

Welcome to Vitafoods Europe

Event Platform Guide – Visitors

Vitafoods™
Europe



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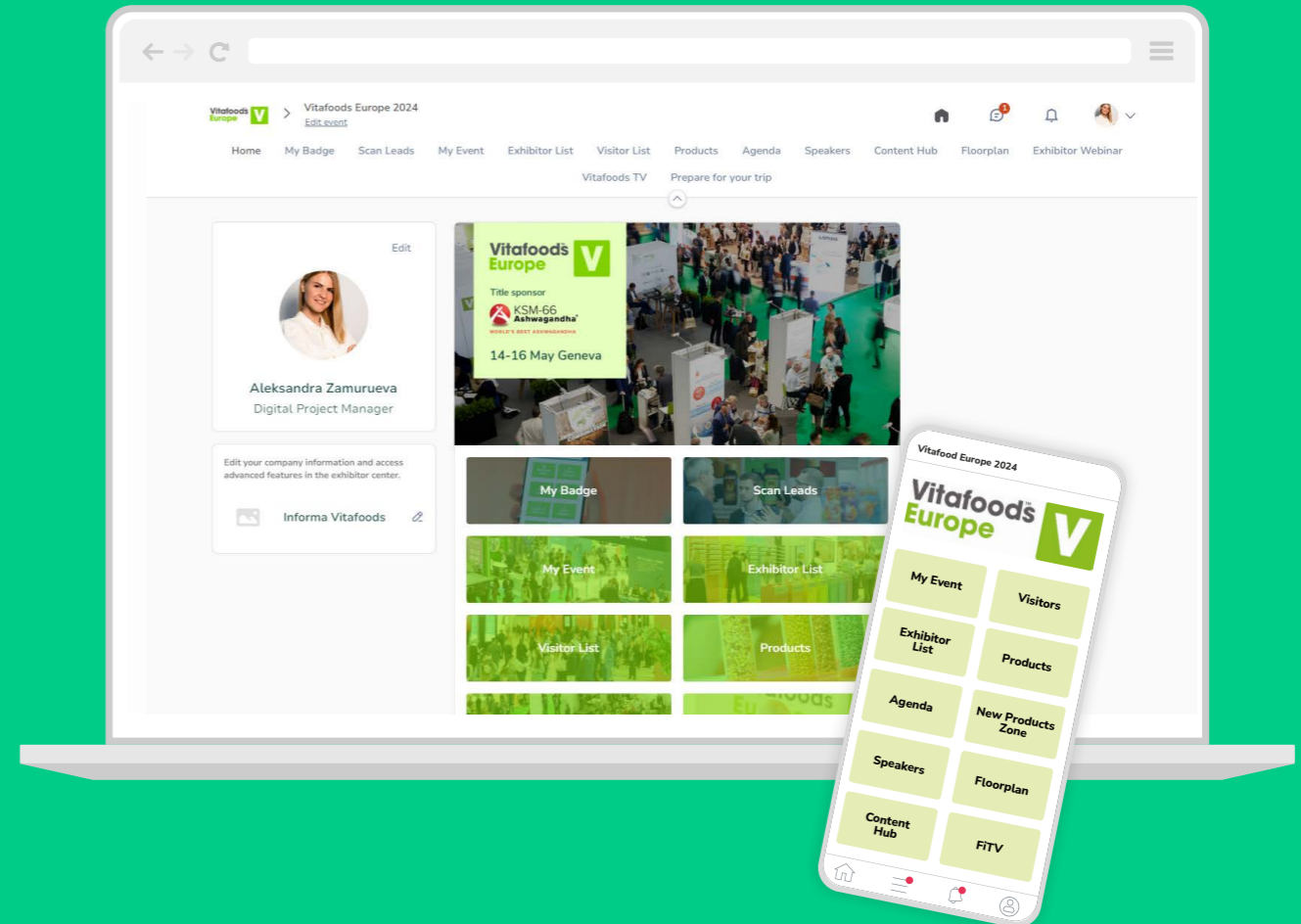
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What is the Event Platform?

The Event Platform is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your business network, facilitate deeper connections and inspire new ideas through interactive content. All personalised to your needs and accessible at your pace.

On the platform you can:

- Search the full list of exhibitors and products to find new businesses that interest you
- View content from dozens of industry experts and futurist thinkers
- Get personalised recommendations to help you make the most of your event
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Advertise your presence at the event through your personal profile



Getting started

Logging in to the Event Platform

Log in for the first time

Step 1: You will receive an email* from info@vitafoods.eu.com containing a link to the platform. Click the link.

