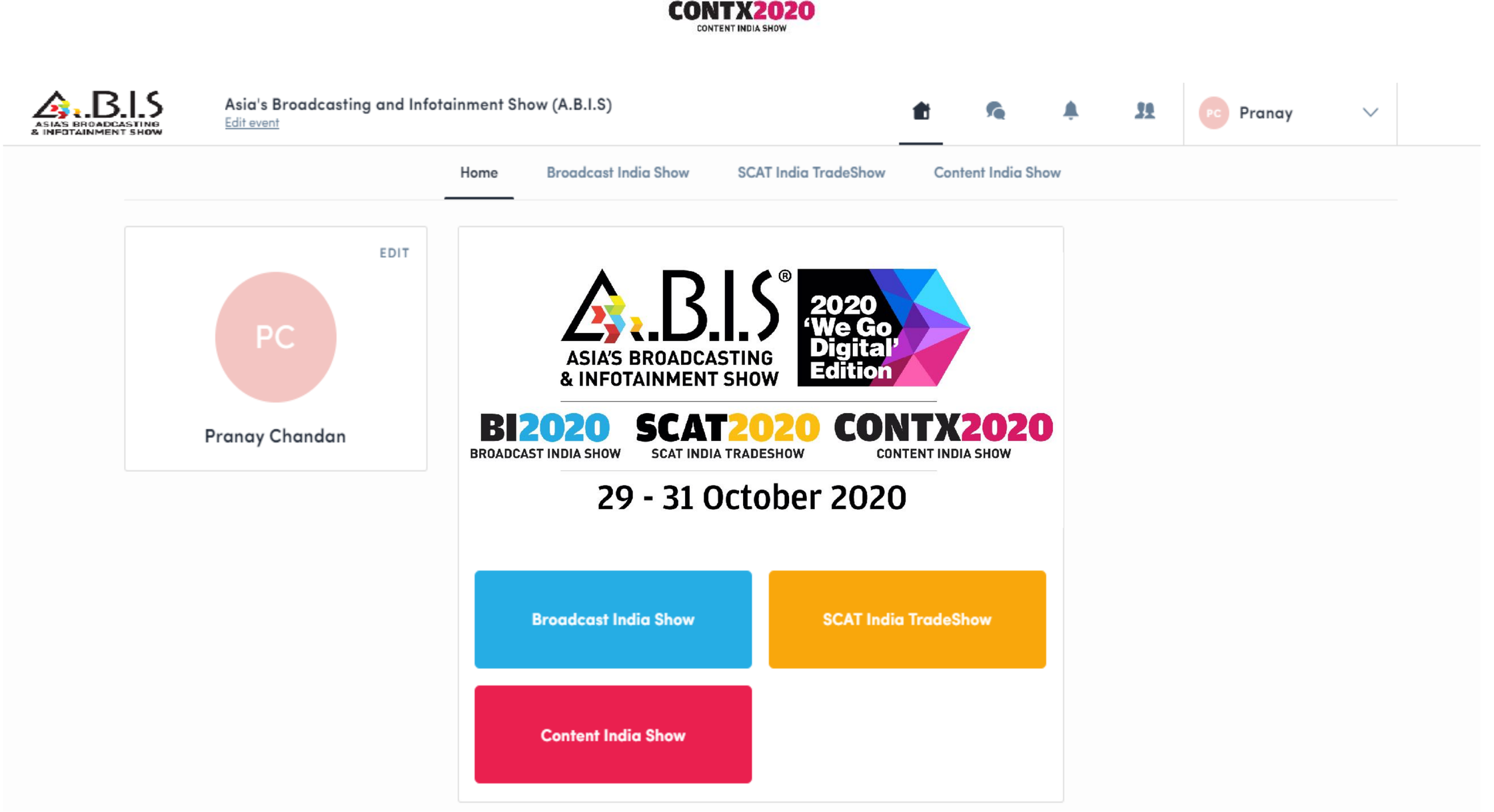
## This event will be hosted on the Swapcard Digital Platform

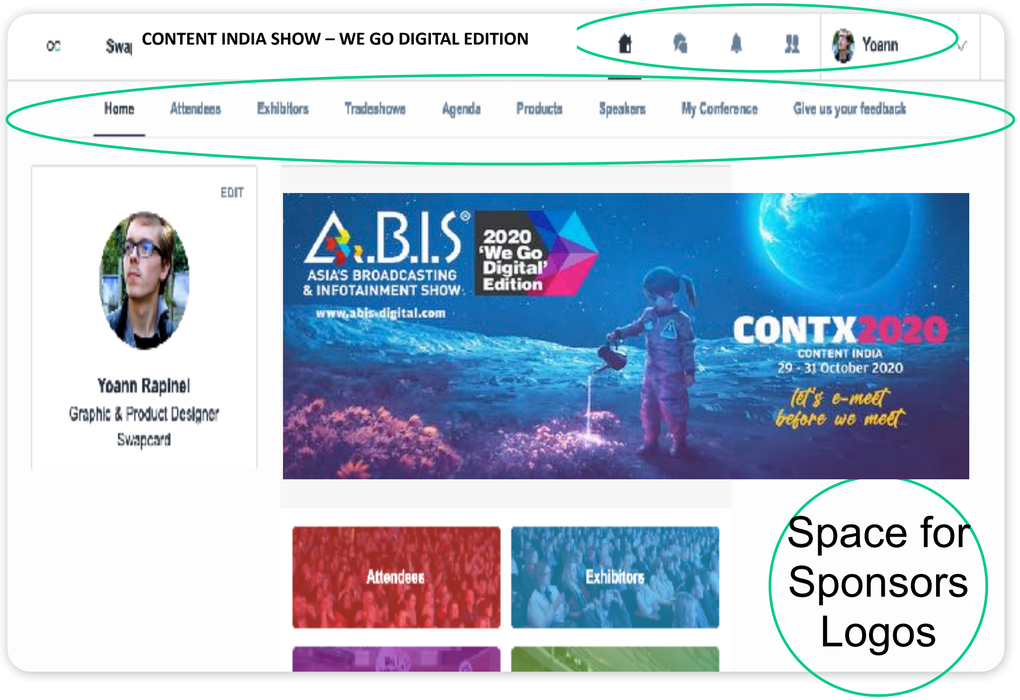
- A user-friendly interface on Web App and Phone App
- Company listing page with branding
- Complete description of the showcased content
- Matchmaking and Video Calls
- Offers the best event experience to attendees
- Save time and reduce costs
- Creates qualified, face-to-face meetings




This is how the home page of the A.B.I.S Digital event will look

# This is how the home page of Content India Show will look

## Web App




This is the page that all participants will see on logging in to the Content India Show.

## Navigation

### Web App

To access the different sections of the platform, use the **buttons** on the home screen.
For the WebApp, navigation is made easier by the **navigation sub-bar**. This allows access to the **different sections** of the event:

- Home
- Exhibitors
- Content Market
- Buyers
- Conference
- Speakers
- My Visit

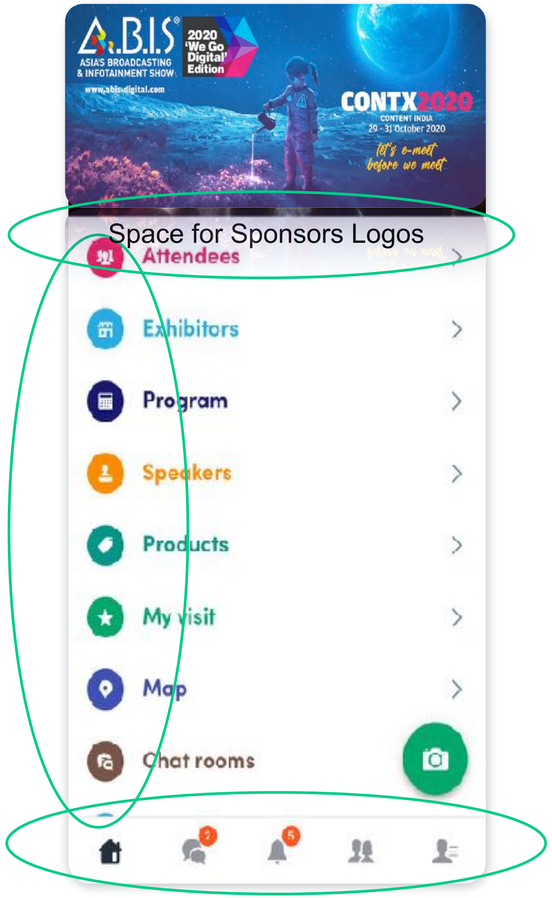
### Phone App

The main navigation page is the same on Web App and Phone App. It is divided as follows:

