

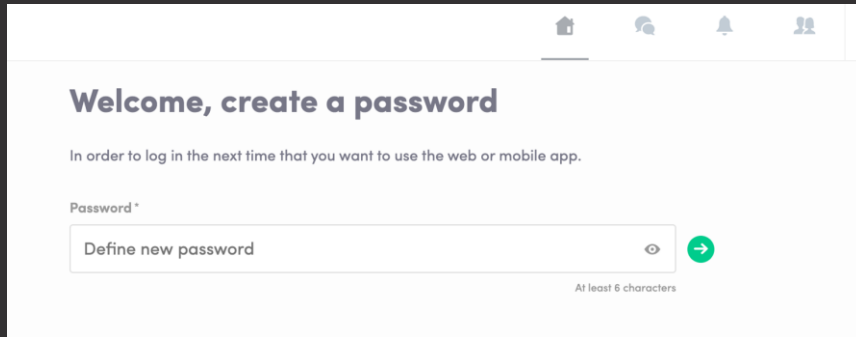
# EXHIBITOR HOW-TO GUIDE



Powered by Swapcard

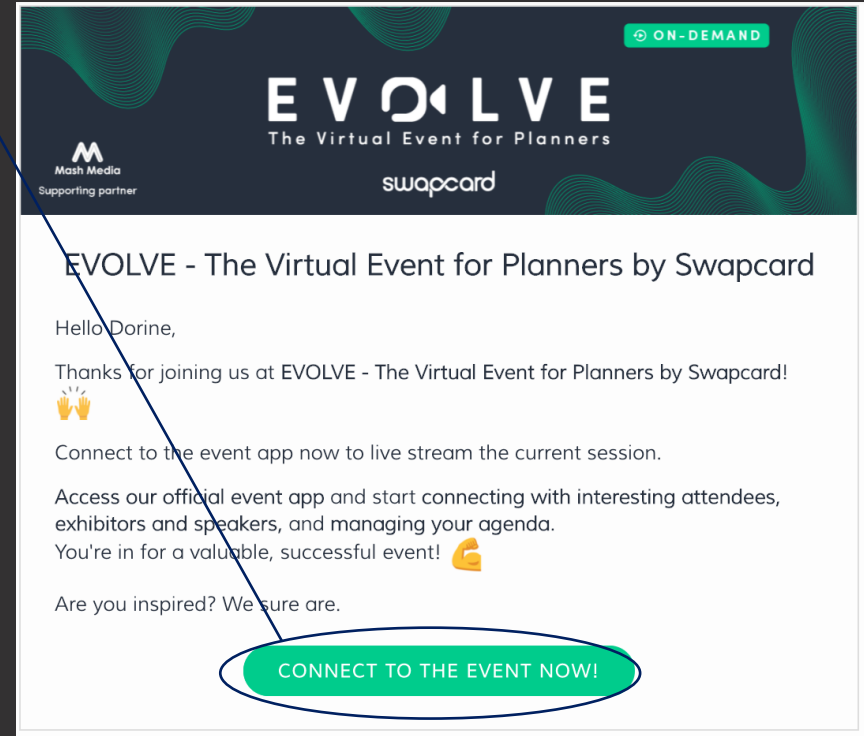
You will receive an email similar to the below from [hello@swapcard.com](mailto:hello@swapcard.com) with a button redirecting to a login page. Your account has already been pre-created by the East Africa Com team.

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



The screenshot shows an email interface with a navigation bar at the top containing icons for home, messages, notifications, and profile. The main heading is 'Welcome, create a password'. Below it, a message states: 'In order to log in the next time that you want to use the web or mobile app.' There is a 'Password\*' label above a text input field containing the placeholder 'Define new password'. To the right of the input field is an eye icon and a green arrow icon. Below the input field, it says 'At least 6 characters'.