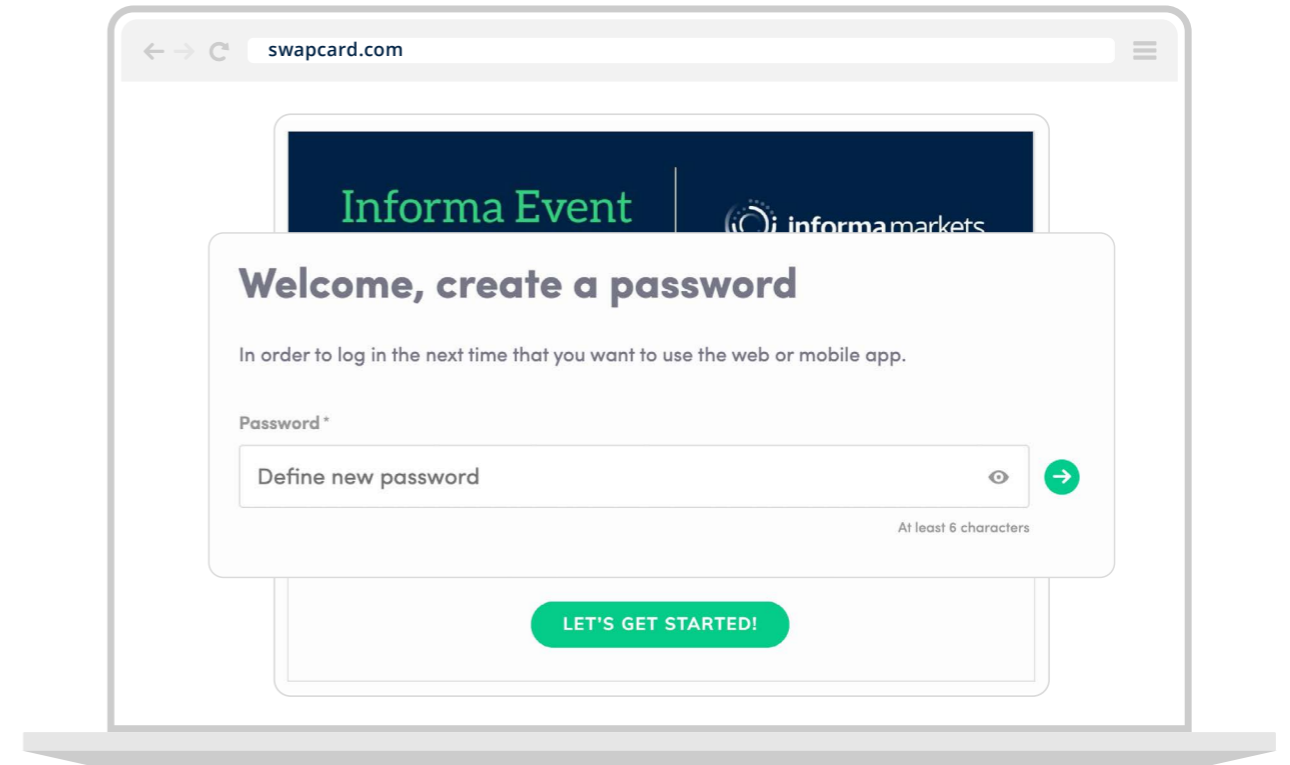
Step 2: A window will then prompt you to create a password for your account.

Step 3: Once you have created your password, click the arrow to enter the platform.

Log in to an existing account

Step 1: Go to visitor.vitafoodsglobal.com

Step 2: Enter the email you used to register for the event and your password** then click the arrow to log in.



*Check your spam folder if you don't get an email in your Inbox from info@vitafoods.eu.com

If you have forgotten your password, click "send me the magic link**" after entering your email. You will receive an email to reset your password.

Create your personal profile

Make a great first impression by taking a few minutes to set up your personal profile. A complete profile gives you a boost to connecting with the right people and helps us to send relevant recommendations.

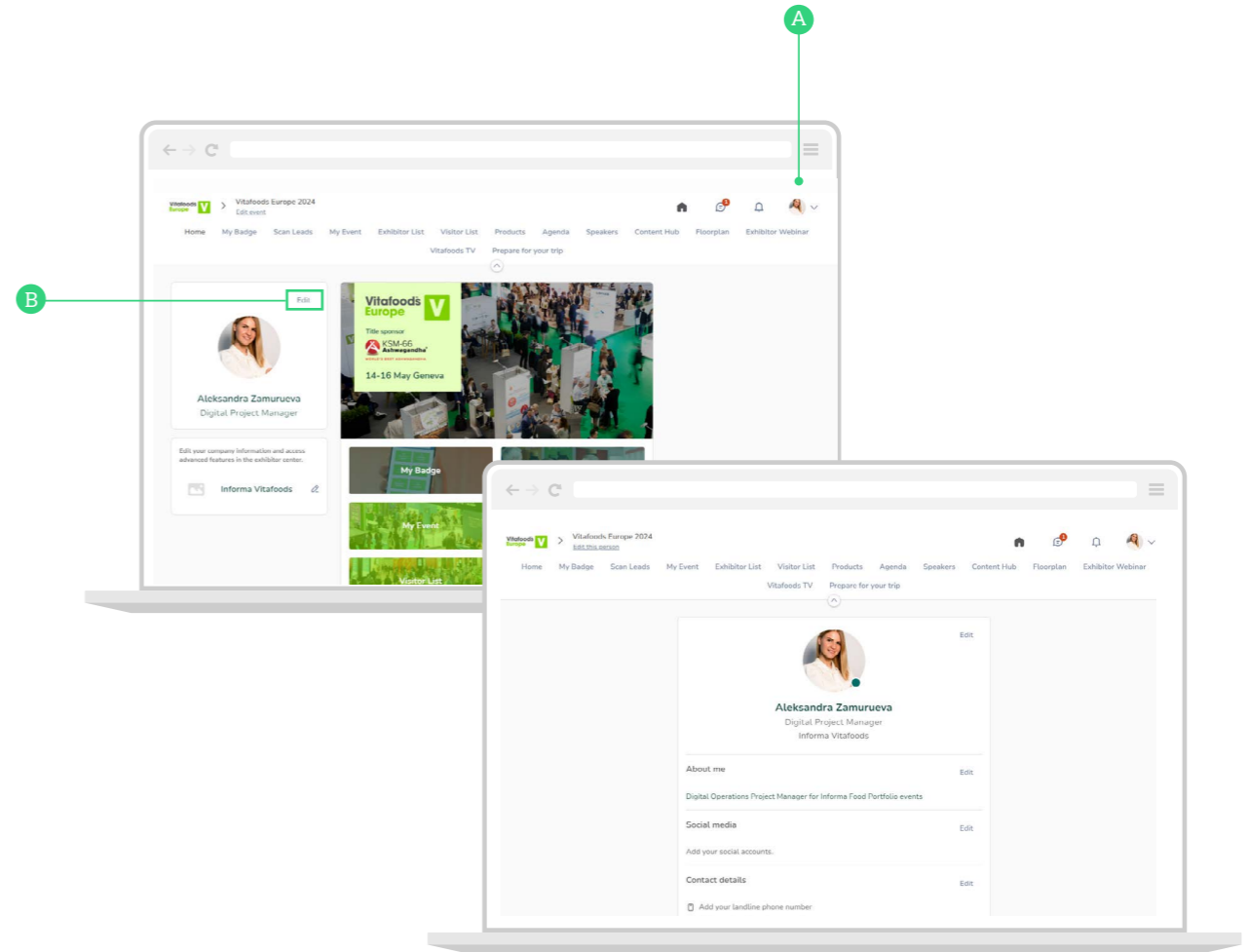
Step 1: There are two ways to access your personal profile:

A Click your picture in the upper right corner and select **“My profile”** from the menu

B On the left side of your screen, next to your photo, click **“Edit”**

Step 2: Click the **“Edit”** buttons next to each section to make relevant changes or updates. The platform saves your changes automatically.

