Welcome to CPHI Frankfurt

The Event Planner – Visitor Guide

CPHI by informa | FRANKFURT
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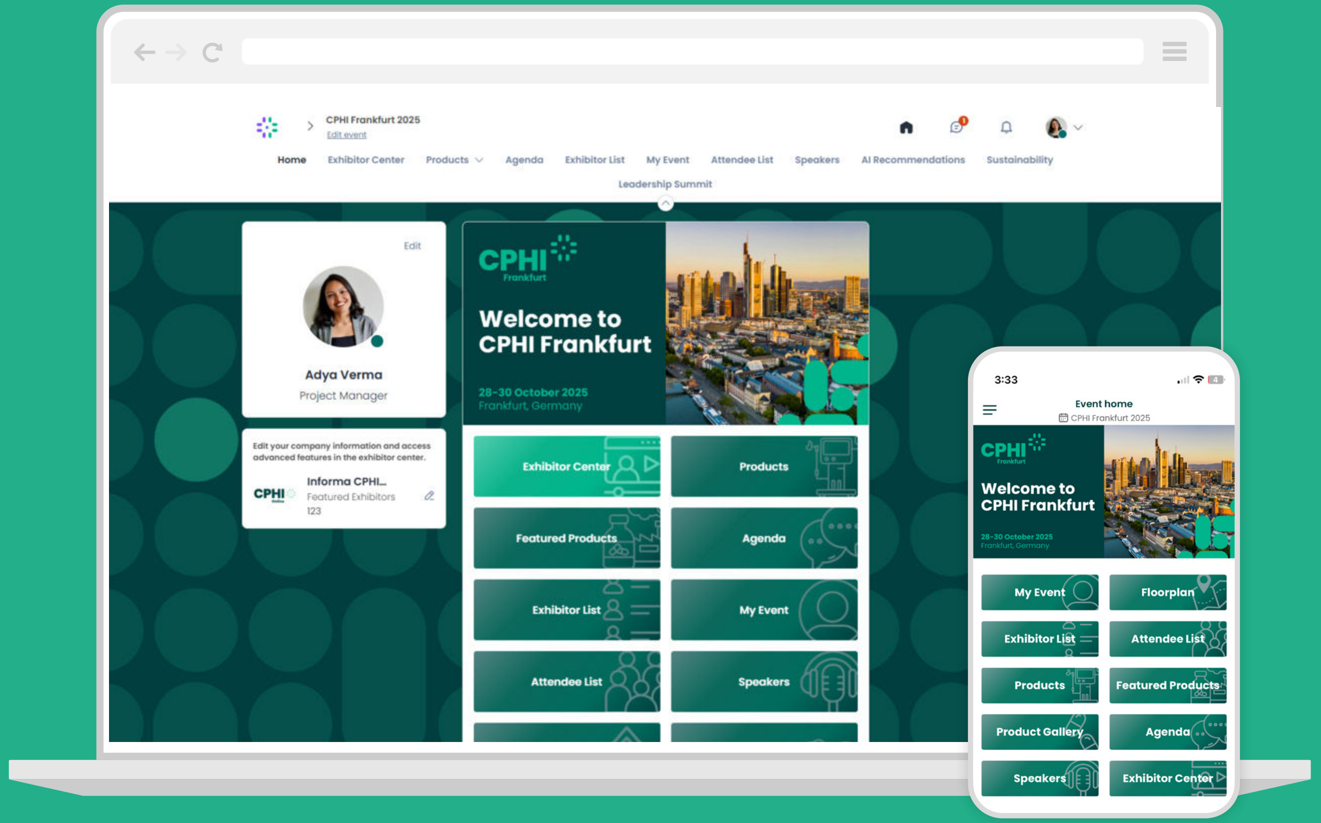
What is the Event Planner?

The Event Planner 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 Event Planner 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

Log in to the Event Planner

Login for the first time

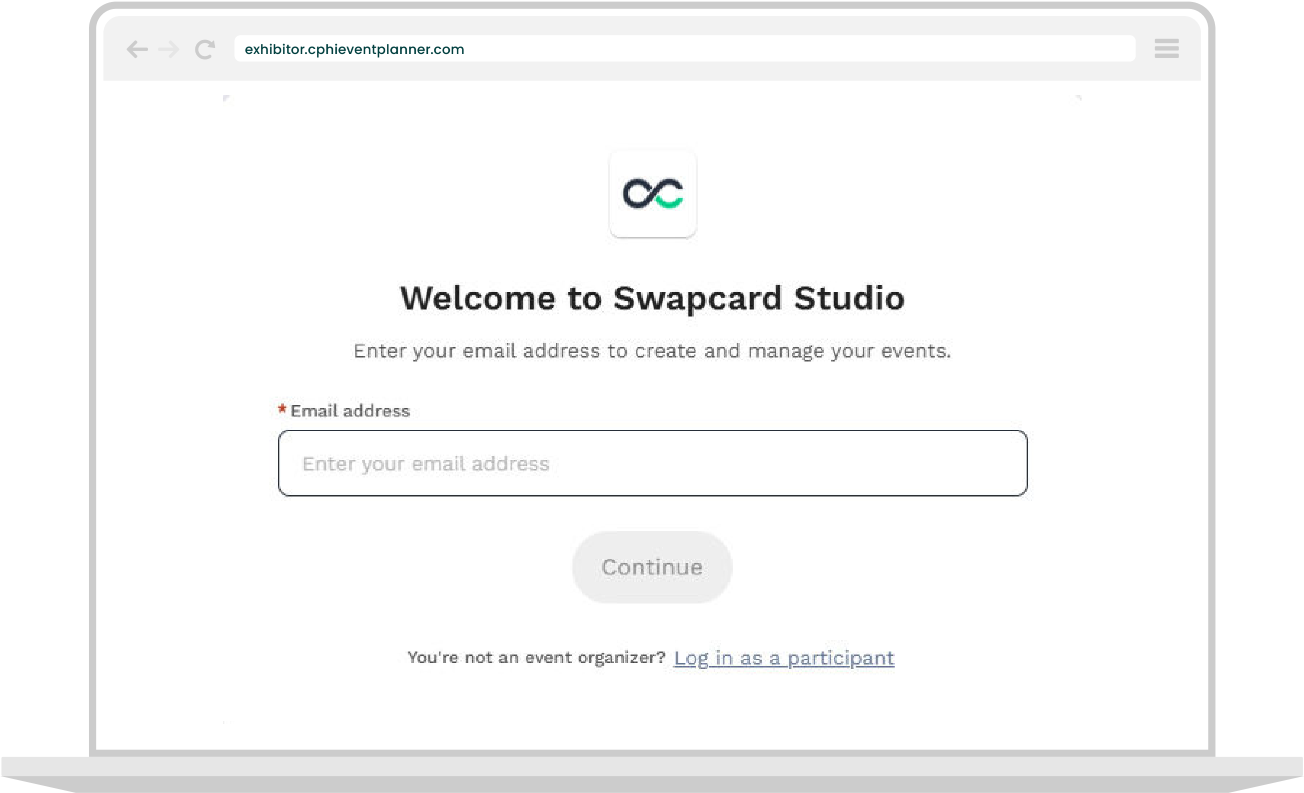
Step 1: You will receive an email* from servicesnoreply@eventsbycphi.com containing a link to the Event Planner. Click the link