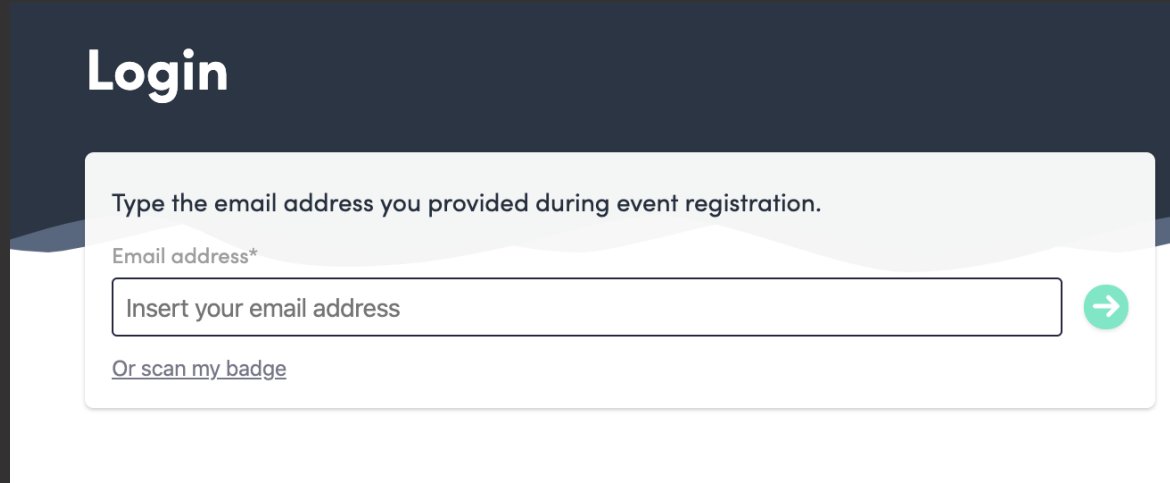
**Note :** If you don't see this email in your mailbox, please check your spam. Please contact [emily.hollands@informa.com](mailto:emily.hollands@informa.com) or [connectingafrica@informa.com](mailto:connectingafrica@informa.com) if you have not received the email.



# How to login when you have an account

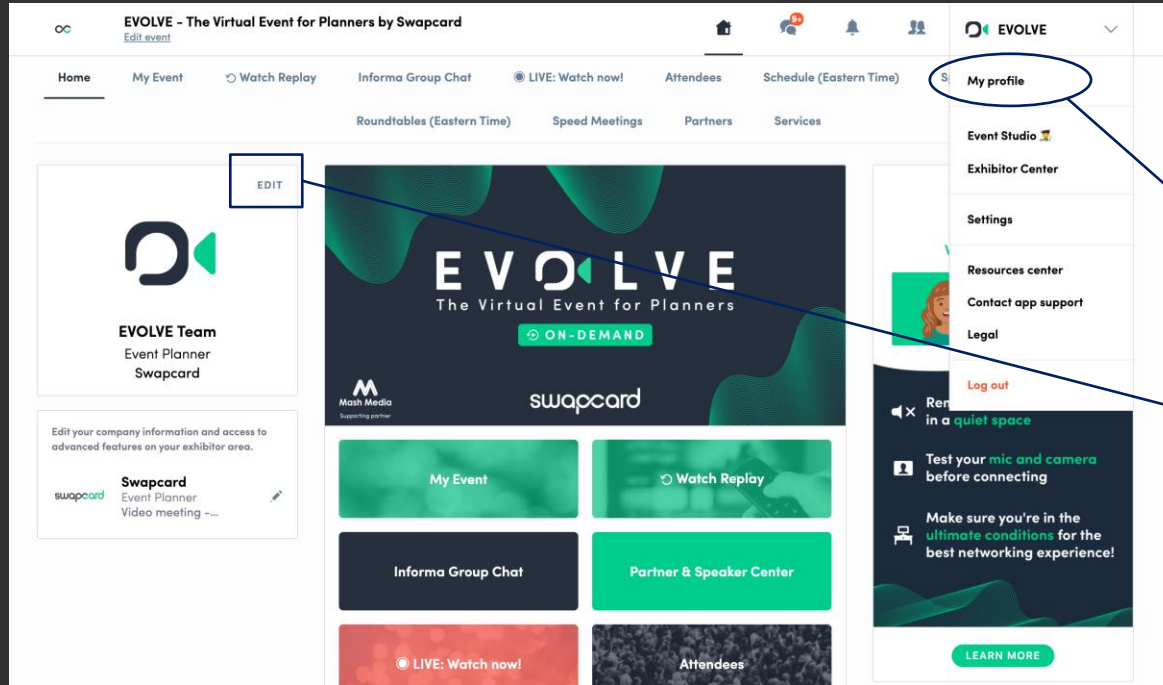
Access your account on [login.swapcard.com](https://login.swapcard.com)

Enter the email you used to register to your event and the password you've created before.  
Then, click the green arrow to connect.