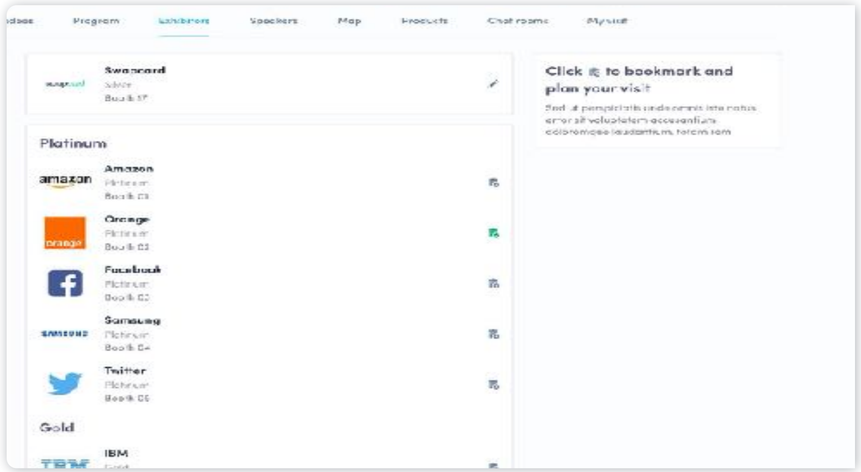
Home  Messages  Notifications

Contacts  My profile

## Phone App



# Web App | Exhibitors, Conference & Speakers | Phone App




## Exhibitors

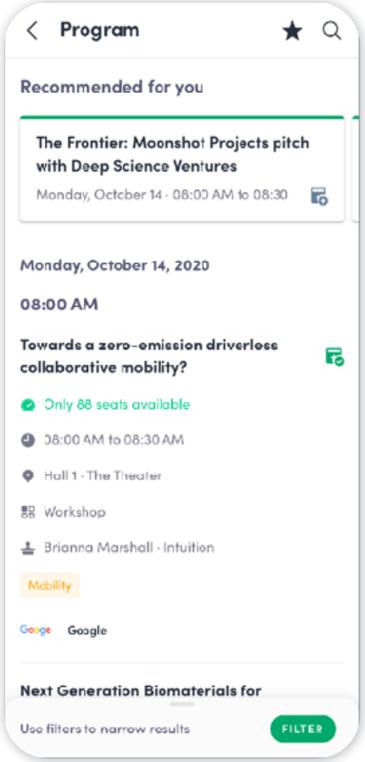
All exhibiting companies are **included in this list**, on the WebApp & PhoneApp.

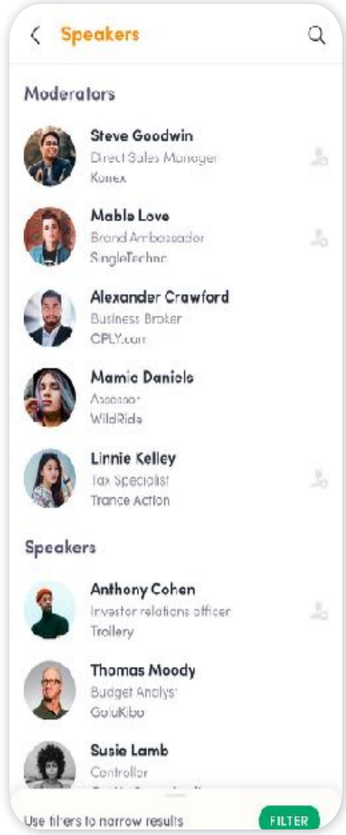
## Conference

All sessions are located in the **"Conference"** section. Create your personalised agenda by bookmarking the sessions that interest you.

## Speakers

Find the list of different speakers at the event, and get in touch with them!



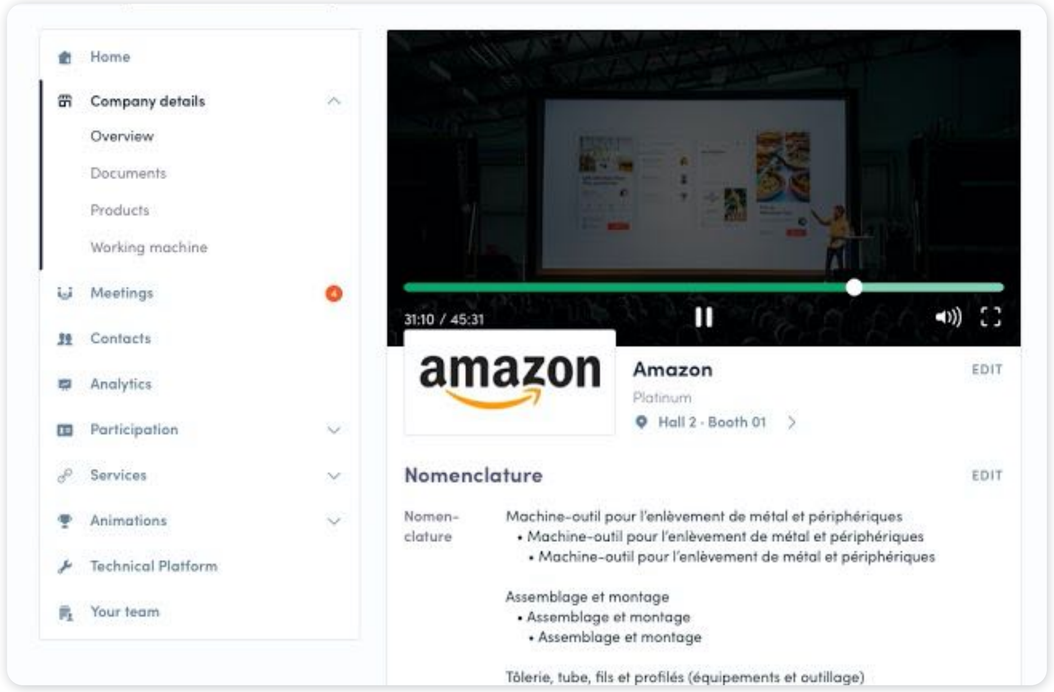



# This is how your company's page will look like to the buyer

To be contacted by as many qualified buyers as possible, you must complete **all the sections on your page**:

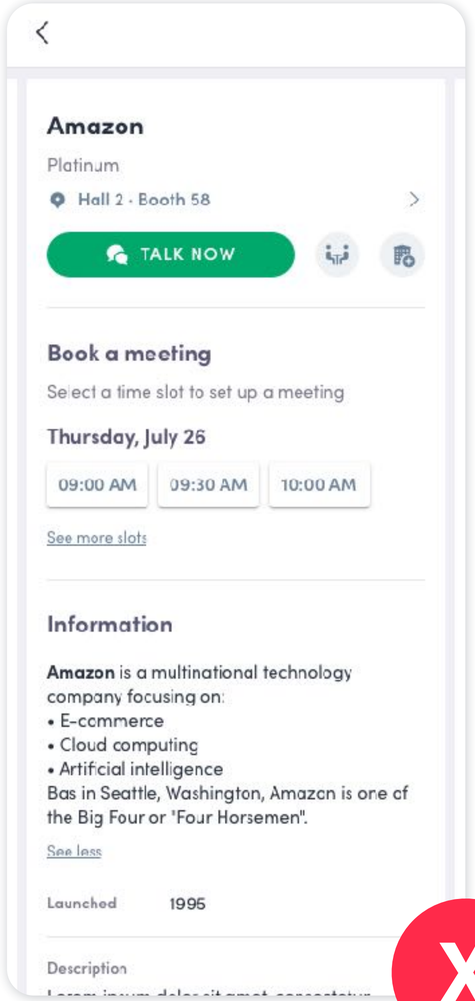
- ✔ Logo
- ✔ Video*
- ✔ Name
- ✔ Company Description
- ✔ Social Networks
- ✔ Website
- ✔ Address
- ✔ Catalogue*

