

# FIPP World Media Congress

JUNE 7-9 • 2022

#fippcongress  
fippcongress.com

## DEAL ROOM

How to maximise  
your meeting  
opportunities



**DISRUPT**

# FIPP World Media Congress

JUNE 7-9 • 2022

## What is a deal room?

We have partnered with Deal Room to facilitate booking your one-to-one meetings at Congress. Deal Room is a web platform dedicated to:

- ➔ Business Networking
- ➔ Matching the needs of event participants and getting them connected

Below we explain more about how to create an account or log in to Deal Room, and how to make the best of the platform. Deal Room has also prepared a video (6 minutes) explaining all the ins and outs, if you prefer to watch that.

[The video is here.](#)

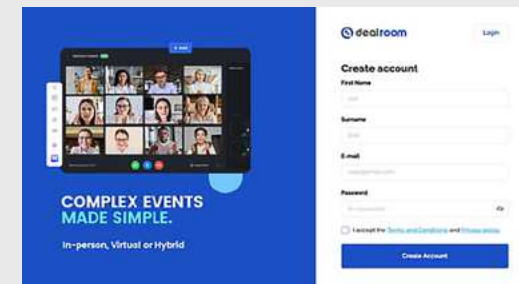
01

### Link to create an account and log-in to Deal Room

If you are signed up for Congress, you will have received [this link](#) via email.

- ➔ If you have not used Deal Room before, you will be asked to create an account and password before logging in
- ➔ If you have used Deal Room before, you can log in with your user name and password

- ➔ Not yet registered? This is the screen you will see when going onto Deal Room.
- ➔ Already registered? Click the “Login” button in the top right corner of the screen.



02

# FIPP World Media Congress

JUNE 7-9 • 2022

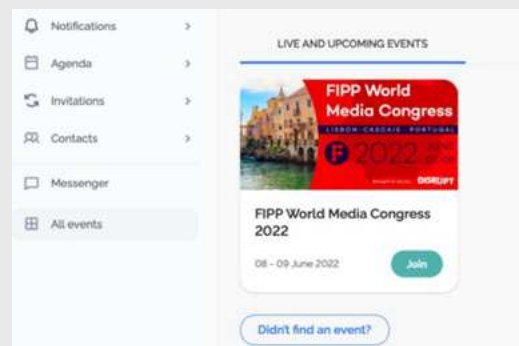
02

## Once logged into the account

You will see a screen with the events you are registered for, in our case, FIPP World Media Congress 2022.

➔ On the left are your notifications, personal agenda, invitations, contacts connected with and messenger app.

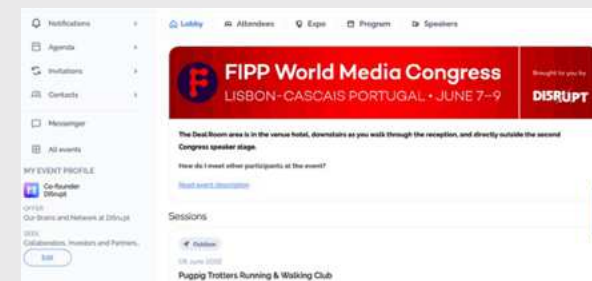
➔ To enter the Congress Deal Room, click join (the green button below the Congress graphic).



03

## Once you have entered the Deal Room

➔ Looking at the horizontal navigation at the top – you can see an overview with information on the overall Congress schedule, speaker programme and so on.



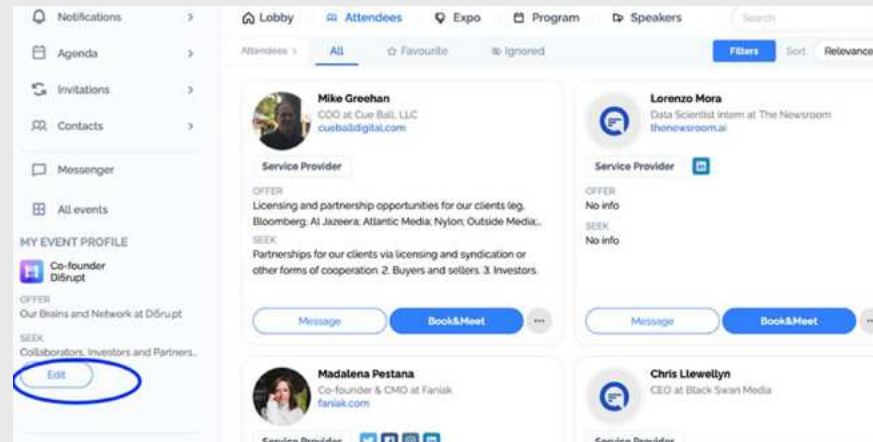
# FIPP World Media Congress

JUNE 7-9 • 2022

04

## Completing your Congress profile:

- ➔ See your Event Profile section in the bottom right corner of your Congress hub.
- ➔ Click on edit to update your profile.
- ➔ The section on what you can offer attendees and what you seek from others are particularly helpful in optimising your Deal Room experience.
- ➔ You can also add social media handles and other interests, to help your fellow delegates to “get to know you” even before you meet face to face.