A screenshot of the Swapcard login interface. The background is dark blue with a white wavy line. The word 'Login' is in large white text. Below it, a white box contains the text 'Type the email address you provided during event registration.' followed by 'Email address\*'. There is a text input field with the placeholder 'Insert your email address' and a green circular button with a white right-pointing arrow. Below the input field is a link that says 'Or scan my badge'.

**Note :** if you have forgotten your password after entering your email, click **send me a magic link**. You'll receive an email from [hello@swapcard.com](mailto:hello@swapcard.com) to reset your password, with the subject line 'Magic sign-in link'.

## How to edit your profile (1/2)




There are two ways for you to access your profile :

- On the upper-right corner of your screen, click on **My profile**.
- On the left side of your screen next to your photo, click on **Edit**.

You'll be redirected to your profile details.

**My profile**



**EVOLVE Team**  
Event Planner  
Swapcard

**Skills**  
Displaying your skills will increase how many profile views you receive.

ADD

**Bio**  
Introduce yourself in a few words

ADD

**Social media**  
Add your social accounts.

ADD

**Contact details**

☎ Add your mobile phone number

☎ Add your landline phone number

@ evolve@swapcard.com

EDIT

To edit the information on your profile, simply click on **Edit** or **Add** depending on which type of information you want to edit.

Here is the information you can edit on your profile :

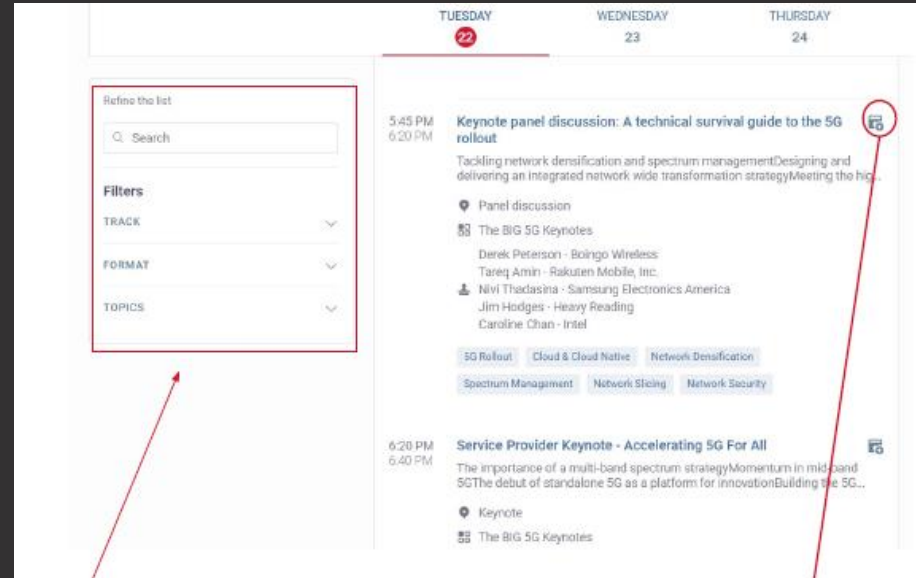
- Personal information
- Skills
- Biography
- Social Media
- Contact details
- Company

**Update your profile with as much information as possible to maximise your networking opportunities with relevant individuals;** people are more likely to connect if they know more about you!



Access the event's full agenda, featuring every workshop, track, session, keynote and scheduled networking activity.