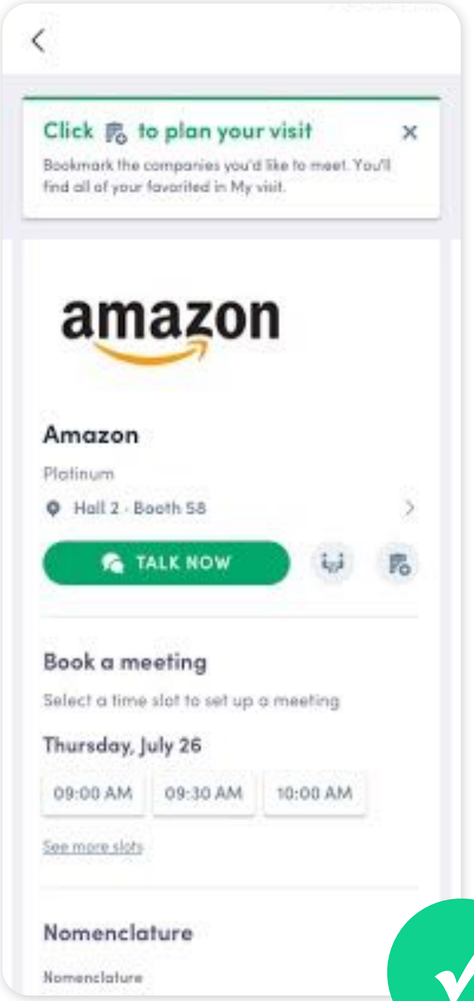
You can also add content brochure to your company page.