Step 3: Complete all sections, fuller profiles will help you to get matched with the most relevant attendees.



Networking

Browse exhibitors and products

Discover the event community at your fingertips on the exhibitor and product lists. Use this opportunity to increase your event efficiency by filtering companies according to your needs and saving a list of those you would like to visit onsite.

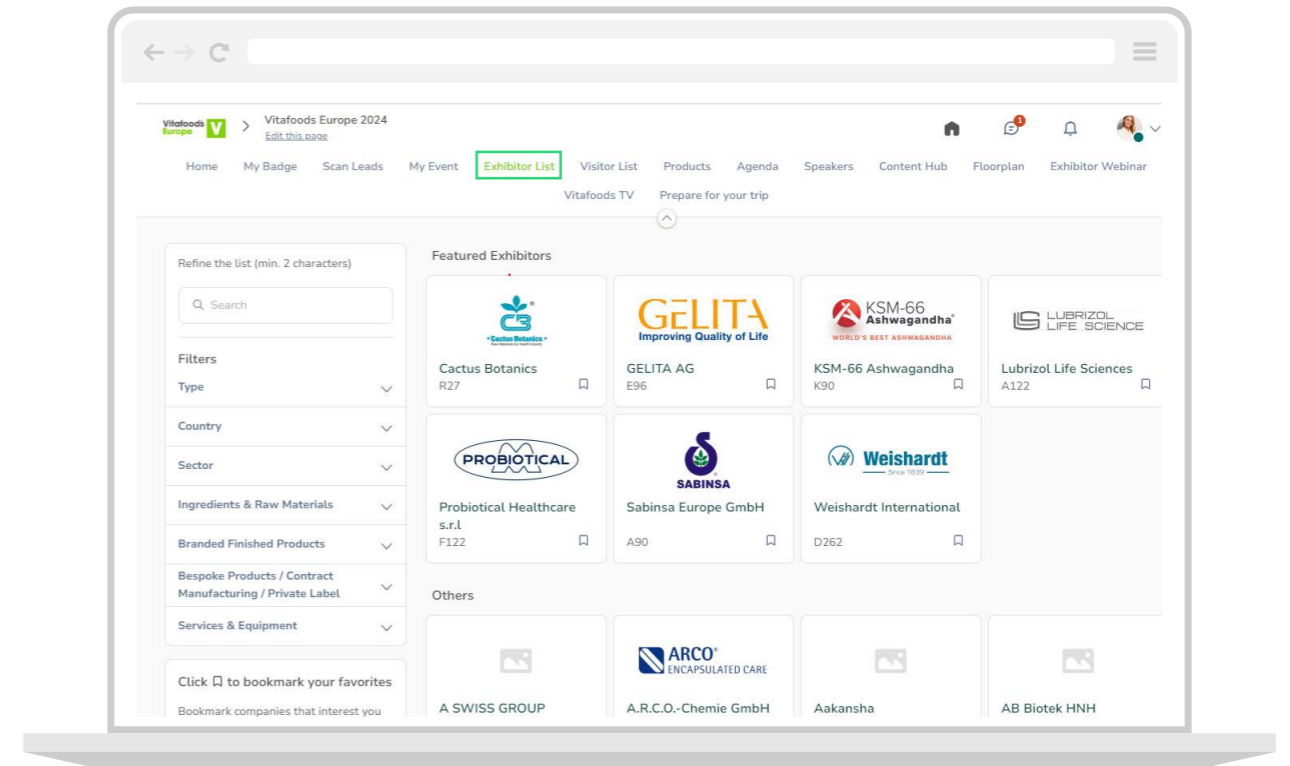
Step 1: Select **“Exhibitors”** or **“Products”** from the top navigation bar

Step 2: Browse the list using the search bar or filters on the left-hand side

Step 3: To find out more about an exhibitor or product, click on their profile

Step 4: Click the bookmark icon to save an exhibitor or product that captures your attention.

Step 5: To find your bookmarks, go to **“My Event”** in the top navigation bar. Exhibitors can be found under **“My bookmarked companies”** and products can be found under **“My wish list”**