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

Log in to an existing account

Step 1: Go to visitor.cphieventplanner.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 servicesnoreply@eventsbycphi.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

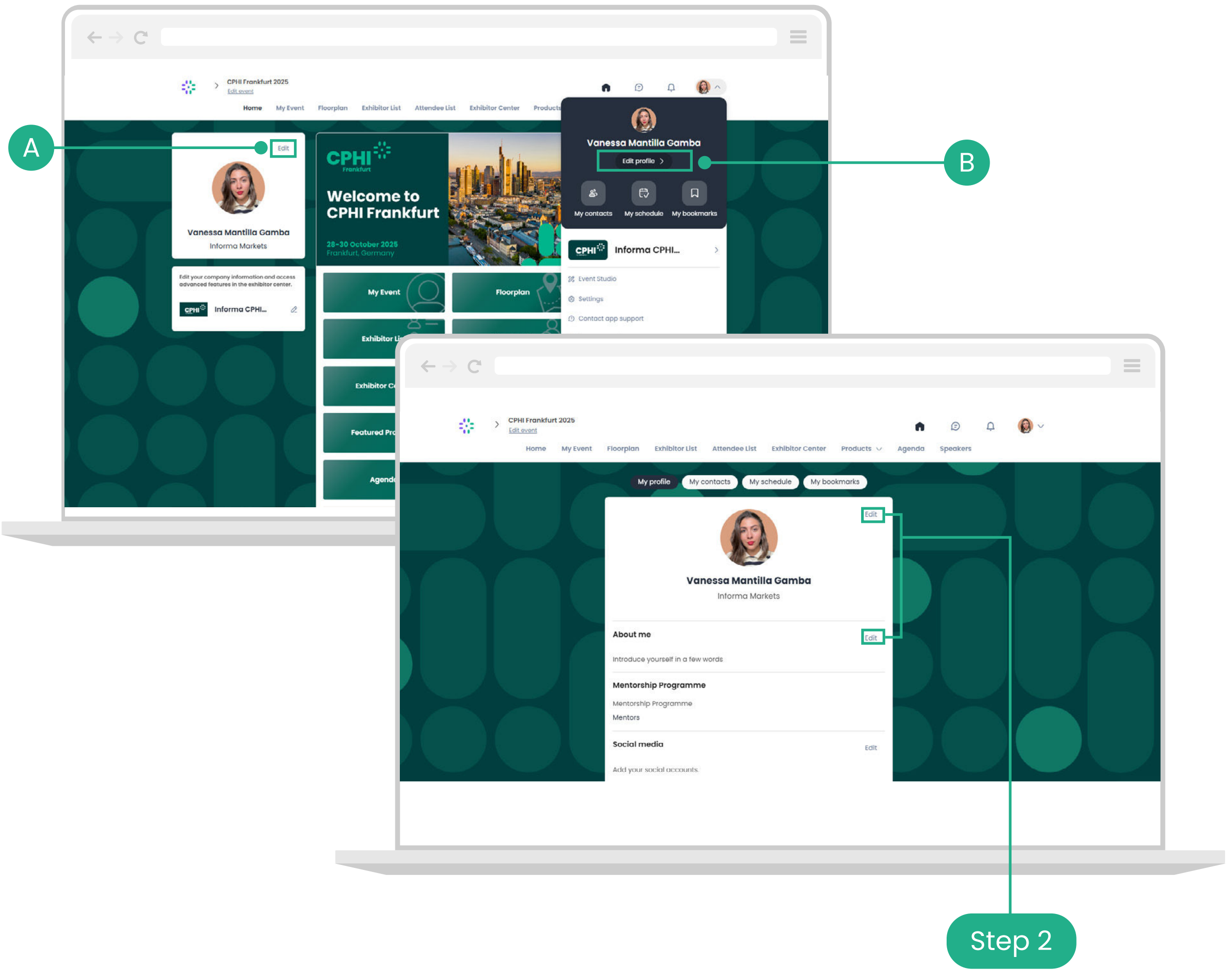
Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

Step 1: Access your profile. There are two ways to access your profile:

- A Click **"Edit"** at the top-right of the profile picture box
  or
- B Click **"Edit Profile"** from the drop-down menu to the right of the page

Step 2: Once in your profile, proceed to click on the "Edit" buttons to make relevant changes or updates

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



Networking

Browse exhibitors and products

Access a comprehensive directory of exhibitors and their innovative products right at your fingertips. Maximise your time at the event by filtering companies based on your specific interests, creating a personalised lists of exhibitors, and bookmarking products that match your business needs. This ensures you'll connect with partners, making your event experience both efficient and productive.

