

Hybride / digitale Events Leistungsbeschreibung Baukastenmodul Online-Networking

Juli 2021

Product/ service general description

The *Online Networking* module is designed to enable exhibitor representatives and visitors to network, chat and make appointments with each other in a targeted manner some time before the start of the respective event via the Matchmaking tool by [Intros.at Ltd.](https://www.intros.at/) - This simplifies the initial contact and specifies it (based on the participants matching in product categories and structural questions). Furthermore, exhibitors have the option of coordinating all their team activities within the platform via the so-called "teams" function. This includes scheduling of appointments for team members, answering the company chat and managing incoming leads.

Summary of functions by target group:

Exhibitor representatives	Visitors
Search for potential customers	Obtaining solutions to problems
Support for sales activities	Industry overview, condensed information
Efficient scheduling	Efficient scheduling
Personal network building	Personal network building

The *Networking* module is being carried out using the Matchmaking tool grip (hereinafter referred to as "MM") that was already introduced in 2018 at MD from the firm Intros.at LTD. - the up to now purely physical event is now being elevated to a hybrid/ digital format, which is to be considered by offering *virtual rooms* as a meeting option within MM as well. As a result, participants can not only meet on site, but also virtually. This means that even large spatial distances between the participants no longer represent an obstacle. Even an exclusively virtual event is now theoretically possible. In addition, the appointment planning already made in advance makes the event participation efficient and ensures a successful networking for both sides. In addition to online access via the Internet (e.g. desktop or notebook), mobile access to the functions is also possible via a separate Matchmaking app.

Virtual rooms (web meetings) are held by using Whereby in grip; up to 10 participants can meet at a defined time per virtual room (max. 50 participants). In addition, it is possible to chat with each other within this virtual room, as well as to share content via a screen-sharing function. Furthermore, if there is a match and both users are online, they can interact directly with each other via instant video calls. This happens outside the virtual room, but is enabled via Whereby as well, in the chat window- without the need to schedule an appointment in advance. This makes spontaneous meetings possible at short notice. No separate software needs to be installed for using those services.

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The Teams function, as a digital back office for exhibitors, includes the following functions:

- Create a meeting for yourself or a team member with another guest.
- Event attendees can send messages directly to your company via their company profile page. Any team member can reply to these messages as a company.
- The "Contacts" section contains profiles of people who have connected or scheduled a meeting with one of the team members.
- The "Incoming Leads" section contains profiles of people who have shown interest, connected, or interacted with you, your team members, and/or your company profile.
- Export contacts of your team members: This will generate a file with the details of your team's contacts from the event. You can choose between CSV and Excel format. The contacts are all meetings and connections on the event platform. Please note: Due to GDPR, emails and/or phone numbers are only shared with users who have chosen to share their contact details publicly.
- Export meeting data of your team: This will generate a CSV file with all meetings that your team has accepted. This means that for meetings scheduled through the networking experience, the email and phone numbers will not be included in the CSV file.
- Defining the role of team members, removing them from the team.

Process description

There are different user roles

- exhibiting companies (= company profiles, no real people),
- exhibitor representatives and
- visitors

The use of MM is limited to the defined period by Messe Düsseldorf.

Registration with MM

Successful registration is necessary to use MM:

1. Visitor user registration

Successful registration is necessary to use MM: The portal user registers within the respective trade fair online portal. Within the registration, the user has the chance to participate at MM, by clicking the MM-button.

2. Main exhibitor representative (main contact) registration

Each *main contact person of an exhibitor* (trade fair organizer with login data for the trade fair) can register himself/ herself via his/ her dashboard or invite further exhibitor representatives via the invitation management in the MM area. Furthermore, he/ she can view the invitation status here.

3. Invited exhibitor representative registration

Consequently, each *exhibitor representative* has the possibility to participate in the matchmaking by invitation through the main contact person. They will then receive a DOI e-mail and subsequently go through a corresponding registration process. For hybrid trade show events, it is also possible to

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register as an exhibitor representative itself for the matchmaking via the digital exhibitor badge scanning process. No invitation needed.

4. Exhibitor (company) Upon admission, each exhibitor can be found in the exhibitor directory within the MM. If respective exhibitor representatives (real persons) also participate in the MM, it is possible to react to incoming messages within the team's function via company chat.

Use of virtual rooms with Whereby

The video and audio communication in a Whereby room is only visible to participants within a room. It is not possible for another user to listen to room data if they are not present in the room themselves. Since the room URL is a public URL, anyone who can guess a room name can enter an open room. This can be prevented by the room owner using a lock function for the room. The room can therefore remain locked at all times or, thanks to the call waiting function, other interested parties can ask the room owner to let them in. The person in charge can of course refuse entry at any time.

Whereby stores the IP address and the name of the event participant, so that they only have to enter their name once if there are several calls. This also means that the user only has to allow access to their microphone and camera once.

Chat messages are not saved permanently. They pass through the Whereby server, which temporarily connects the call's users, to forward them to each participant in the call. However, they are deleted by the server as soon as they have been delivered to the participant's computer. When each participant leaves the room, the chat messages that were stored locally on their computer are also deleted.

All communication between the participant's browser and Whereby is transmitted over an encrypted connection (HTTPS with TLS). Real-time messaging takes place via encrypted WebSockets or polling via HTTPS. The video and audio transmitted in the service is sent

directly between the participants in a room and encrypted with encryption keys generated by the client (DTLS-SRTP). In some cases, due to NAT/firewall restrictions, the encrypted data content is forwarded via the Whereby server. Audio or video data is never stored on the Whereby servers.

The communication between the participants is primarily done via peer-to-peer connections, where audio and video streams are sent directly between the participants and do not pass through a Whereby Server, provided the network in which the user is located allows this. The video and audio streams transmitted in the service are then sent directly between the participants in a room and encrypted with client-generated encryption keys (DTLS-SRTP).

In cases where a user is behind a strict firewall or NAT (e.g. in a strict corporate network in broad outline), video and audio must be transmitted through a TURN server, but end-to-end encryption is still maintained. **Source: Whereby**

Data Policy of Whereby: <https://whereby.helpscoutdocs.com/article/526-data-storage-and-security>

Cooperation obligations for the exhibitor:

Successful creation of an exhibitor representative account at MD (single sign on / both for the main contact person and for invited further exhibitor representatives), whereby the exhibitor must ensure that the respective exhibitor representative account is created and maintained in such a way (including the provision of personal structural data in accordance with the query mask) that Messe Düsseldorf is able to provide its service in accordance with the contract.

Advertising & communication:

MM advertising at various points of the customer journey for exhibitors ("Edit personal data", "MM for exhibitors" landing page, mailings with link to landing page)