Send a connection request

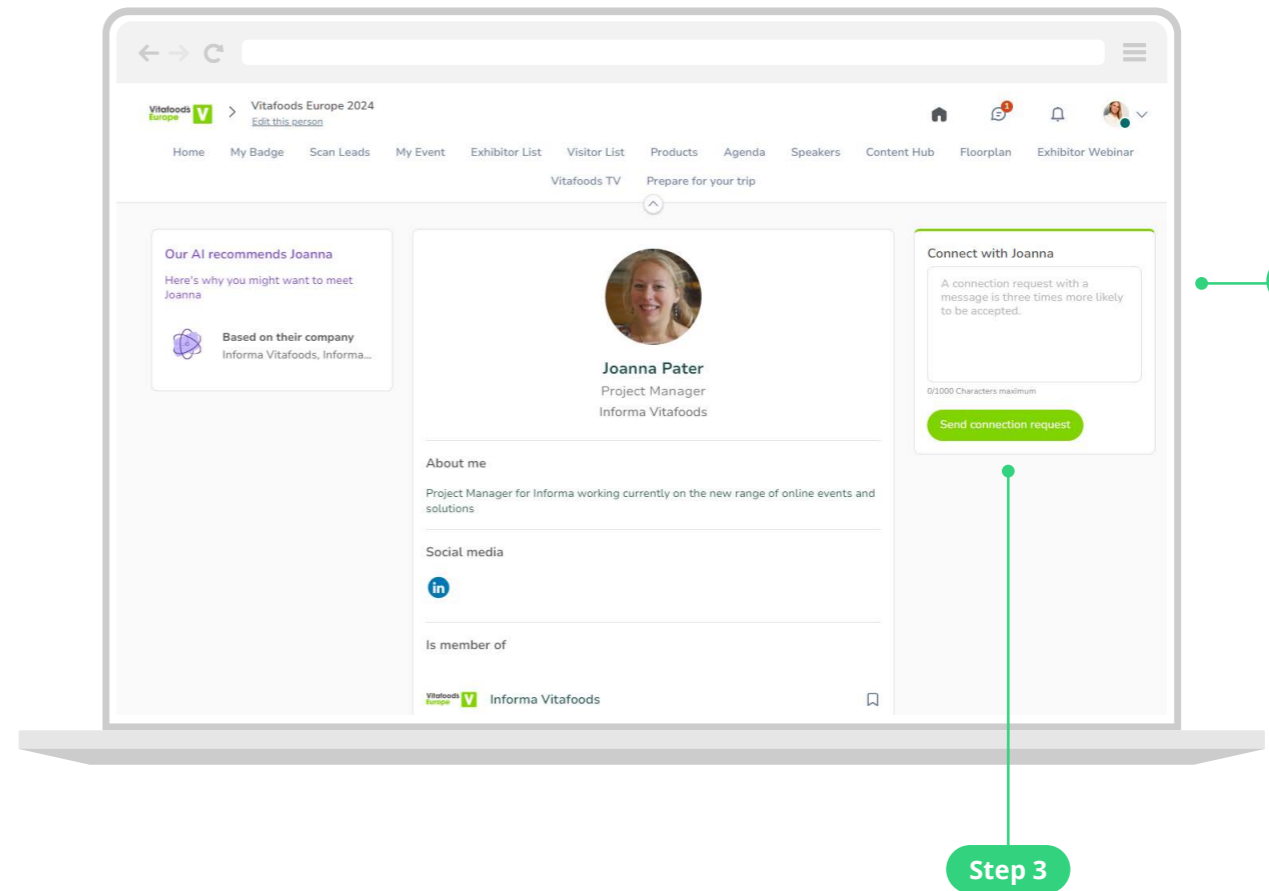
You can send a connection request to a speaker, exhibitor team member, or sponsor. Once someone has accepted your request, you will be able to exchange messages on the platform and find them easily in your list of contacts (found by clicking **“My Contacts”** from the right-side drop-down menu).

Step 1: Click on the profile of a speaker or exhibitor team member.

Step 2: Start with an introductory message about yourself, your company and how you think you can help potential prospects. Add your message in the box on the right side of the page.

Step 3: Click **“SEND CONNECTION REQUEST”**

Note: You will be able to find all the people you have been in contact with from “My contacts” tab under your profile picture, or in the “My Event” button under My Networking tab



Send a message

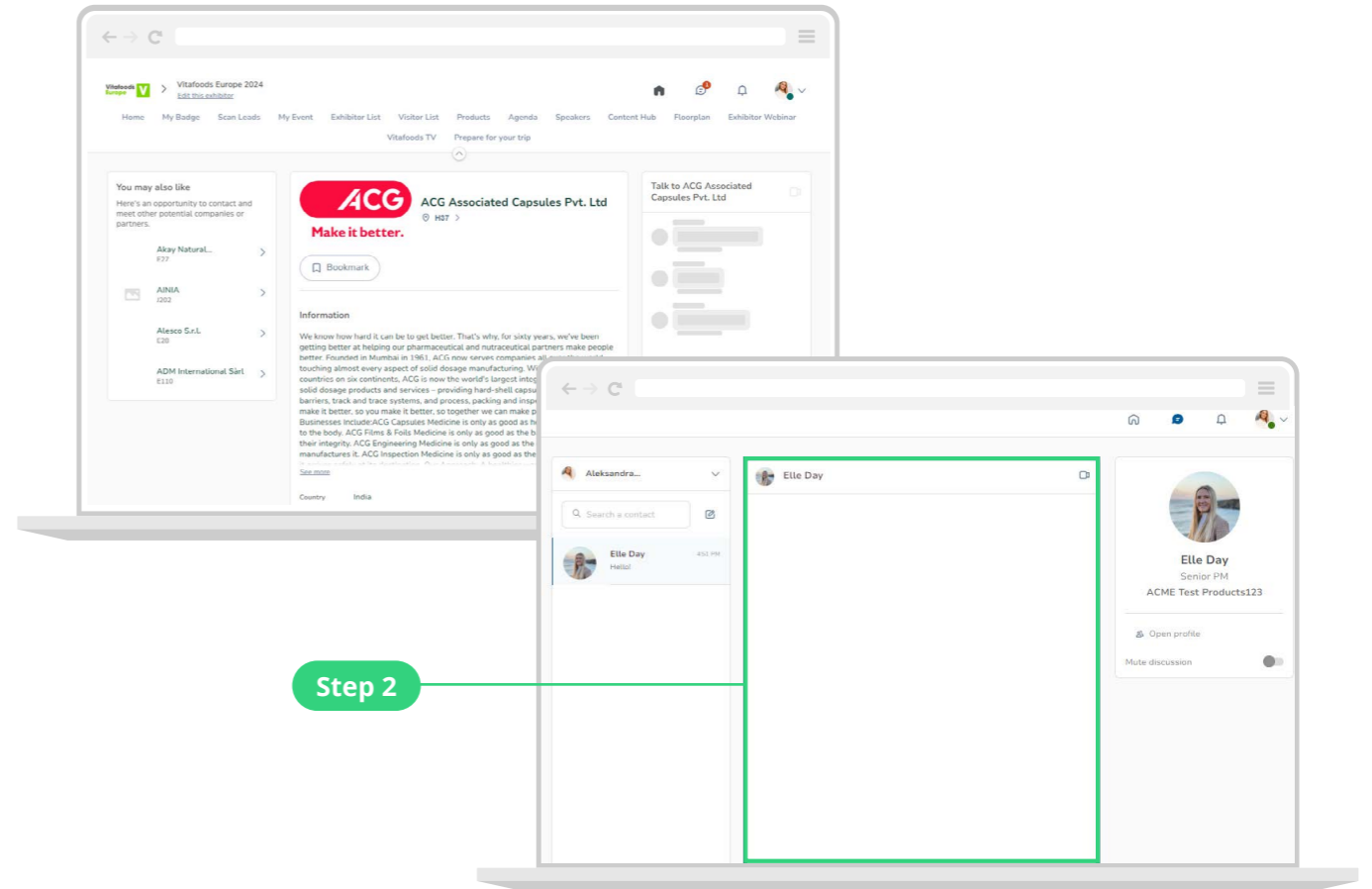
Engage with old contacts and potential new business partners by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in-person.