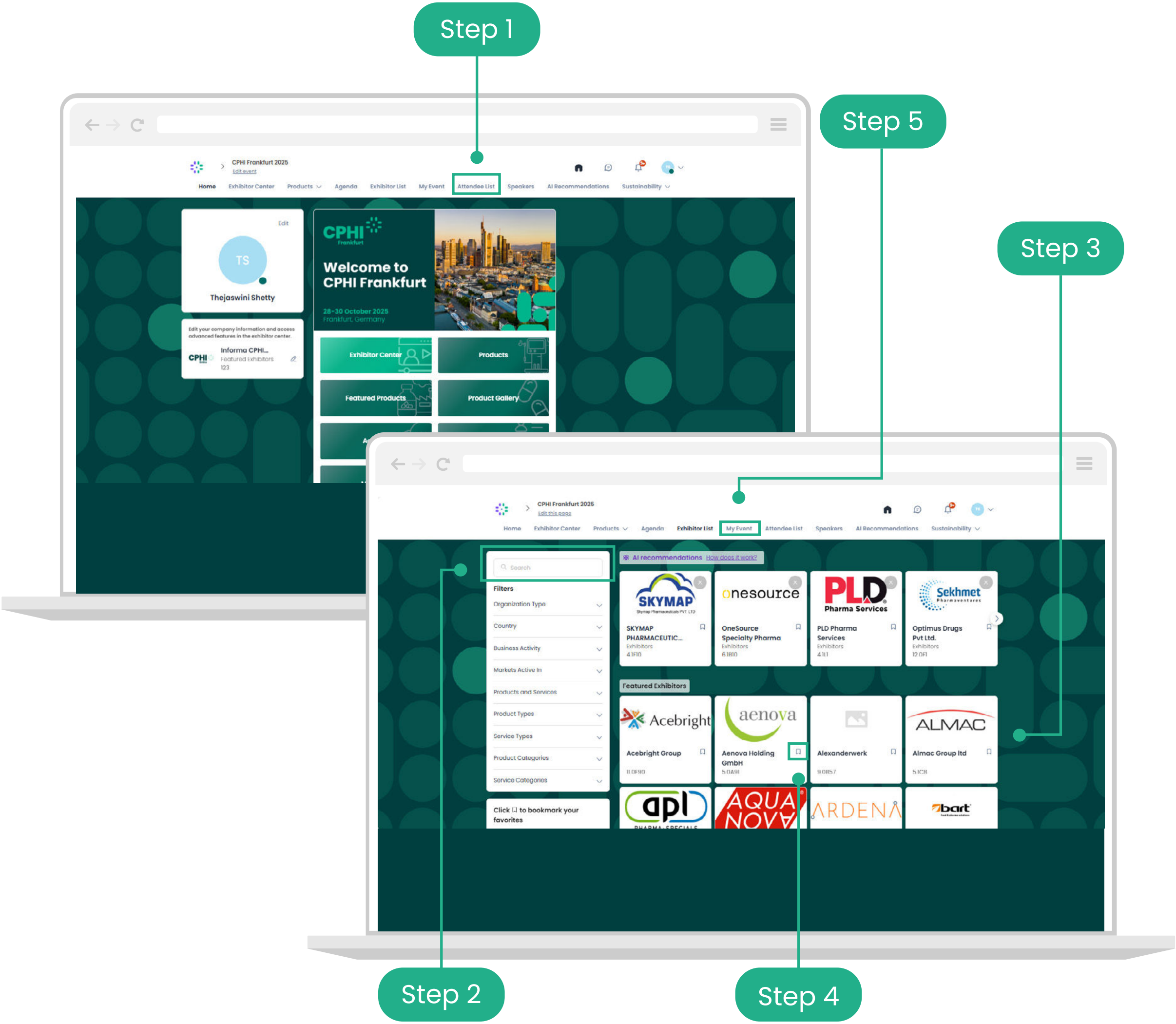
Step 1: Select **"Exhibitor List"** or **"Products"** from the top navigation bar

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"**



Access the Full Attendee List

Available for Premium Pass holders and In-App Attendee List add-on holders

Connect with every registered attendee and exhibitor before, during, and after the event. Unlock unlimited networking opportunities and build a strong pipeline of valuable contacts.