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



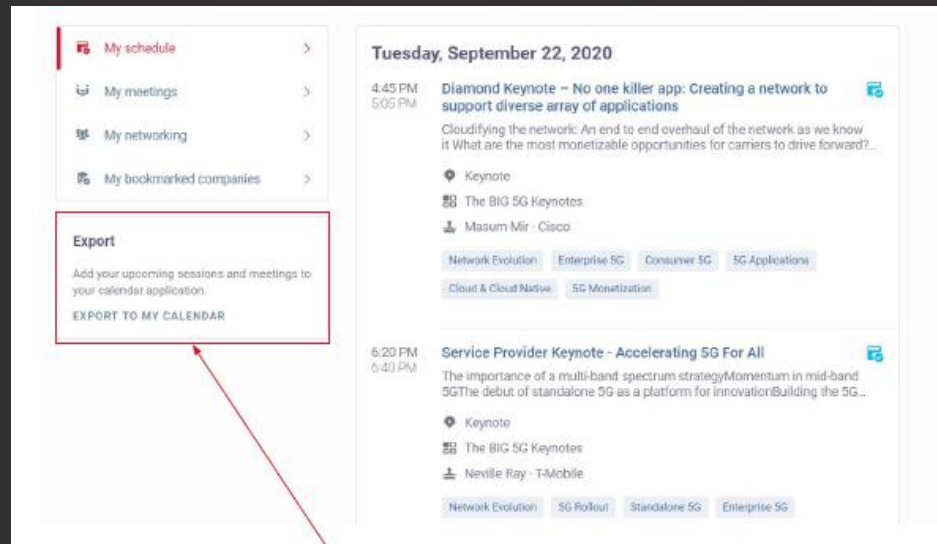
The Agenda covers all content across all three days of the event, but you can find sessions specific to each track by clicking these buttons.

**TIP:** Filter by type of content, track name, or topic using the left hand side to find relevant content for your interests



Access your personal event schedule, including:

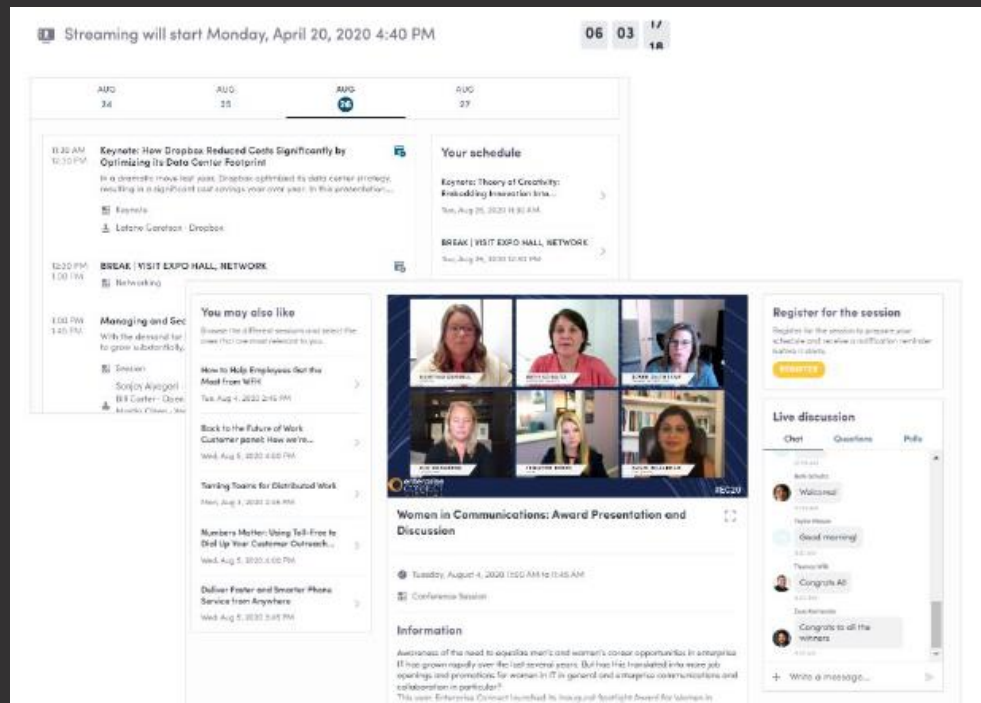
- **My Schedule** –sessions you’ve added
- **My Meetings** –pending or confirmed meetings you’ve scheduled
- **My Networking** – contacts you’ve connected with
- **My Bookmarked Companies** – exhibitors you have bookmarked
- **My Wish List** – similar to a digital tote bag; find all the product and services you’ve saved from both the Products & Services area and the Resource Center.