At a previous event, visitors who used the messaging feature left with 490% more saved connections.

Step 1: Head to the profile of the attendee you wish to message

Step 2: On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon ➤

If you are not already connected, you will need to send a connection request first. See page 9 for how to do this.

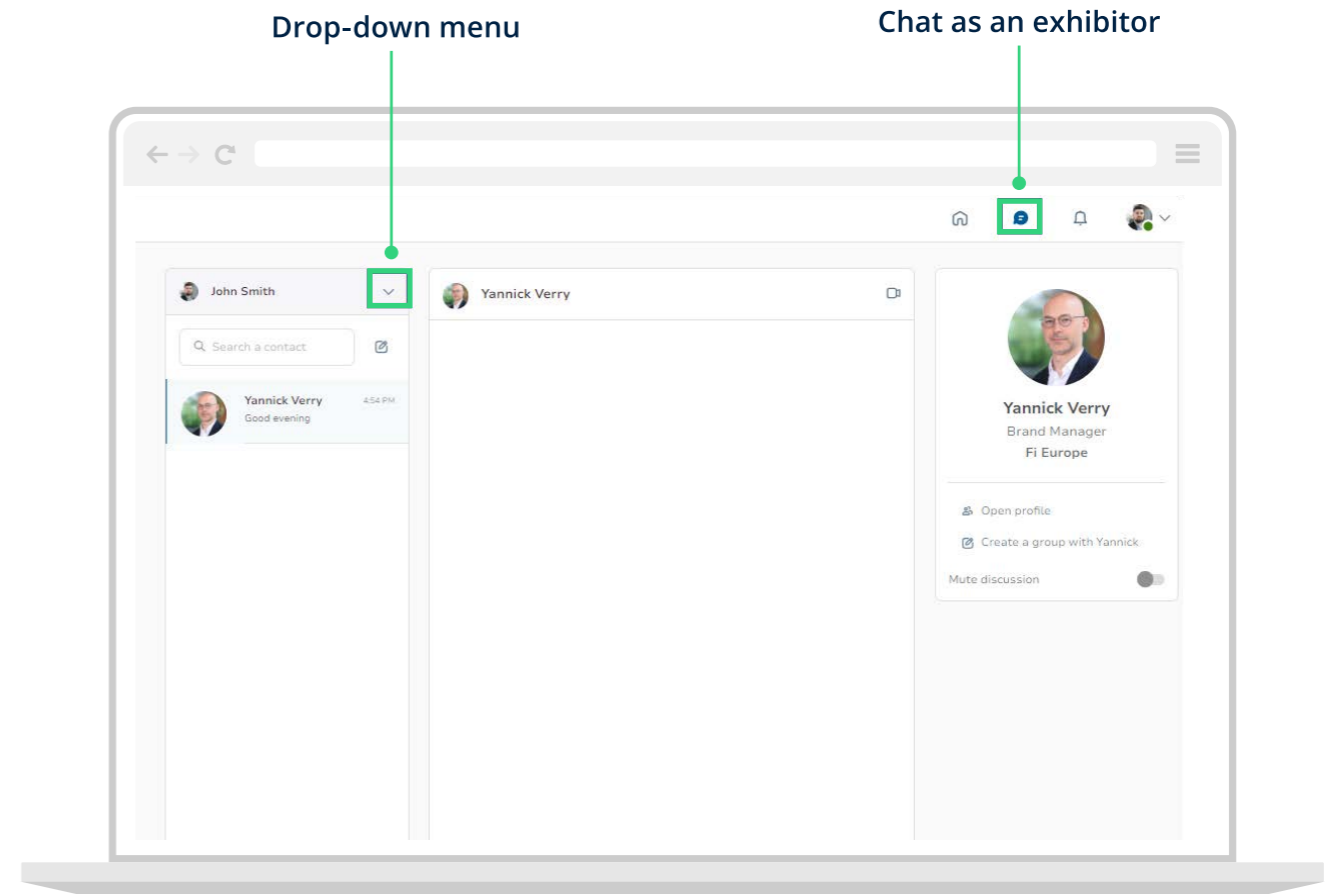


Manage your messages

Step 1: When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen

Step 2: Click the chat bubble icon  to view your inbox

Step 3: Click on a message to view it and respond



Request a meeting

Arrange meetings with your contacts to move your business relationship further and make time for those important face-to-face discussions. Meetings can be held online or in-person at the show.