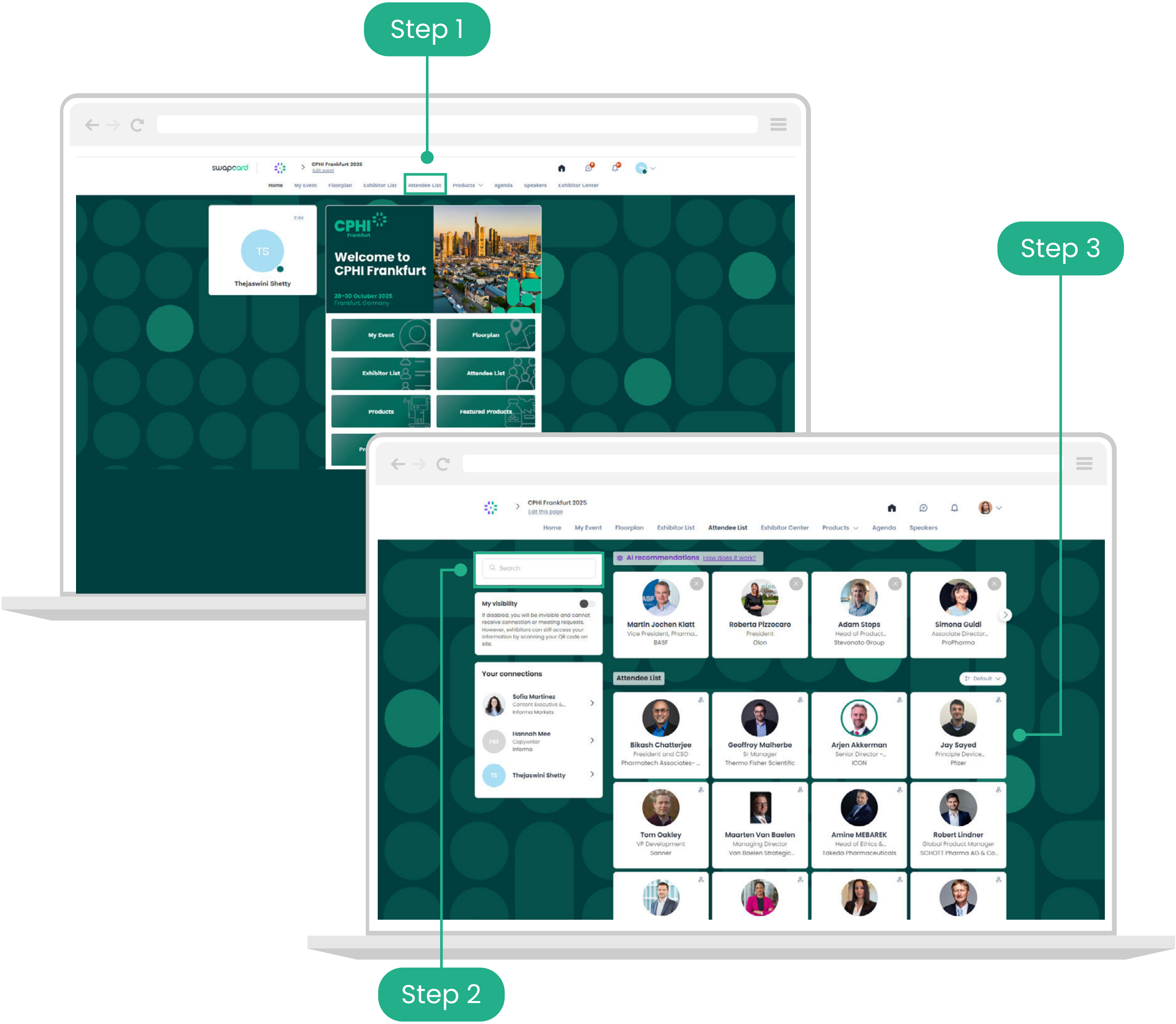
Step 1: From the main event page, click on **"Attendee List"** in the top left corner of the navigation bar of the homepage

Step 2: Search the list for visitors that align with your goals using the filters on the left-hand side of the screen

Step 3: Click on a profile to find out more about them and start networking by sending a connection request or booking a virtual meeting

Buy now ›

Tip: If you don't see the Attendee List tab, it means your pass doesn't include this feature



Send a connection request

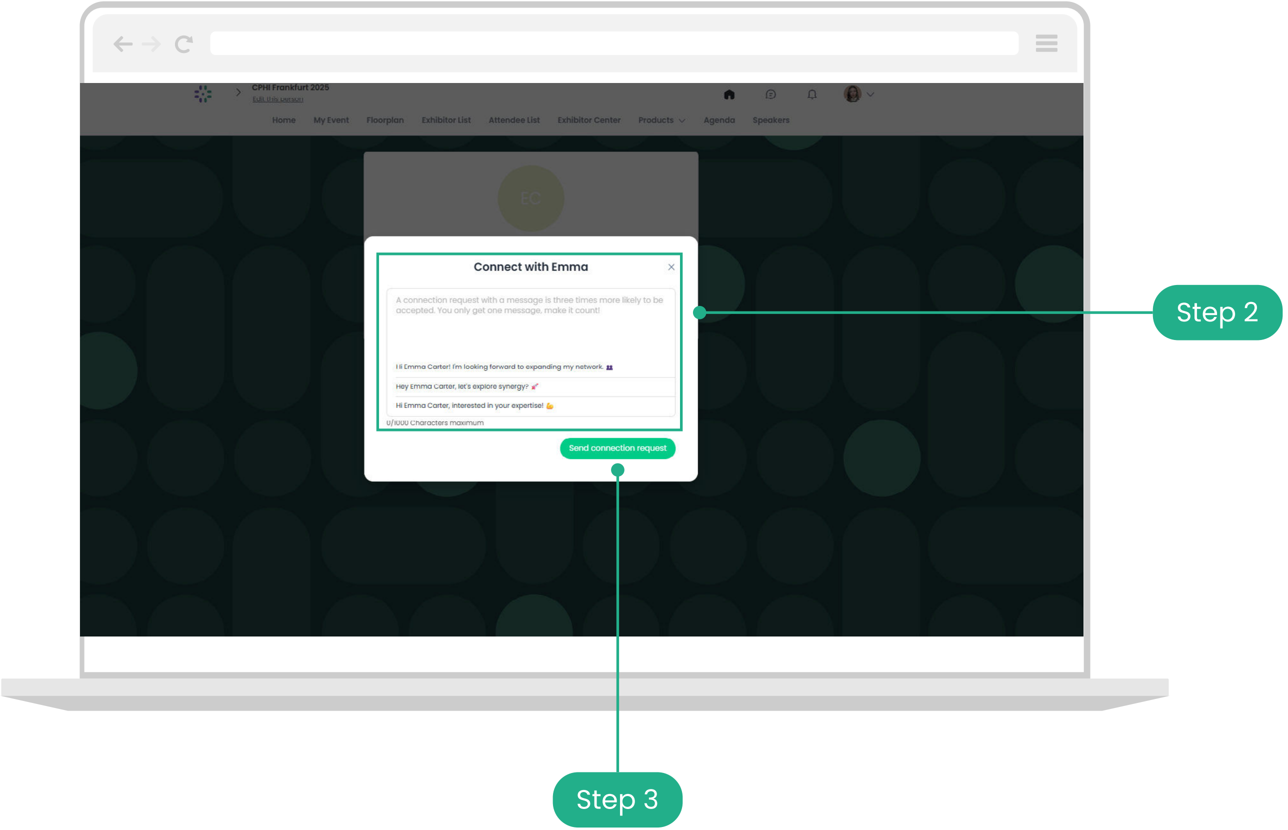
You can send a connection request to an exhibitor team member, speaker or sponsor. Once someone has accepted your request, you will be able to exchange messages on the platform