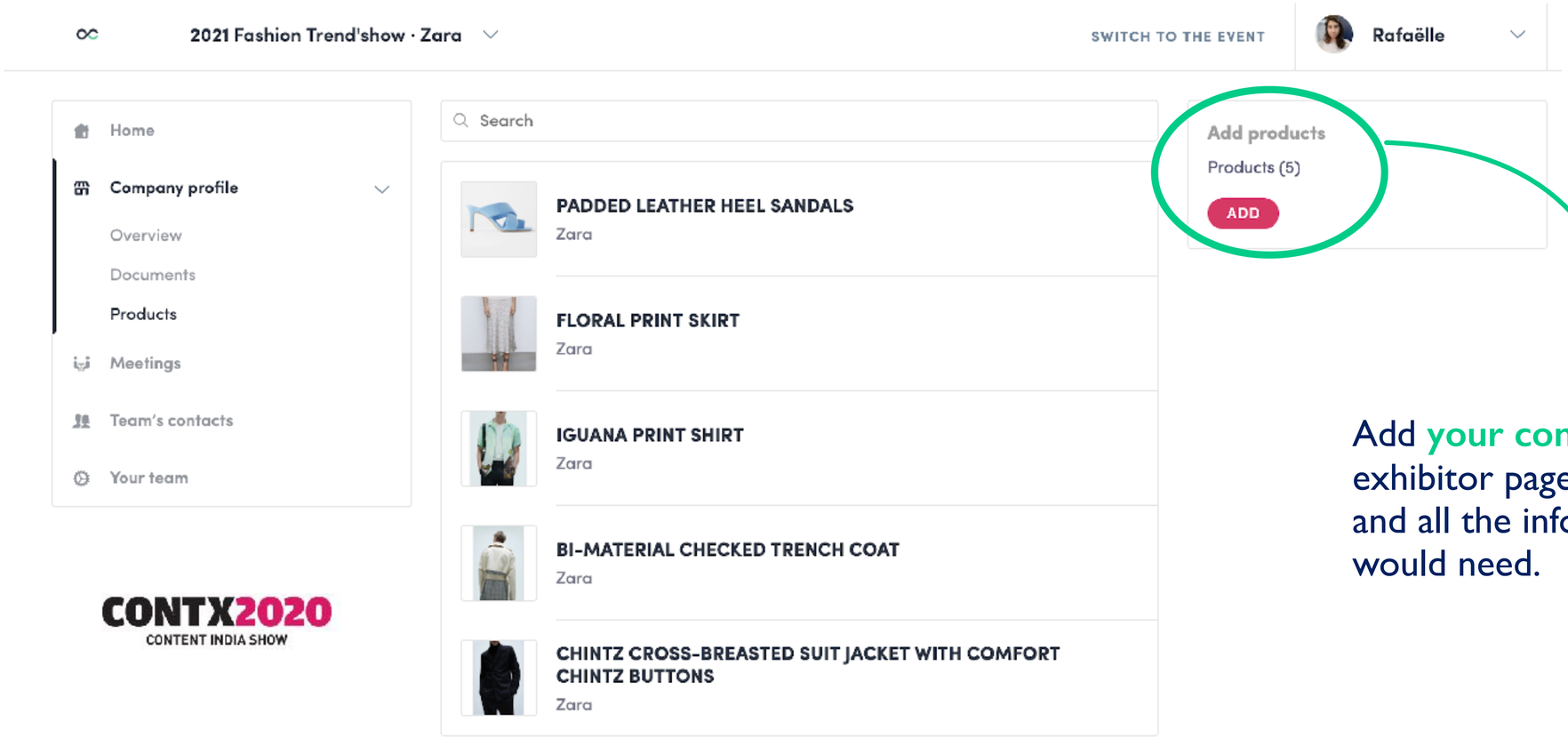

*Features are exclusive to Packages

**Attendee Preview**



# Catalogue/Products: This section will be on the left side of your page.

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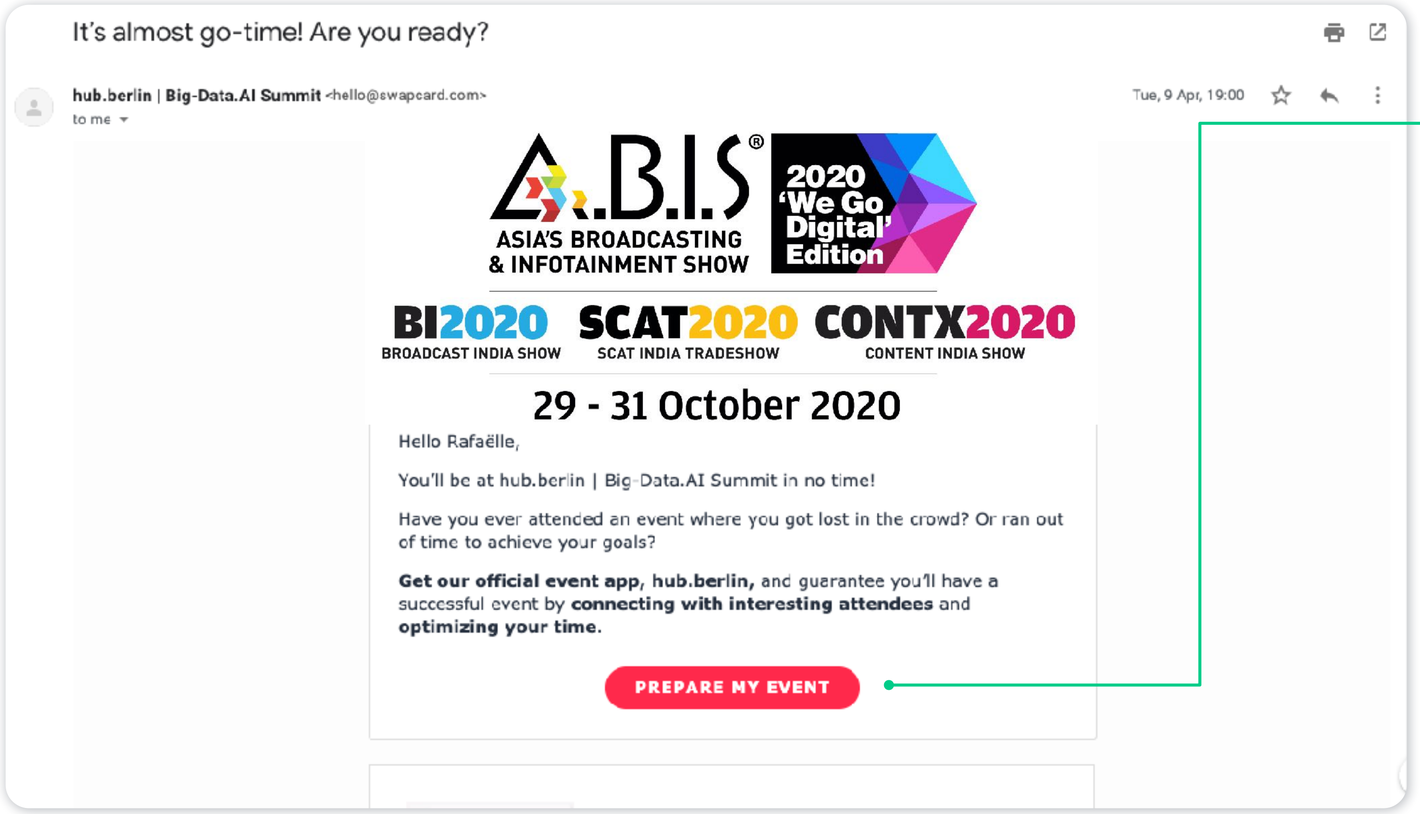
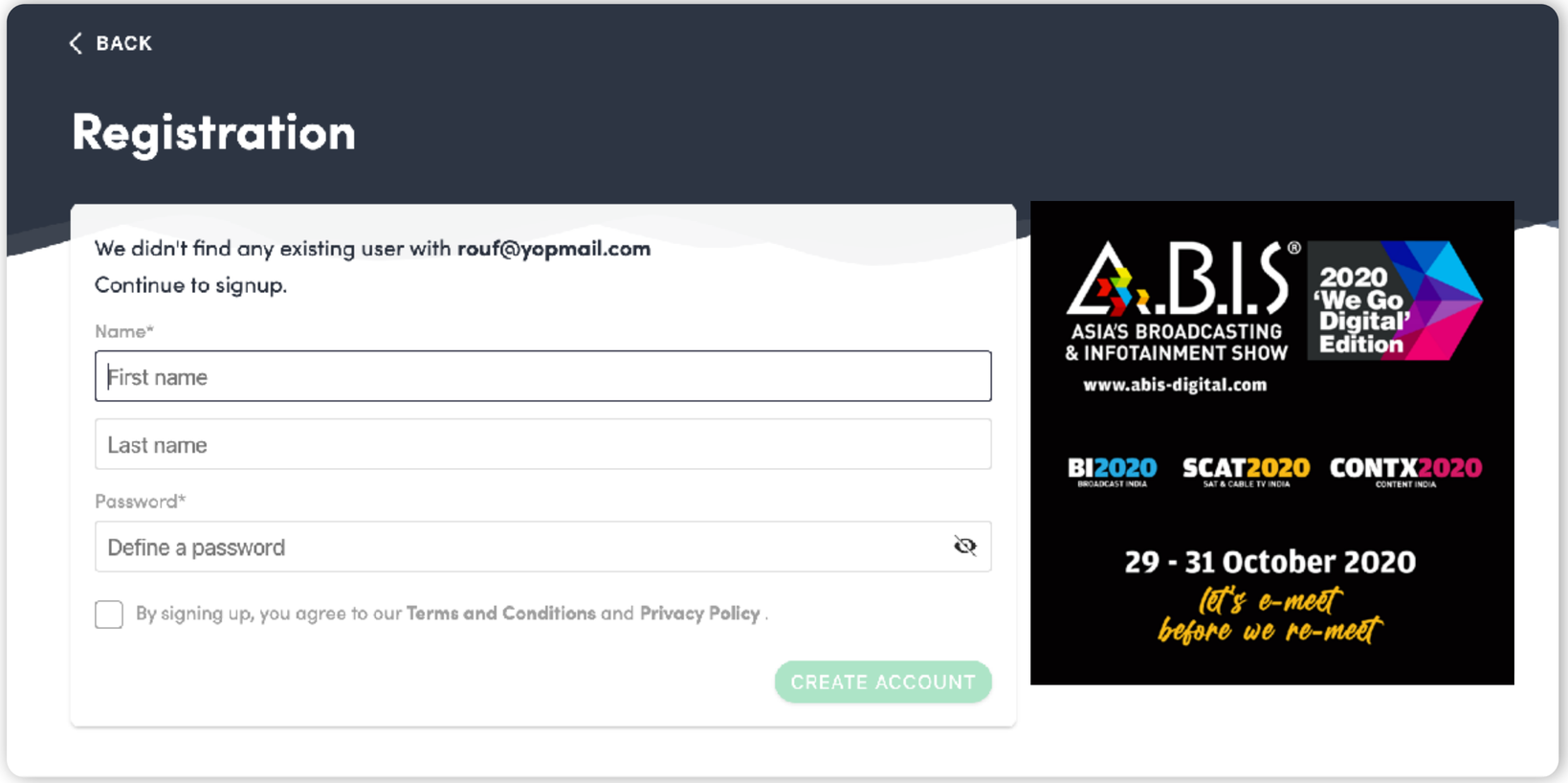
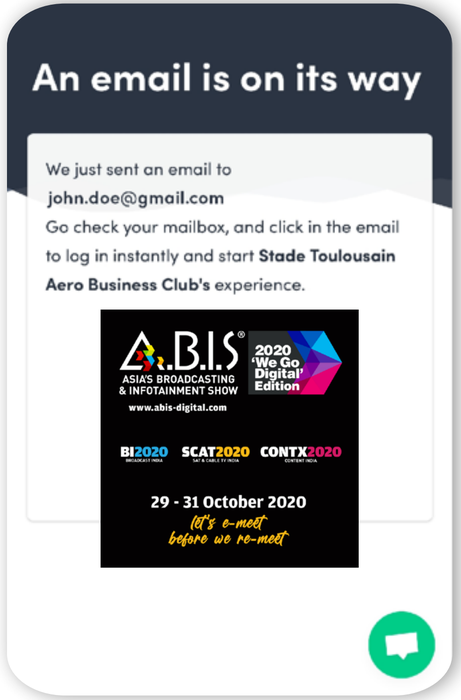
Add your content to your exhibitor page with images, videos and all the information a buyer would need.




As you confirm your participation, you will receive an email with a **button** redirecting you to a login page. Your account is automatically pre-created by the event organiser.
You will be asked to create a password for your account. Post that you will need to create your page by putting in all information in the various sections.