Step 1: Select an exhibitor from the exhibitor list that you would like to connect with.

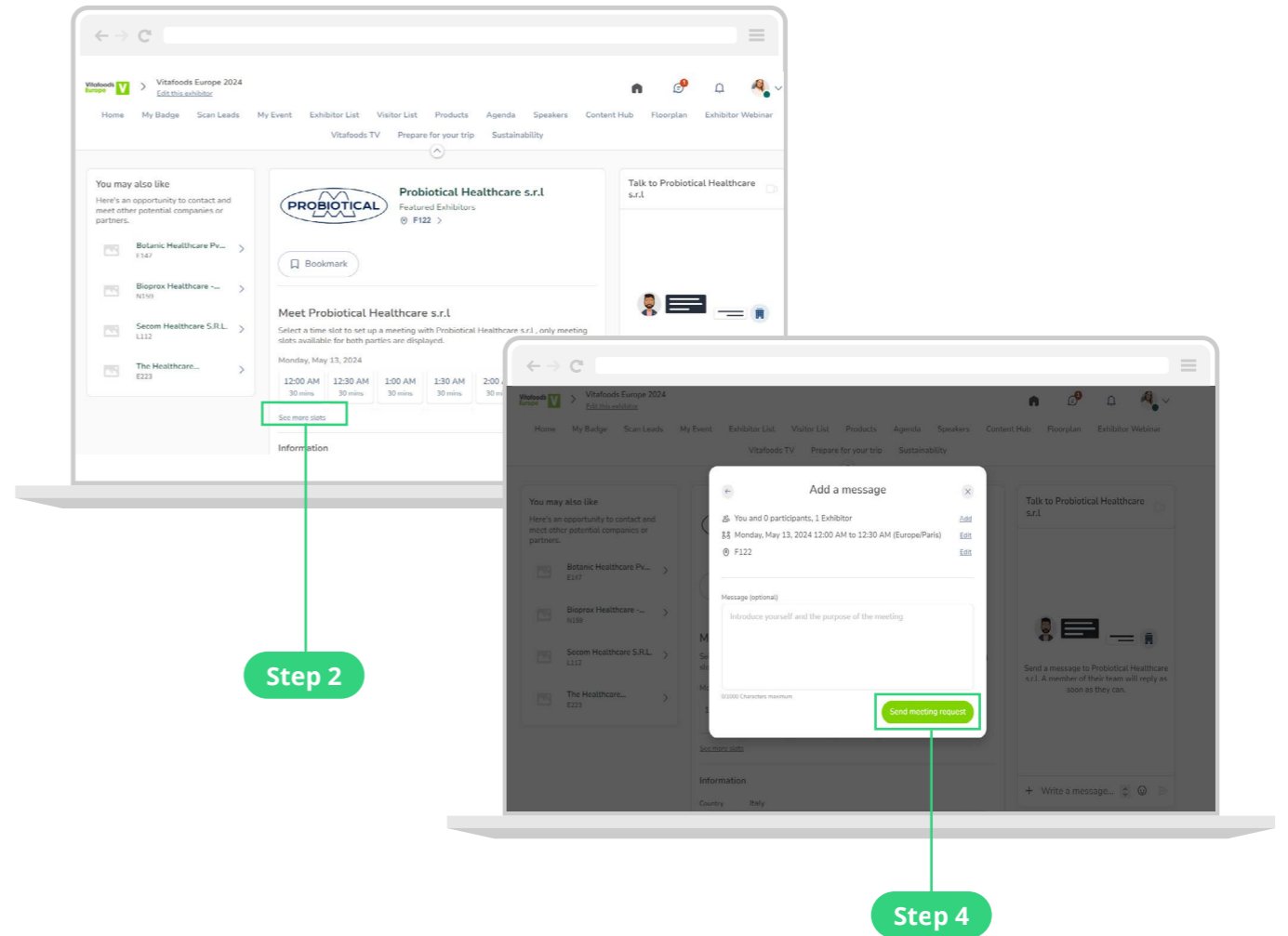
Step 2: Select one of the suggested time slots or click **“see more slots”** for all available times.

Step 3: Add participants and select a location.

Step 4: Add a message and send your meeting request.

“The online platform was good to connect with people who were not available to talk in a specific moment and I could connect with them later”

Jasera Singh, Market Specialist at Unique Biotech Limited, Visitor



Manage your personal meetings

Step 1: Click on **“My Event”** in the top navigation menu then select **“My Meetings”** in the left navigation bar