Step 1: Click on an exhibitor profile from the exhibitor list, speaker list, or the members under a company profile

Step 2: Add an introductory message about yourself, your company and reason to connect

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.



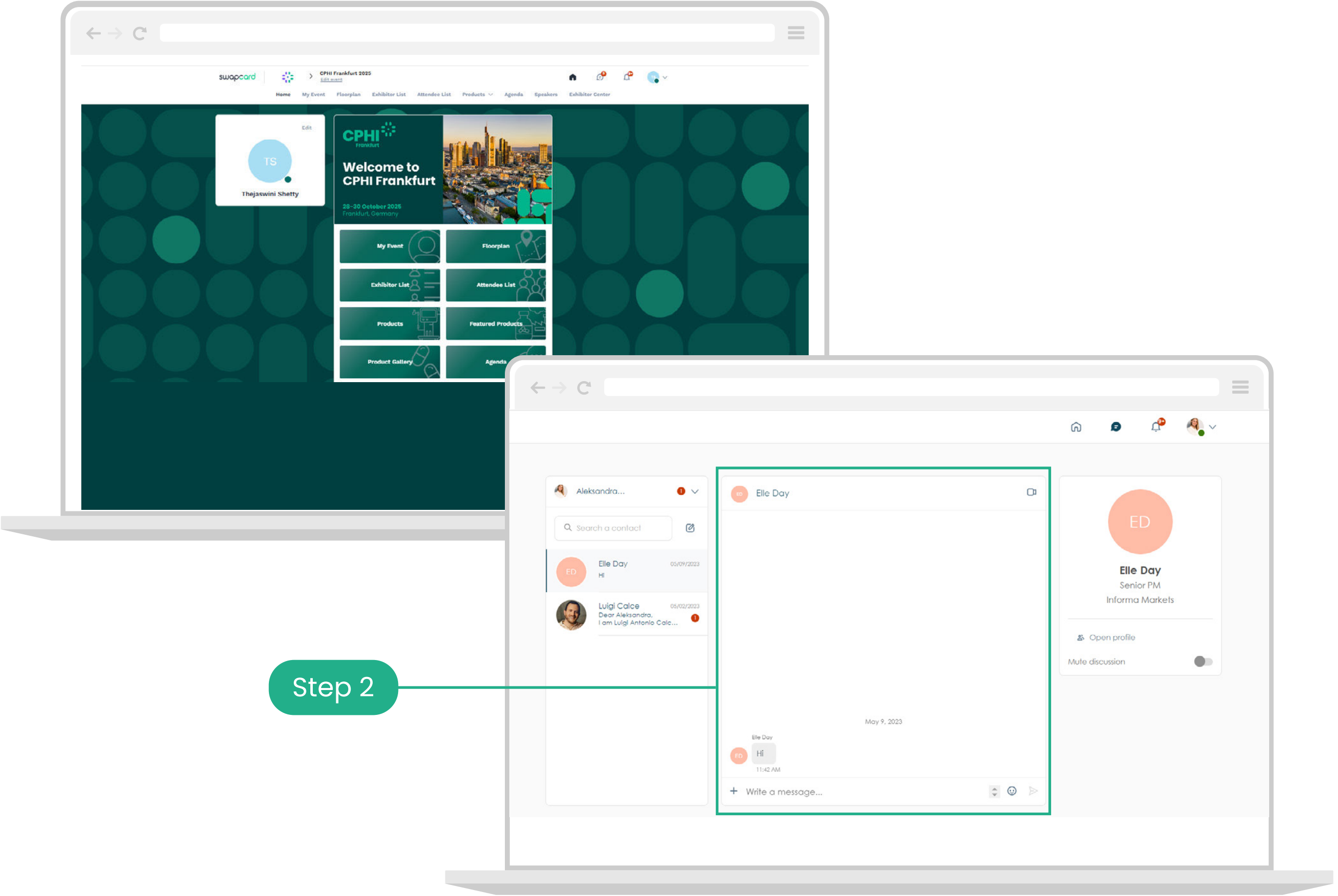
Send a message

Engage with existing contacts and potential new business partners with the messaging feature. It's a great way to check-in during the event and pick up the conversation 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 exhibitor 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