*If you didn't receive anything, check your spam box.*



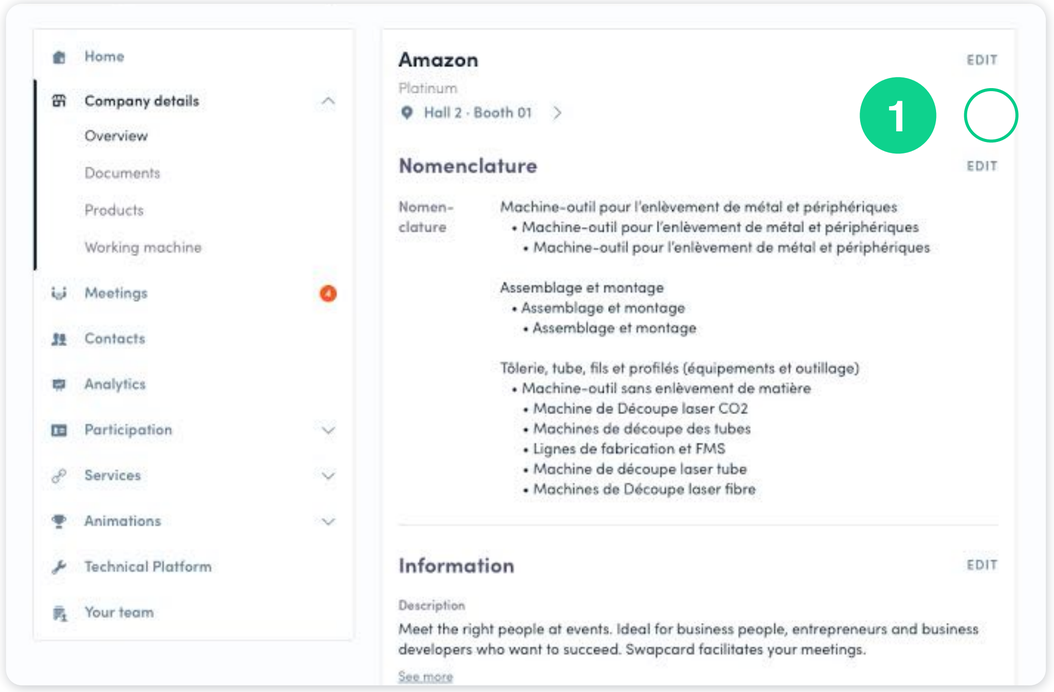



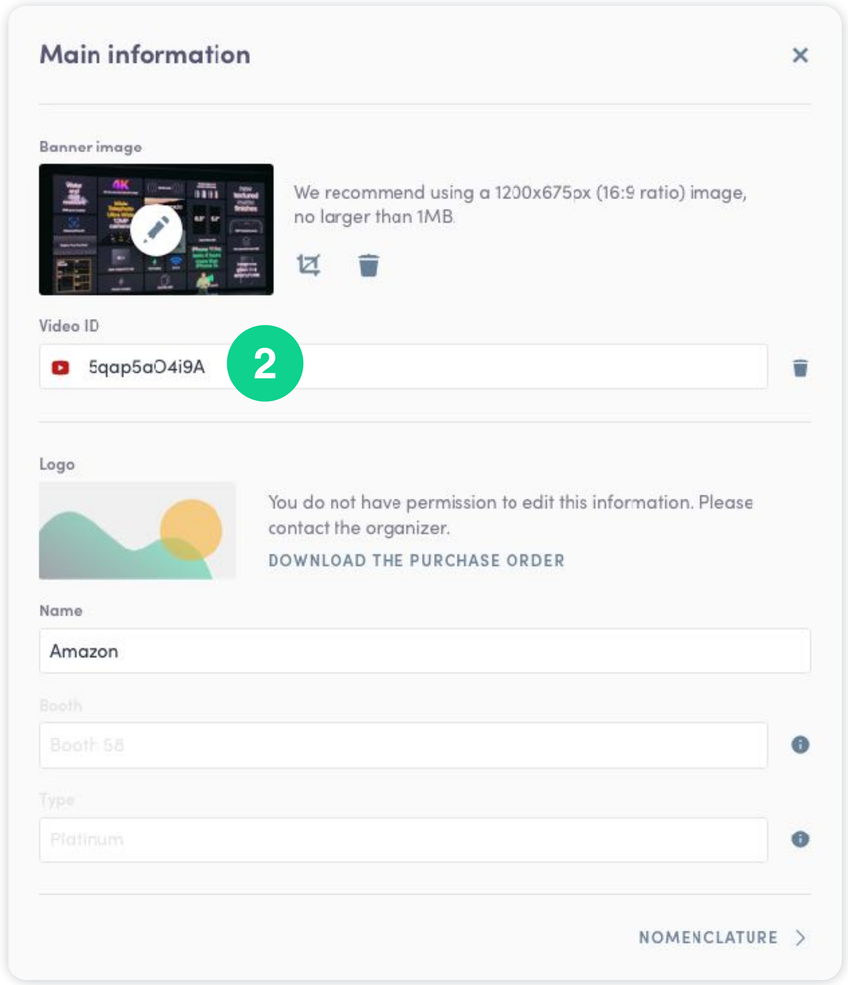

Simply register with the email address you prefer, and set a password.

# Company Information

To showcase your catalogue and your company ,you will input all relevant information on your page. The team will guide you through this process .

1. Click on « **edit** » button at the top
2. Add your **video ID***

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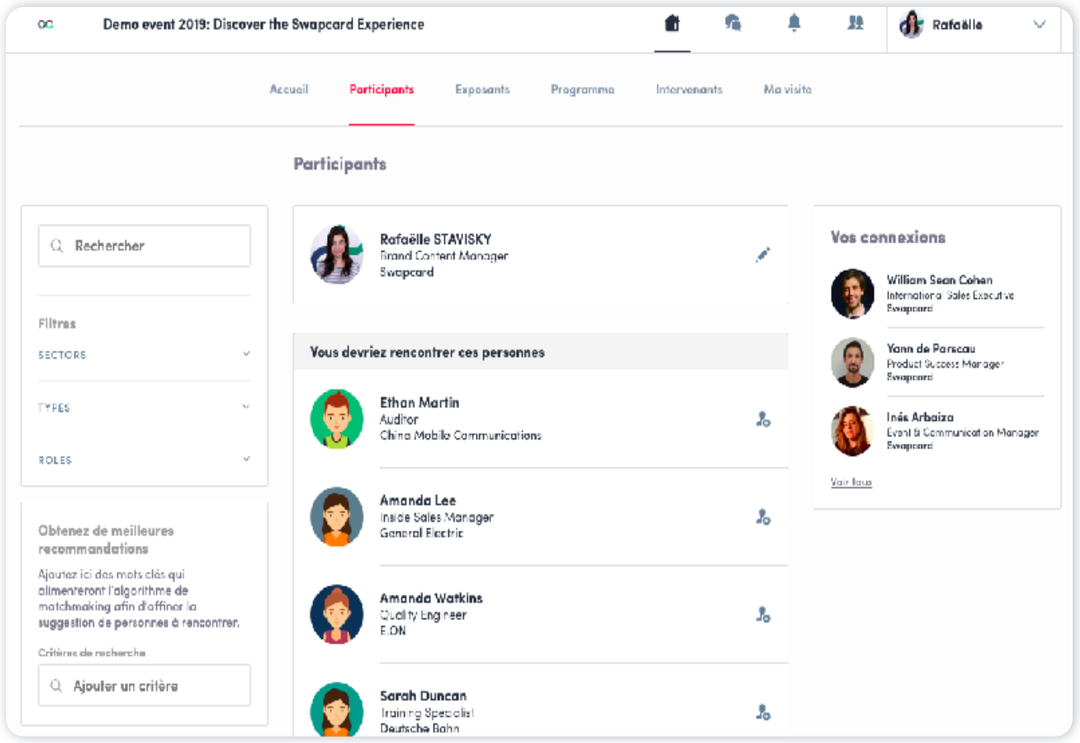
An efficient networking platform that:

- Matches Participants,
- Delivers Qualified Meetings
- Increases ROI
- Powered by Artificial Intelligence

**Exhibitor Features explained below:**

# Web App | Attendees & Matchmaking | Phone App




## Find out who to meet!

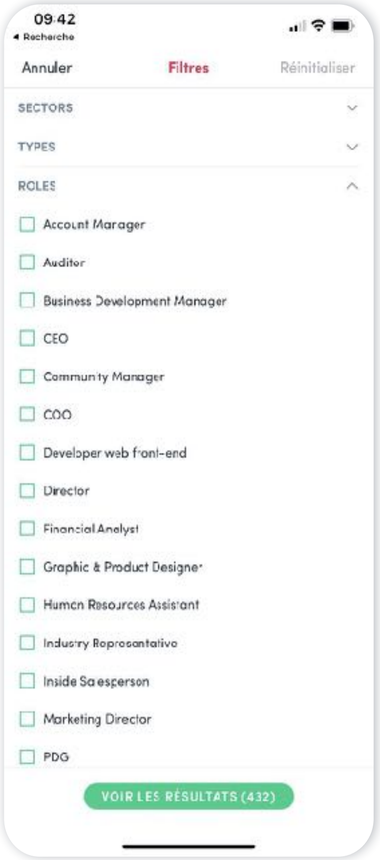
1. **Sort** the attendees to see the most relevant results
2. **Click** on a participant to view their information
3. **Connect** with qualified profiles

*A personalised connection request (with message) is 4 times more likely to be accepted.*