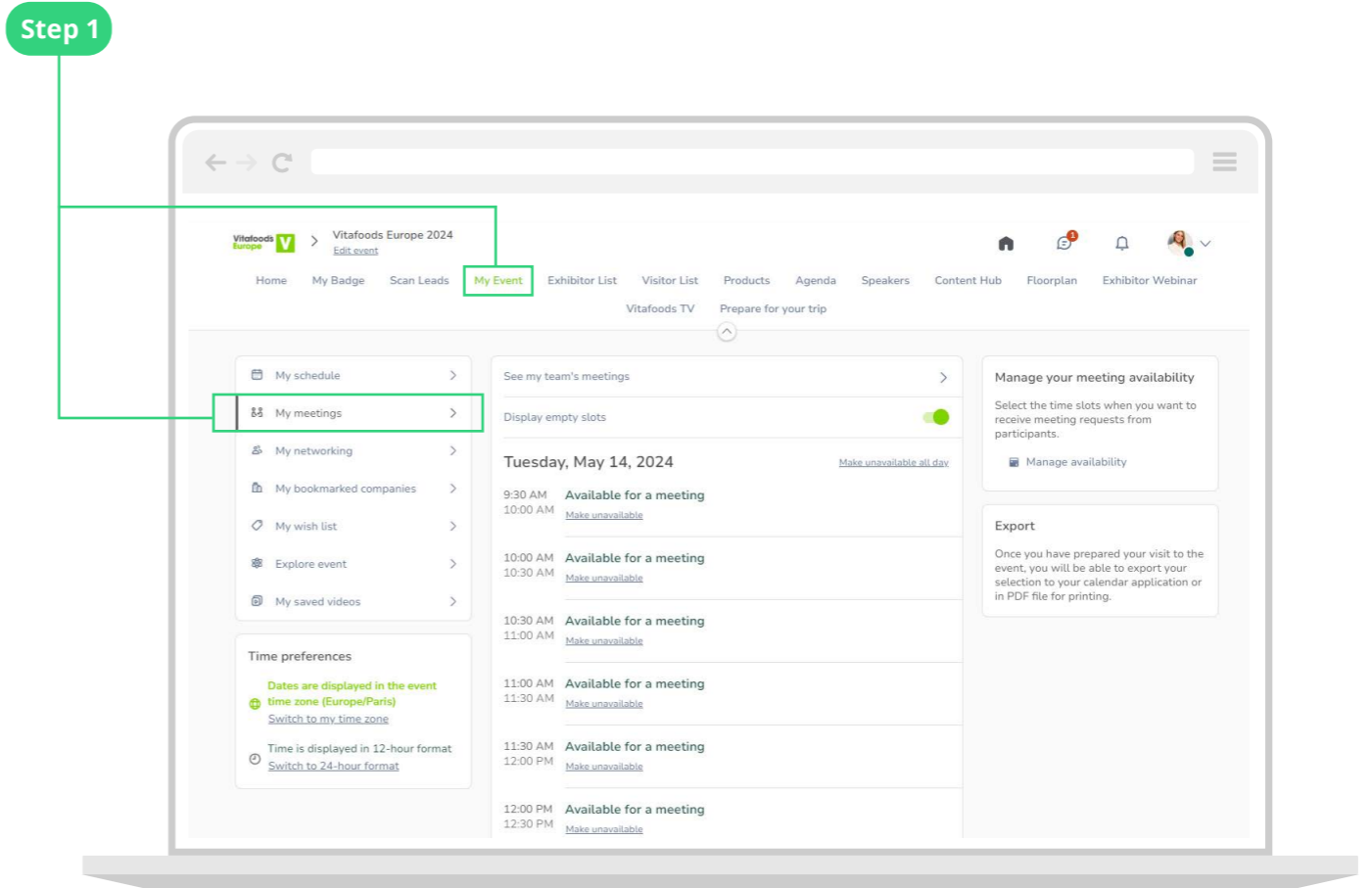
Step 2: Here you can manage all the meetings that have been assigned to you. To edit, confirm or cancel a meeting, click on the **edit icon**.

Join a virtual meeting

There are two ways to join a virtual meeting:

- A** You will receive a reminder email 5 minutes prior to the beginning of the meeting. The email will contain a link to join the meeting
- B** Head to the profile of the person your meeting is scheduled with. From there, click the **“Meeting Call”** button

You can only join a meeting that has been confirmed




Content

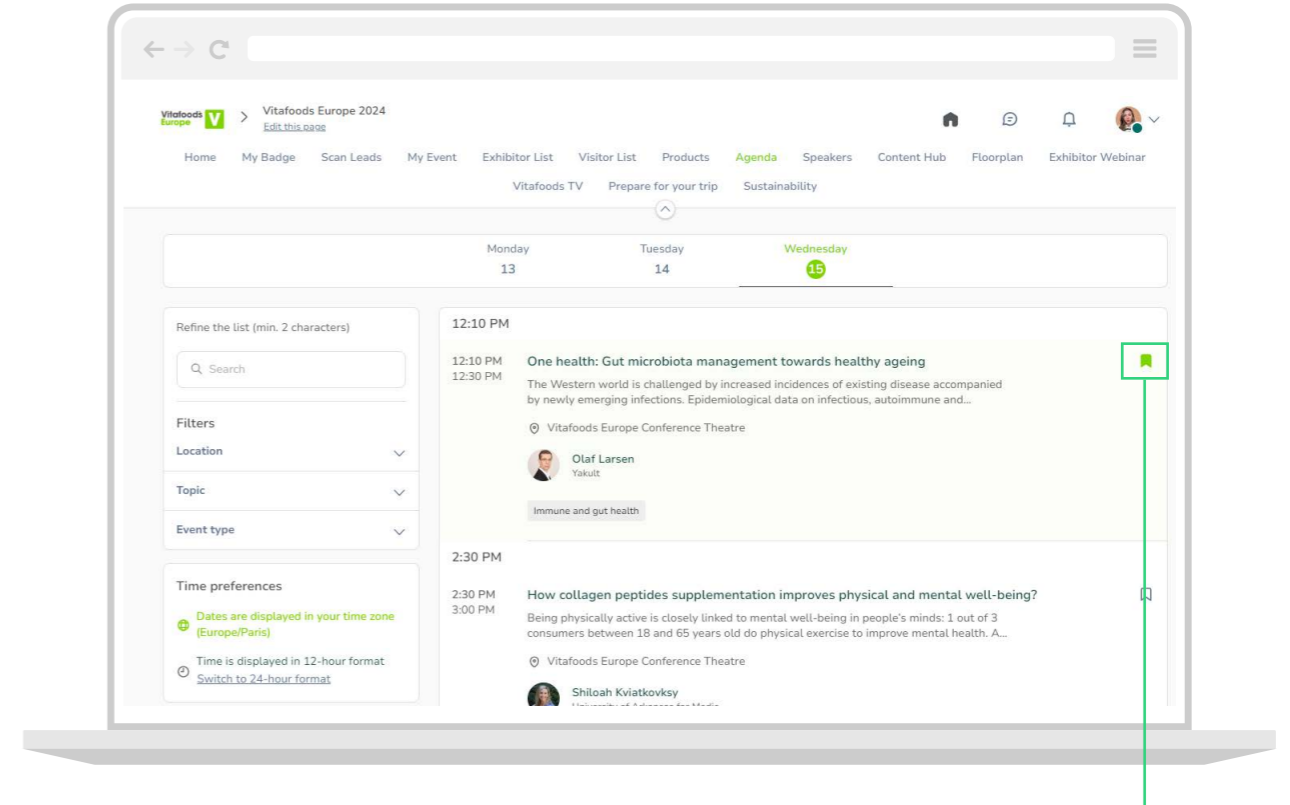
Register for sessions

Keep up with industry trends, get inspired by new innovations and learn the secrets of sector leaders. There is something for everyone in the event content agenda.