# FIPP World Media Congress

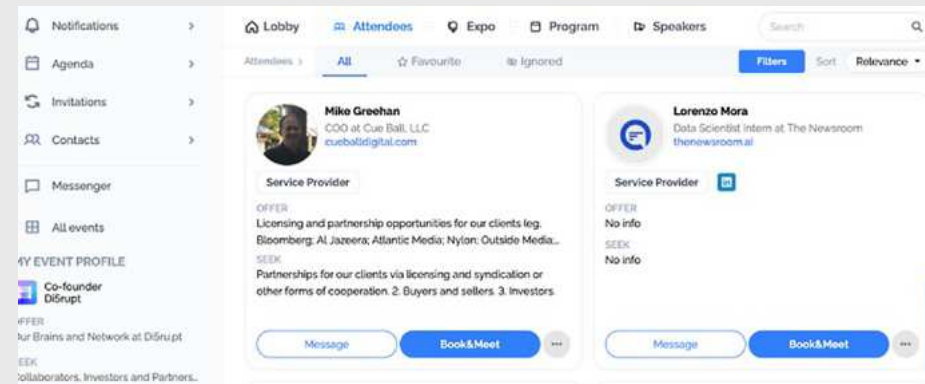
JUNE 7-9 • 2022

05

## Meeting other participants at the event

- ➔ In the Congress hub, click on “Attendees” in the top navigation. You will now see your fellow Congress attendees listed.
- ➔ You can scroll through the list, or search for attendees or companies by name.

- ➔ Once you find who you are looking for, you can message them or ask to meet. The accepting participant will be given time slots that meet yours and can decide to accept or decline.



The screenshot shows the 'Attendees' page in the Congress hub. The page is divided into a left sidebar with navigation options (Notifications, Agenda, Invitations, Contacts, Messenger, All events) and a main content area. The main content area displays a list of attendees. Two profiles are visible: Mike Greehan, COO at Cue Ball, LLC, and Lorenzo Mora, Data Scientist Intern at The Newsroom. Both profiles show their role, company, and a 'Service Provider' status. Below each profile, there are buttons for 'Message' and 'Book&Meet'. The 'Book&Meet' button is highlighted in blue. The page also includes a search bar and filters at the top.

### TIP

We recommend updating your own profiles (see more below) with what you are looking for from meetings at Congress, and what you are offering.

It also helps to type an intro with your invitations to others to meet, providing context.

# FIPP World Media Congress

JUNE 7-9 • 2022

06

## How do I contact the person I am meeting?

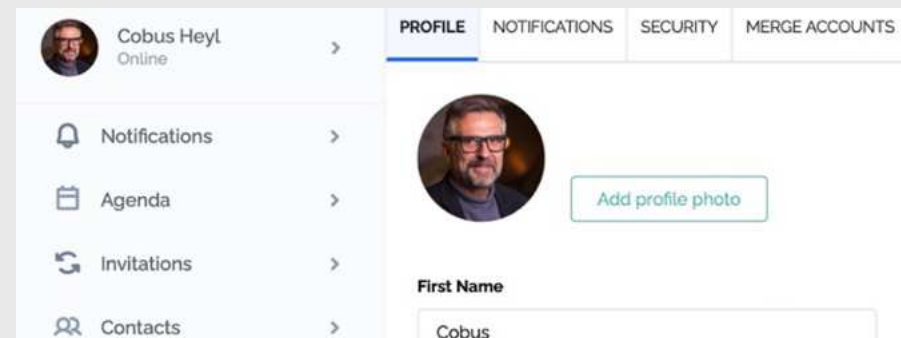
Once you have a confirmed meeting or confirmed connection request, you can check your connections and chat with them. The other party will also receive an email reminding about the chat.

07

## Do I get a reminder for my meeting?

You will receive an email for every meeting and an SMS if you provided your phone number.

Please make sure you have your notification settings for meeting reminders are on (click on your name in the top right corner of your screen to see your options).



## Any questions?

Contact Natalie Butcher at [natalie@fipp.com](mailto:natalie@fipp.com) or John Schlaefli at [john@di5ru.pt](mailto:john@di5ru.pt).

Or, when you are at Congress, go to the registration desk, or ask any of our Congress helpers (in branded T-shirts).