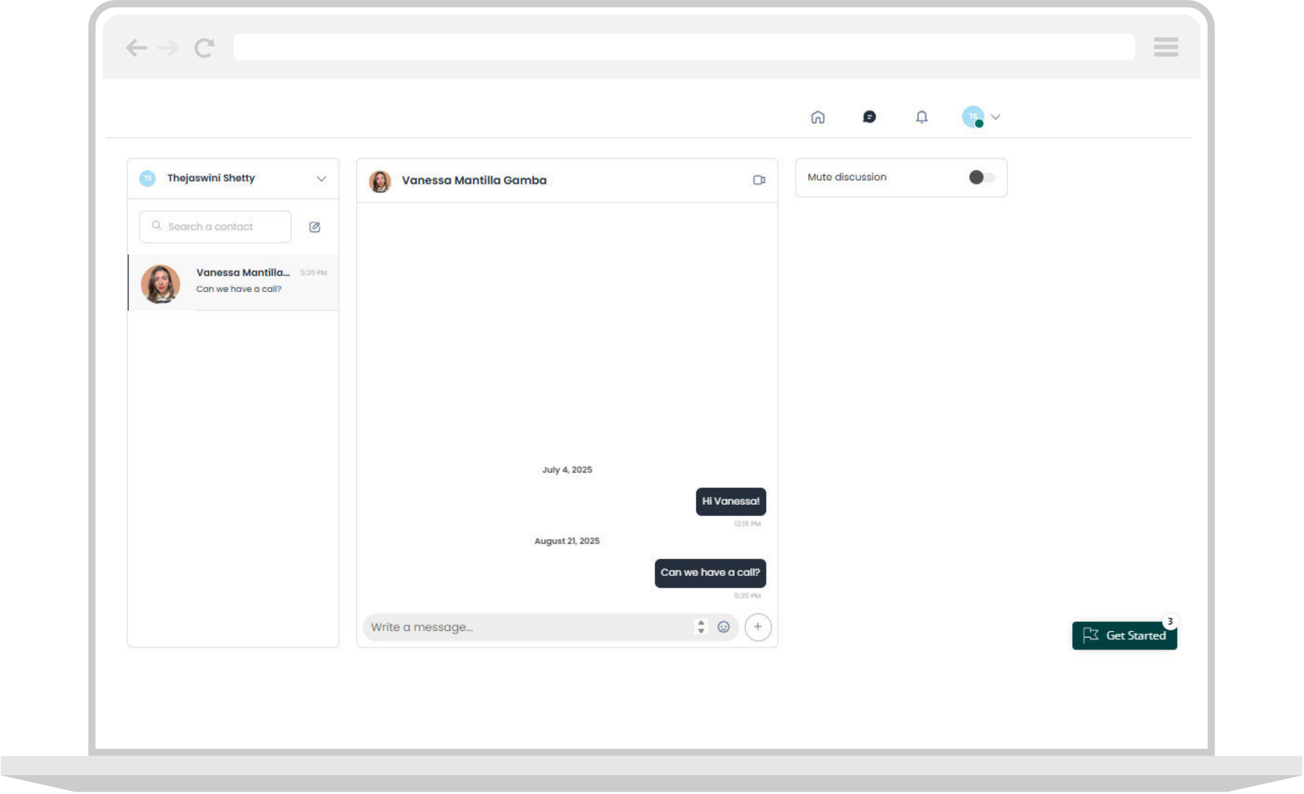


Manage your messages

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



Create a group chat

Create a group chat for discussions with up to 10 people. You can send messages, share files and arrange group video calls for those topics that cannot be conveyed in a message.