Step 1: From the homepage of the platform, click on **“Agenda”** in the top navigation bar to find an overview of all the sessions taking place at the event.

Step 2: You can search using the filters on the left-hand side to find the most relevant sessions for you.

Step 3: To register your attendance at a session and add it to your calendar, simply click the  icon to the right of the session name.



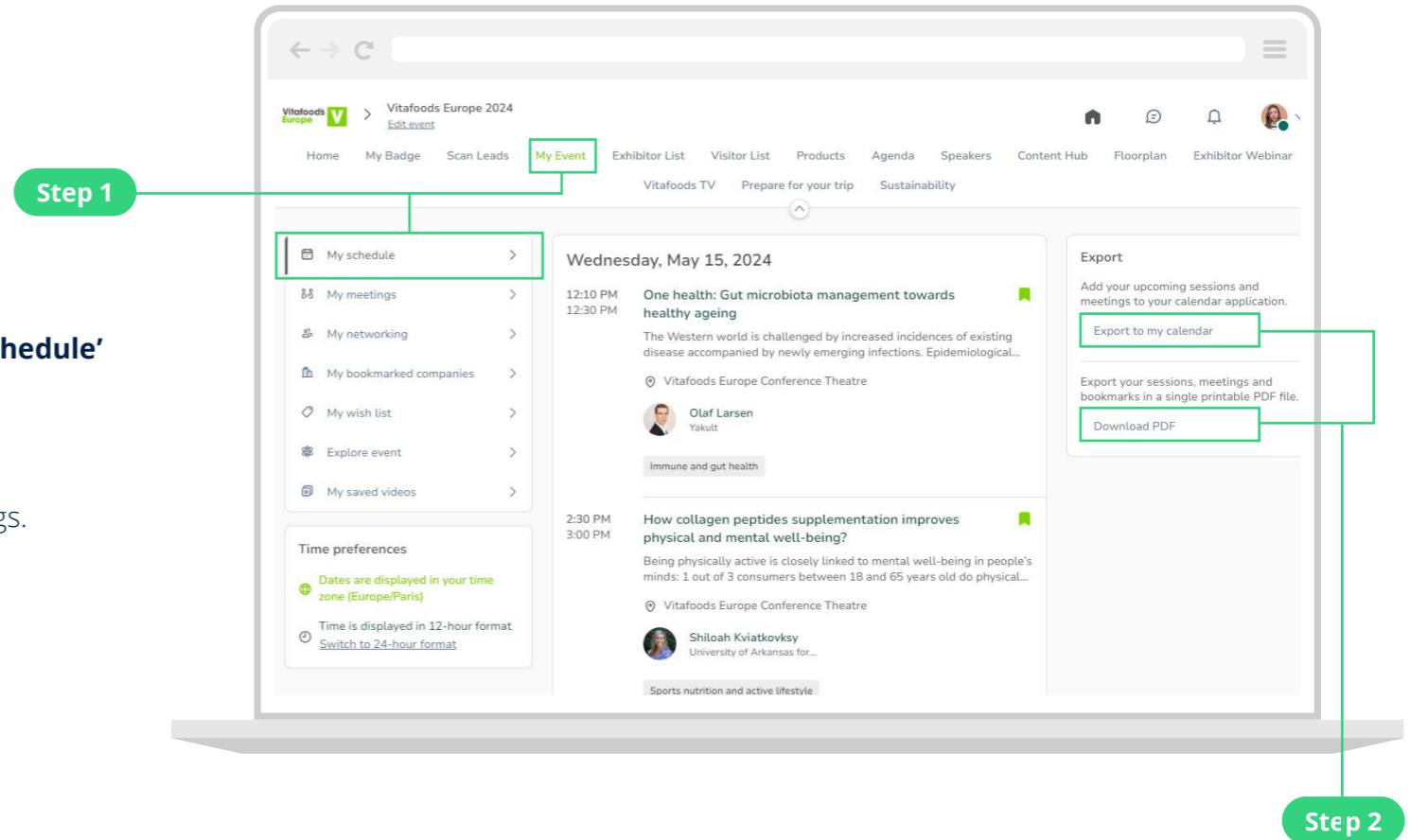
Click this icon to register for sessions

View and export your schedule

Keep track of the sessions you want to attend in your schedule. You can even add them to your digital calendar of choice to keep all your important dates in one place.

Step 1: Click the 'My Event' tab from the top menu then select 'My Schedule' from the left navigation bar to view the sessions you have signed up to.

Step 2: On the left-hand side click **EXPORT TO MY CALENDAR** or **DOWNLOAD PDF** to export your full schedule of sessions and meetings.



Saved Connections

Capture connections on the platform

The contact details of every connection you make on the platform will be saved and available for you to download. With all of your connections in one place, it's much easier to follow-up and continue business beyond the event.

You will be able to export the details of any participant who has:

- accepted your connection request
- messaged you on the platform
- requested or accepted a meeting with you through the platform

Ensure that you are interacting with all the networking features available: more engagement = more connections!

View and download your personal platform leads

Step 1: To view all the leads you generated through the platform click your picture in the top right corner and select **"My Contacts"** from the drop-down menu.

Step 2: A list of your platform connections will appear. To export your list of contacts into an excel file, click **"Download"** on the left side of the screen.