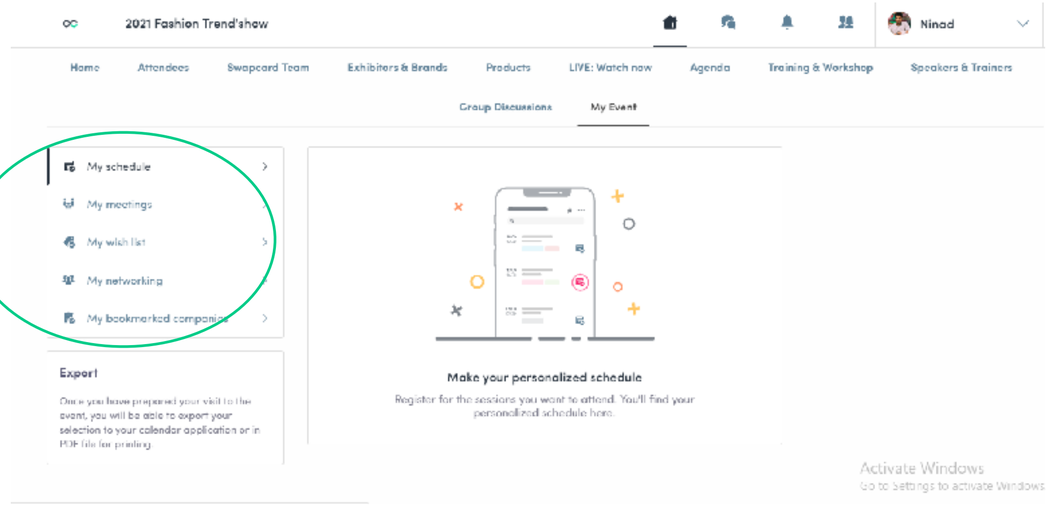
## AI Matchmaking

1. **Complete** your profile information
2. **Enter** your search criteria
3. **Add** the profiles that interest you

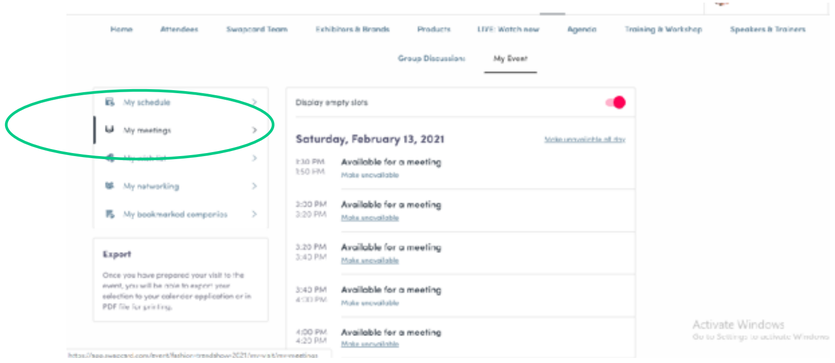
*The more data you enter into the platform, the more efficient the matchmaking will be.*



# Web App

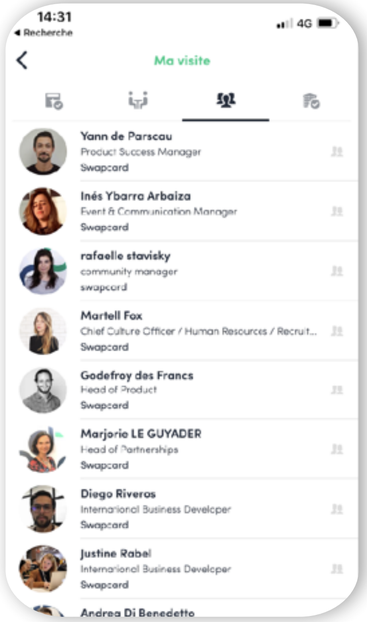



## My Schedule

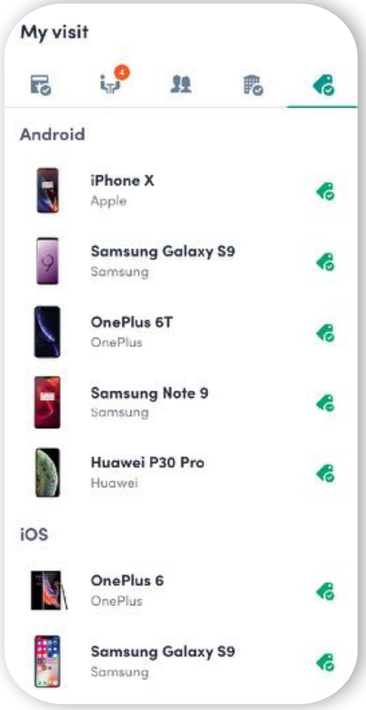



## My Meetings

# 'My Visit' Page



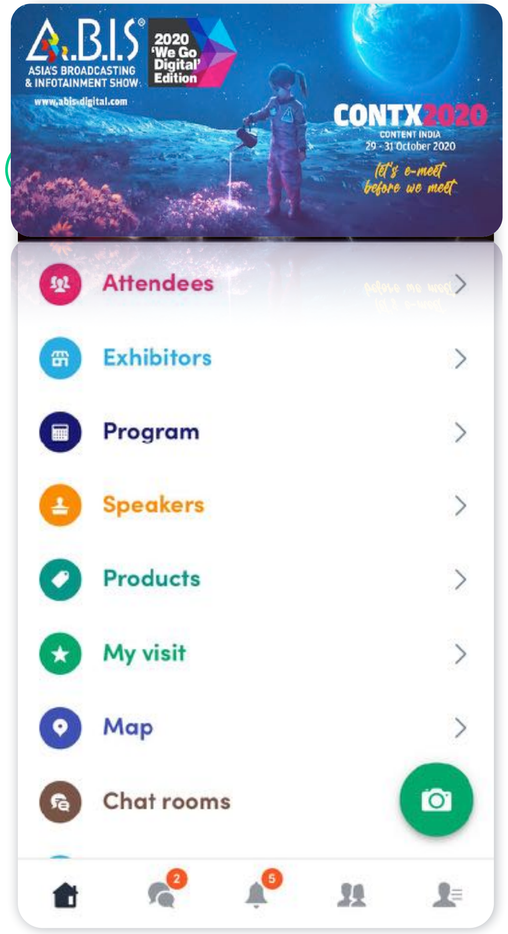

## My Contacts




## My Wishlist

Find your meetings, the people you met on the event and your personalised schedule.

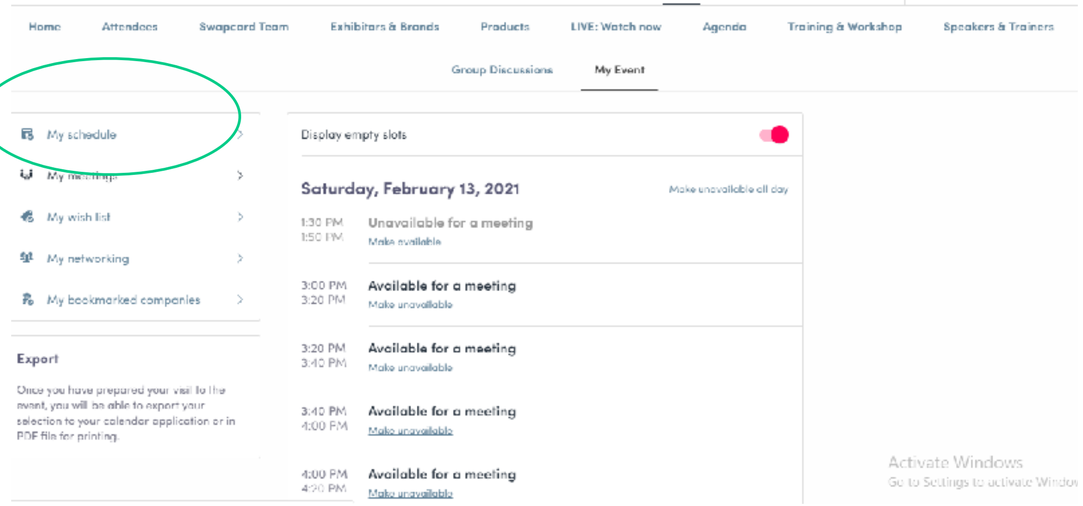
# Phone App




*You can export your meetings and your personalised agenda directly to your calendar by clicking on this icon.*

# Web App | Meeting Requests | Phone App

1




## 1 Select a slot

By clicking on a participant, you can view the available appointment slots. Select the slot that suits you.