Step 1: Head to your message inbox by clicking on the chat bubble icon

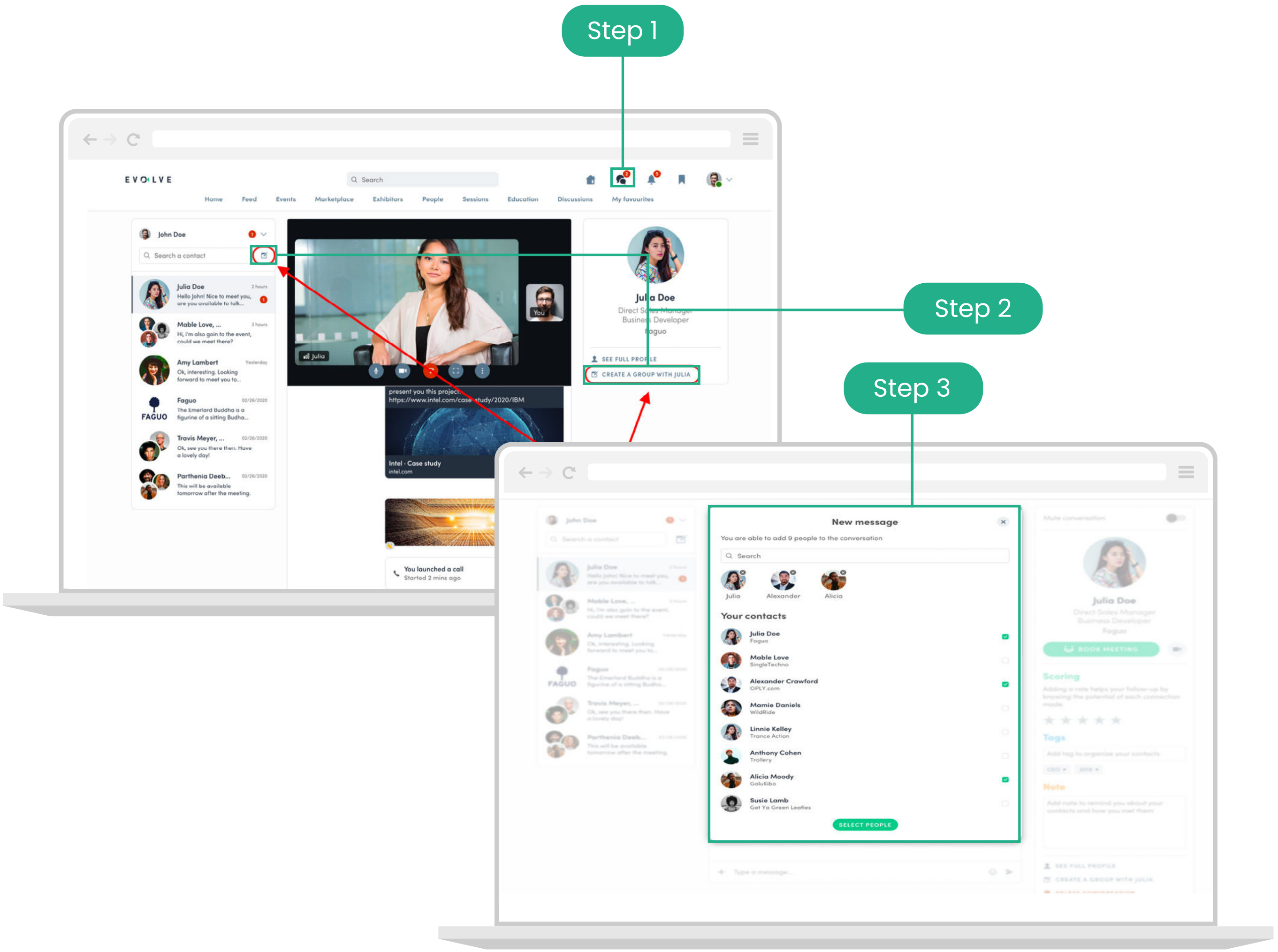
Step 2: Click the new message icon at the top of your messages

Step 3: Add people from your contact list to the group by selecting the checkbox next to their name

Step 4: Click **"next"** to start your conversation

By default, the person creating the group chat is the admin.
This gives them the right to:

- Add and remove members
- Assign and demote new admins
- End the conversation



Request a meeting

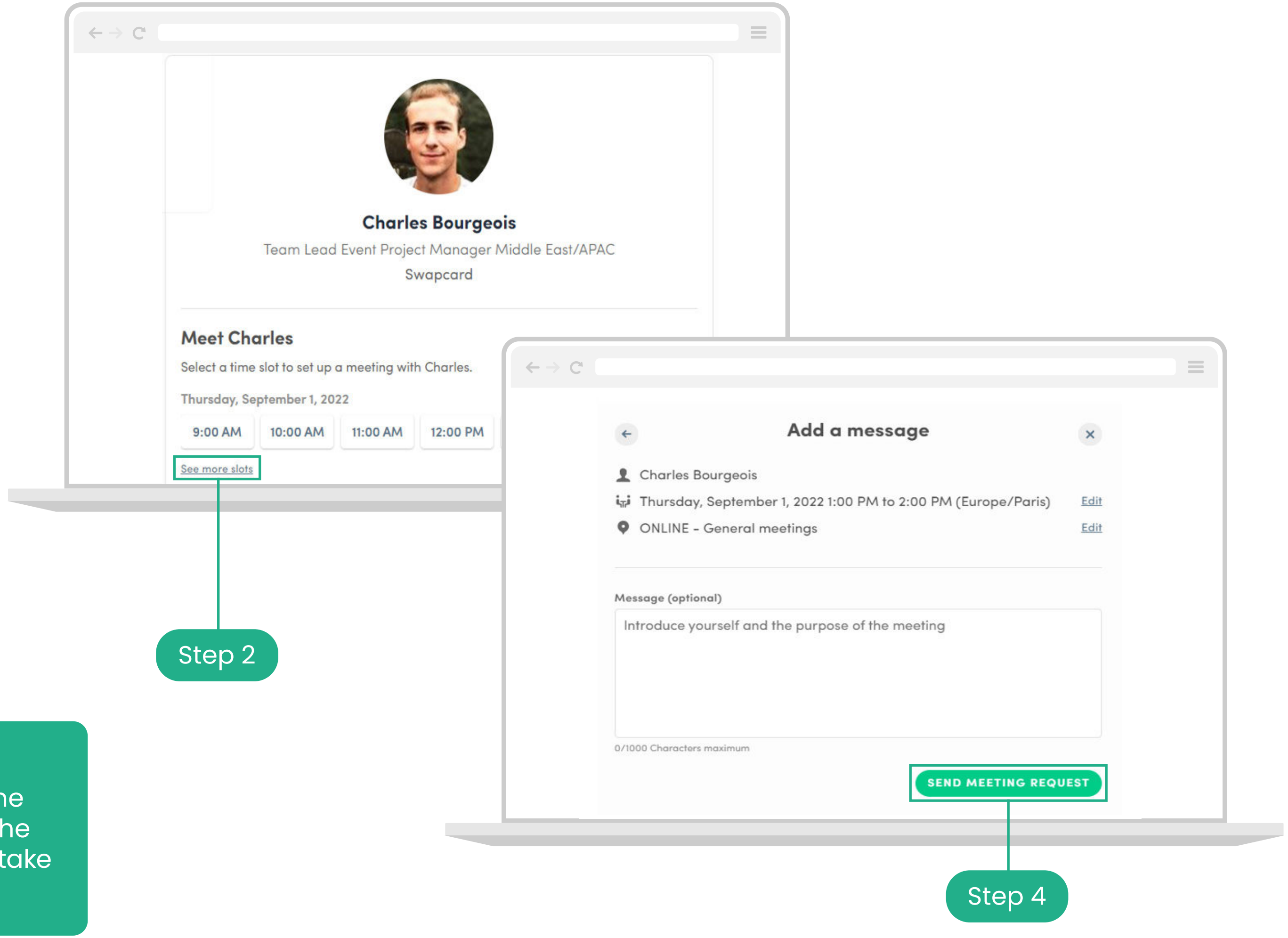
Arrange meetings with your contacts to move your business relationship further and make time for those important face-to-face discussions. Meetings can be held online or in-person at the show.