Click **“Export to my calendar”** to add your upcoming sessions and meetings to your outlook or google calendar

## 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





Interact with other attendees during each session by using the live discussion features. You can ask questions to the speakers by typing in the text box, and answering polls that come up throughout the session.

You can also react on other people's messages, or delete your message, by clicking on the three dots next to it. Questions will be sorted by upvotes.

Want to follow-up with anyone? Be sure to connect with them and continue your conversation!

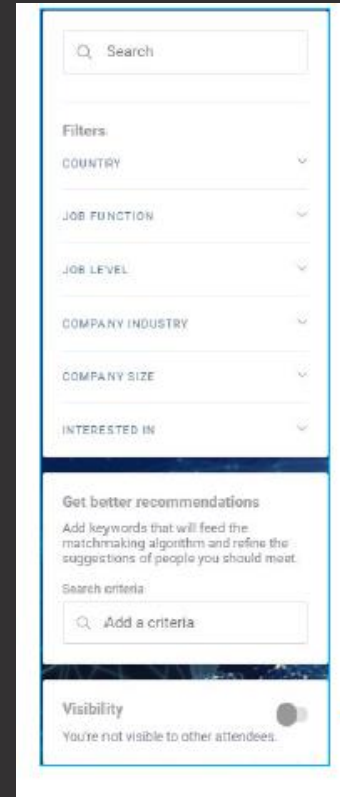
The screenshot displays a live session interface. At the top, a grid of six video feeds shows participants: Kristina Russell, Beth Filipe, Krista Dymkowski, Kim Schaefer, Jennifer Burt, and Cheryl Winterpad. Below the grid, the session title 'Women in Communications: Award Presentation and Discussion' is shown, along with the date and time 'Tuesday, August 4, 2020 11:00 AM to 11:45 AM' and the session type 'Conference Session'. An 'Information' section provides context: '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, a 'Live discussion' panel includes a 'Register for the session' button and a chat window. The chat shows messages from participants: Beth Schulte ('Welcome!'), Taylor Mason ('Good morning!'), Theresa Wilk ('Congrats All'), and Zana Ramonile ('Congrats to all the winners'). A text input field at the bottom of the chat says '+ Write a message...'. The session is identified by the hashtag #EC20.

# How to interact with other attendees



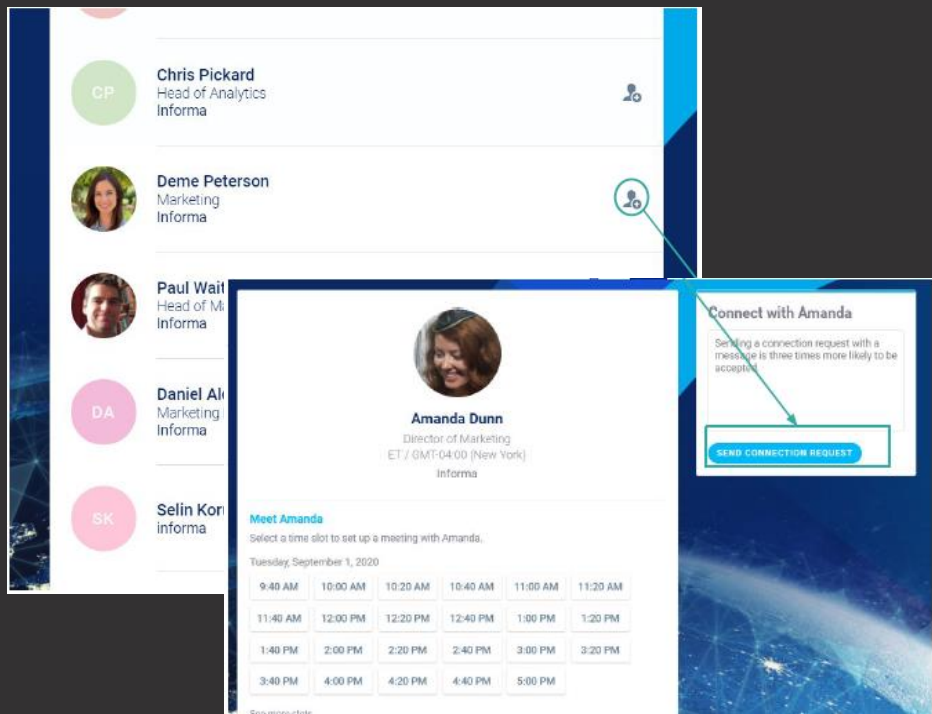
View and connect with peers that have opted to make themselves visible