## 2 Send a message

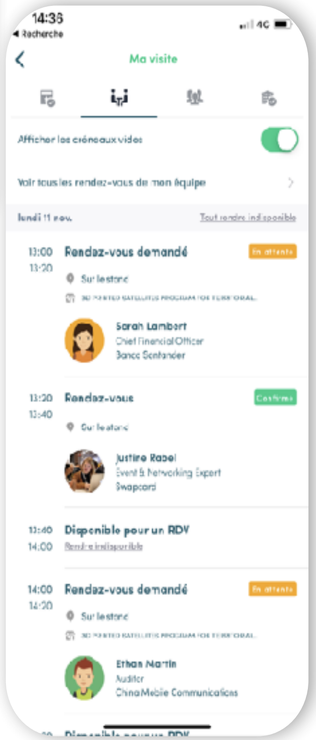
It is **very important** to send a personalised message to the participant you wish to contact so that the meeting can take place.

## 3 Manage your meetings

In "My Visit", you can view your appointments, cancel them and manage your availability. Please Note**! A meeting time slot is blocked when a request is made or received, even if it is yet to be confirmed**

2

3



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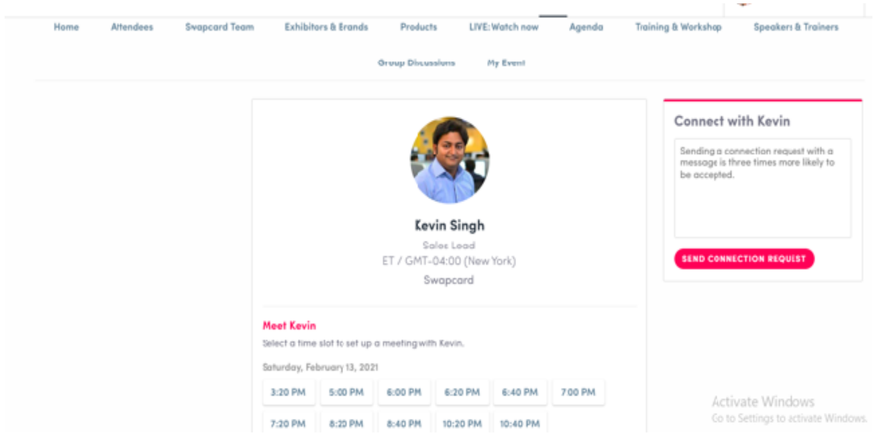
# Web App | Video Meetings & Calls | Phone App

## Video Meetings

1



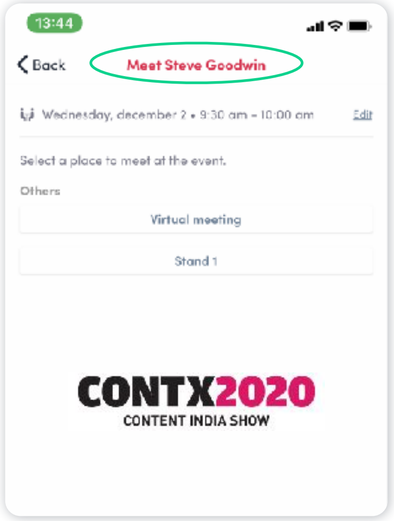

1. You can set up a virtual meeting with someone.
2. When your meeting request is confirmed, the button *“Meeting call”* will appear 1 hour before your meeting on your profile .
3. Your meeting will also appear in your “My Event” list, which is your own schedule for the event.

## Video calls

From within a private chat discussion, you can directly call someone with the camera button.

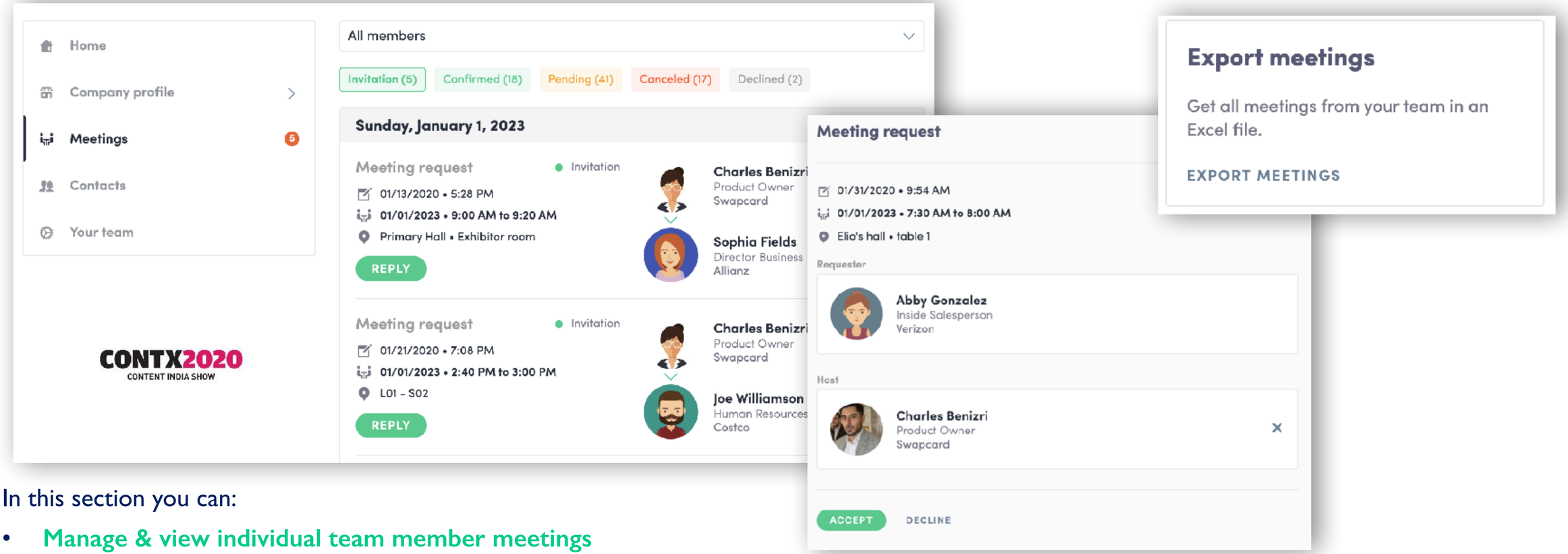
*Screen share option is also available.