- Search by names, companies, job function, industry and more
- Add keywords to help feed the platform's matchmaking algorithm to refine the suggestions of attendees you should meet
- Filter by topics to find the attendees most relevant for you

A screenshot of a mobile application interface for finding and interacting with attendees. It features a search bar at the top, followed by a "Filters" section with dropdown menus for COUNTRY, JOB FUNCTION, JOB LEVEL, COMPANY INDUSTRY, COMPANY SIZE, and INTERESTED IN. Below the filters is a section titled "Get better recommendations" with a text input for keywords and a "Search criteria" section with an "Add a criteria" button. At the bottom, there is a "Visibility" toggle switch, which is currently turned off, with the text "You're not visible to other attendees." below it.

TIP: Be sure to toggle your **“Visibility”** on to maximise your networking opportunities!

# How to make a connection request



- 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 the person and send a connection request
- Once you’ve made a connection, you can chat directly with them and, score, tag and make notes about the contact

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 the person and send
- Go to **“My Event”** to see if contacts have accepted your meeting request
- Please note - the meeting time slot is held and blocked until it is accepted or declined

The screenshot displays a user interface for finding and connecting with potential contacts. On the left, a sidebar lists filters: SM, KL, and SL. The main area is titled 'People you should meet' and features a profile for Ahmet Caliskan, a Cloud Consultant and Contractor. Below this, a larger profile for Amanda Dunn is shown, with her title as Director of Marketing at Informa. To the right of Amanda's profile is a 'Connect with Amanda' section with a message box and a 'SEND CONNECTION REQUEST' button. Below the profile, a 'Meet Amanda' section prompts the user to 'Select a time slot to set up a meeting with Amanda.' for Tuesday, September 1, 2020. A grid of time slots is provided, ranging from 9:40 AM to 5:00 PM. A 'See more slots' link is at the bottom of the grid.

**People you should meet**

**Ahmet Caliskan**  
Cloud Consultant  
Contractor

**Amanda Dunn**  
Director of Marketing  
ET / GMT-04:00 (New York)  
Informa

**Connect with Amanda**

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

**SEND CONNECTION REQUEST**

**Meet Amanda**  
Select a time slot to set up a meeting with Amanda.  
Tuesday, September 1, 2020

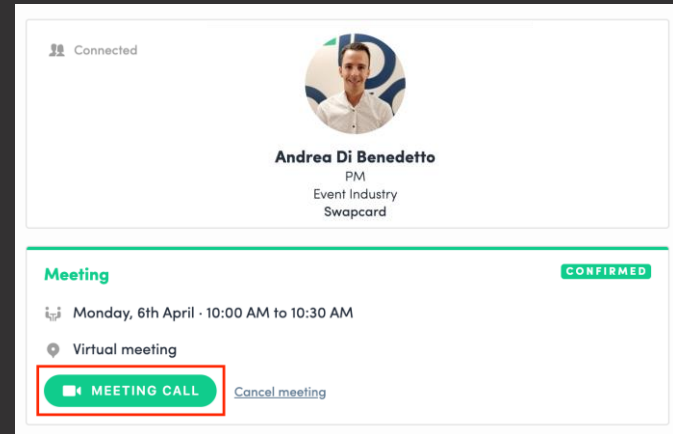
9:40 AM	10:00 AM	10:20 AM	10:40 AM	11:00 AM	11:20 AM
11:40 AM	12:00 PM	12:20 PM	12:40 PM	1:00 PM	1:20 PM
1:40 PM	2:00 PM	2:20 PM	2:40 PM	3:00 PM	3:20 PM
3:40 PM	4:00 PM	4:20 PM	4:40 PM	5:00 PM	

[See more slots](#)

## How to start your virtual meeting

- From main navigation, click on **My Event**
- If your meeting request is confirmed, a **Meeting Call** button 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

**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. You are able to share your screen during a video meeting.



# How to set your available meeting times



- From the homepage, 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”**