2




3

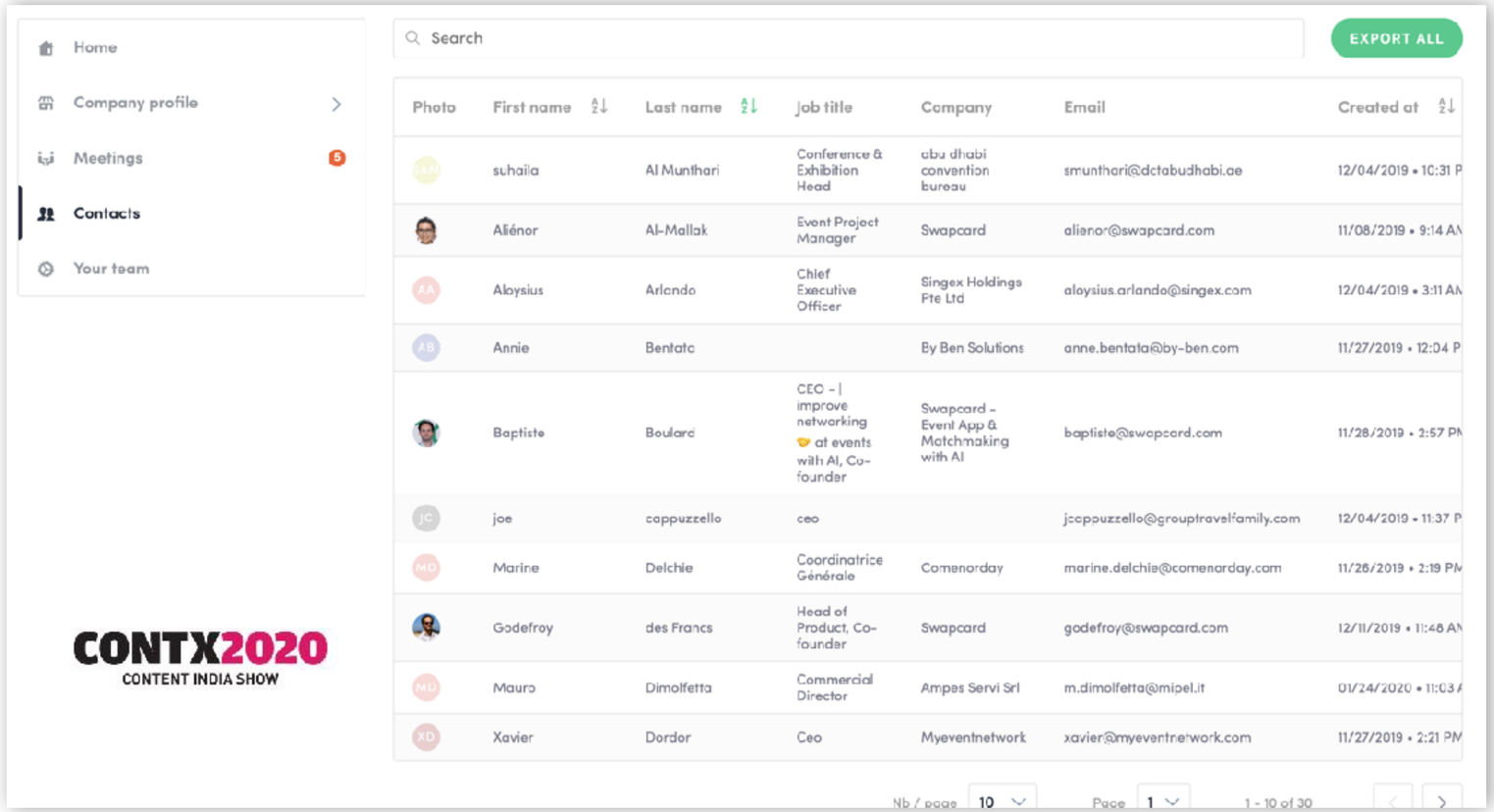
# Manage Your Meetings




In this section you can:

- **Manage & view individual team member meetings**
- **Filter meetings by status:** Pending, Confirmed, Declined, Cancelled
- **Assign a meeting to a member of your team:** click "Answer" on the meeting request, and choose who to assign it to
- **Accept or decline meeting requests**
- **Export the full list** of your team's meetings

# Shared Contacts & Export




From your WebApp or PhoneApp, **you can also export contacts from your 'My Visit Page'** on excel by going to your contacts and clicking on "export".

By clicking on the **"Shared Contacts"** tab, you can view and export all the contacts collected by you and your team before, during, and after the event.

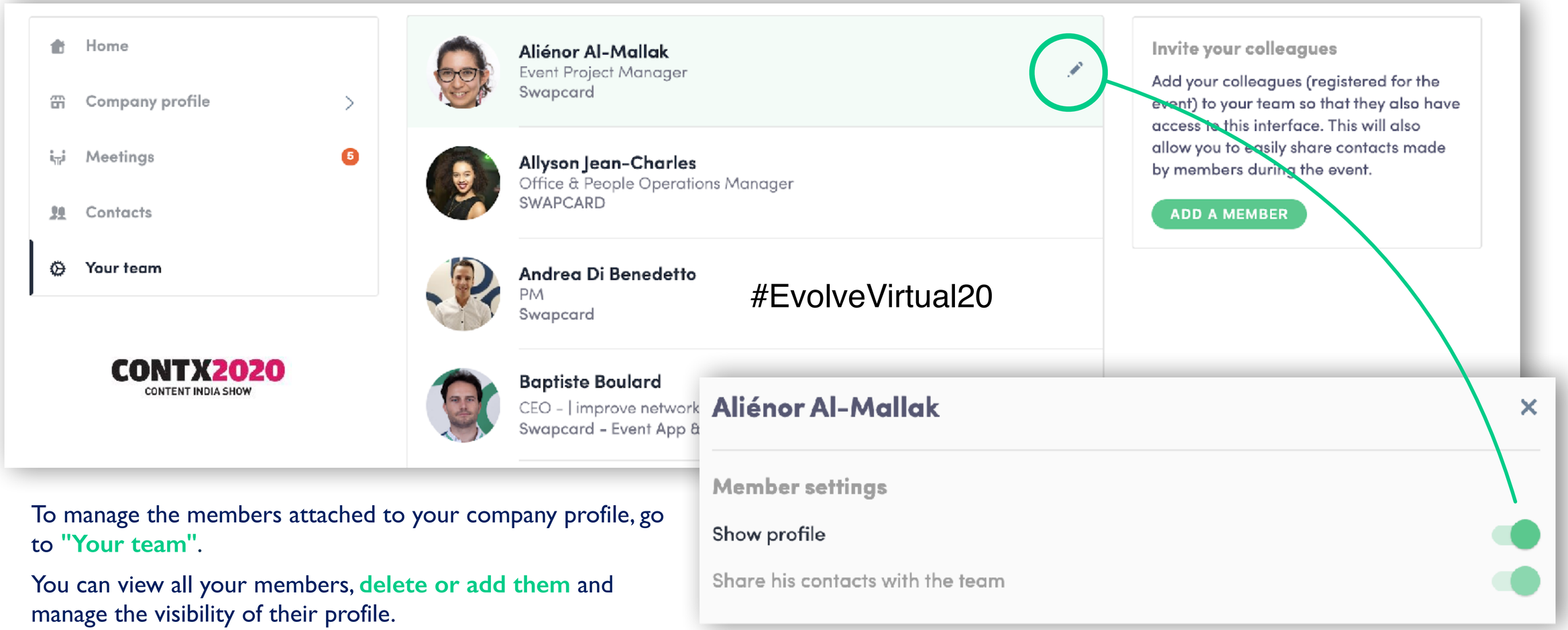
**Only the contacts of your collaborators who have enabled the contact sharing option will be displayed**, in addition to yours.

Check that **all your collaborators have activated it.**

### *Let's talk GDPR…*

*All users of the platform have agreed to share their data with the event organizer. When you scan a badge or connect with a user, they agree to share information with you. You therefore retrieve this information in compliance with the GDPR regulations.*

# Your Team




To manage the members attached to your company profile, go to "Your team".

You can view all your members, delete or add them and manage the visibility of their profile.

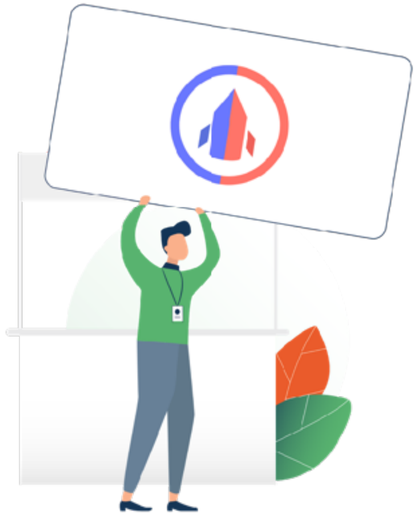
# Retroplanning

## Before the event

1. **Edit** your profile and your company profile
2. **Connect** with the qualified attendees
3. **Send** your first few meeting requests
4. **Answer** your first few meeting requests

## During the event

1. **Scan badges** and business cards of the relevant connections
2. **Note & tag** your new contacts
3. **Chat with them on** the app



## After the event

1. **Ensure a follow-up** with your new contacts
2. **Export** your contact list
3. **Qualify your leads** for better ROI

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# Thank You!

Have any questions or concerns? We're here to help you!
Contact:

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