Step 1: Visit an exhibitor profile from the exhibitor's list, speaker list, or an attendee's profile

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

Step 3: Select a meeting location, and add participants if required

Step 4: Add a message and send your meeting request



Note for Networking Leader pass holders:
If you hold a Networking Leader pass, you can book a meeting at one of the tables in the Networking Leader Lounge. To do this, simply choose one of the Networking Leader Lounge locations where you would like the meeting to take place, and then select one of the available tables at that location.

Manage your company meetings

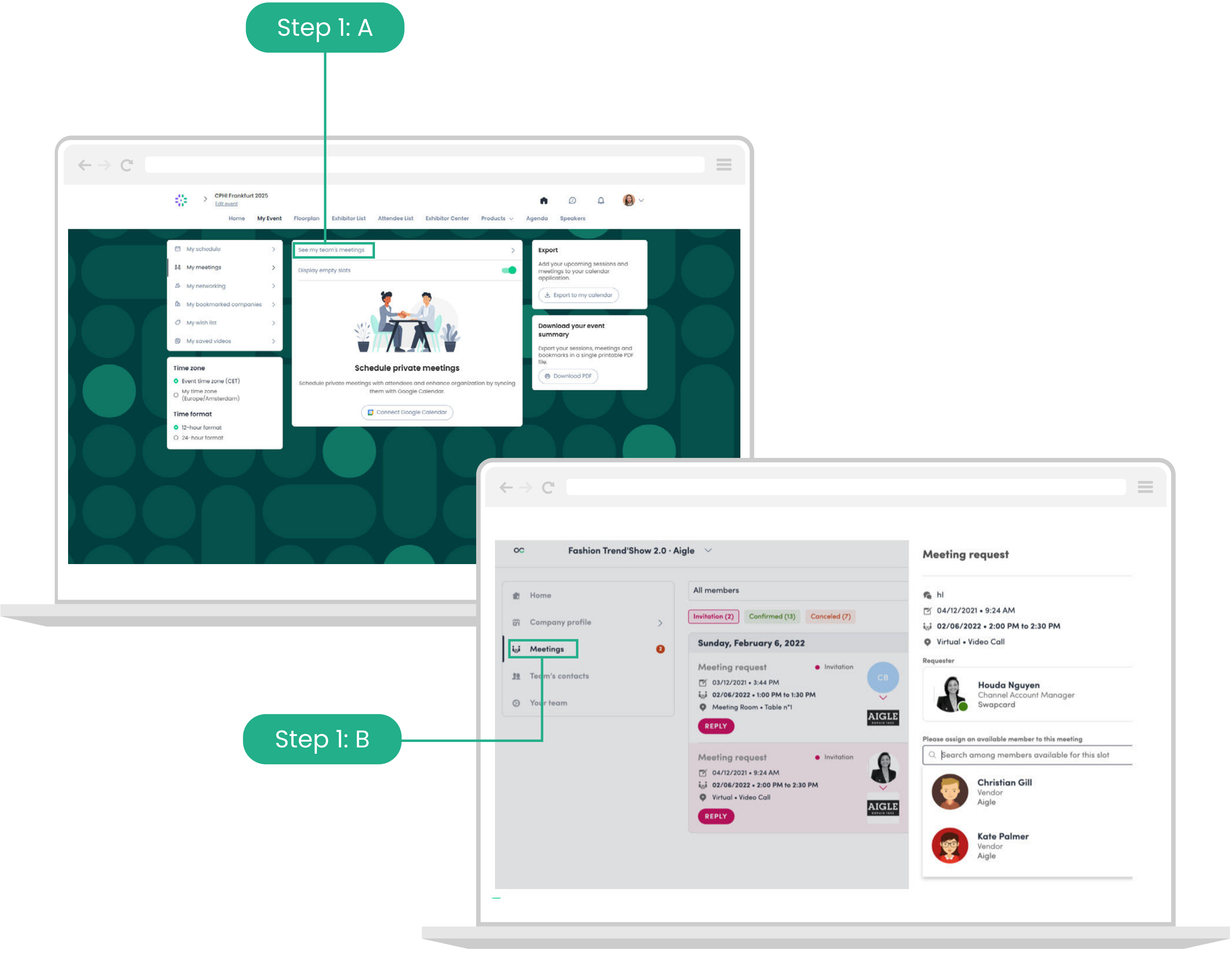
Step 1: There are two ways to view your company meetings:

- **A** From the top of your personal meetings page select **"See my team's meetings"**
- **B** Enter the Exhibitor Centre (see page 8) and select **"Meetings"** from the left navigation bar

Step 2: Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the **edit icon.**

Step 3: Once you have clicked on a meeting, you can use the search bar title **"participants"** to find your team members and assign the meeting to them

Step 4: To manage your company's meeting availability, select manage availability from the right hand side of the page



Content

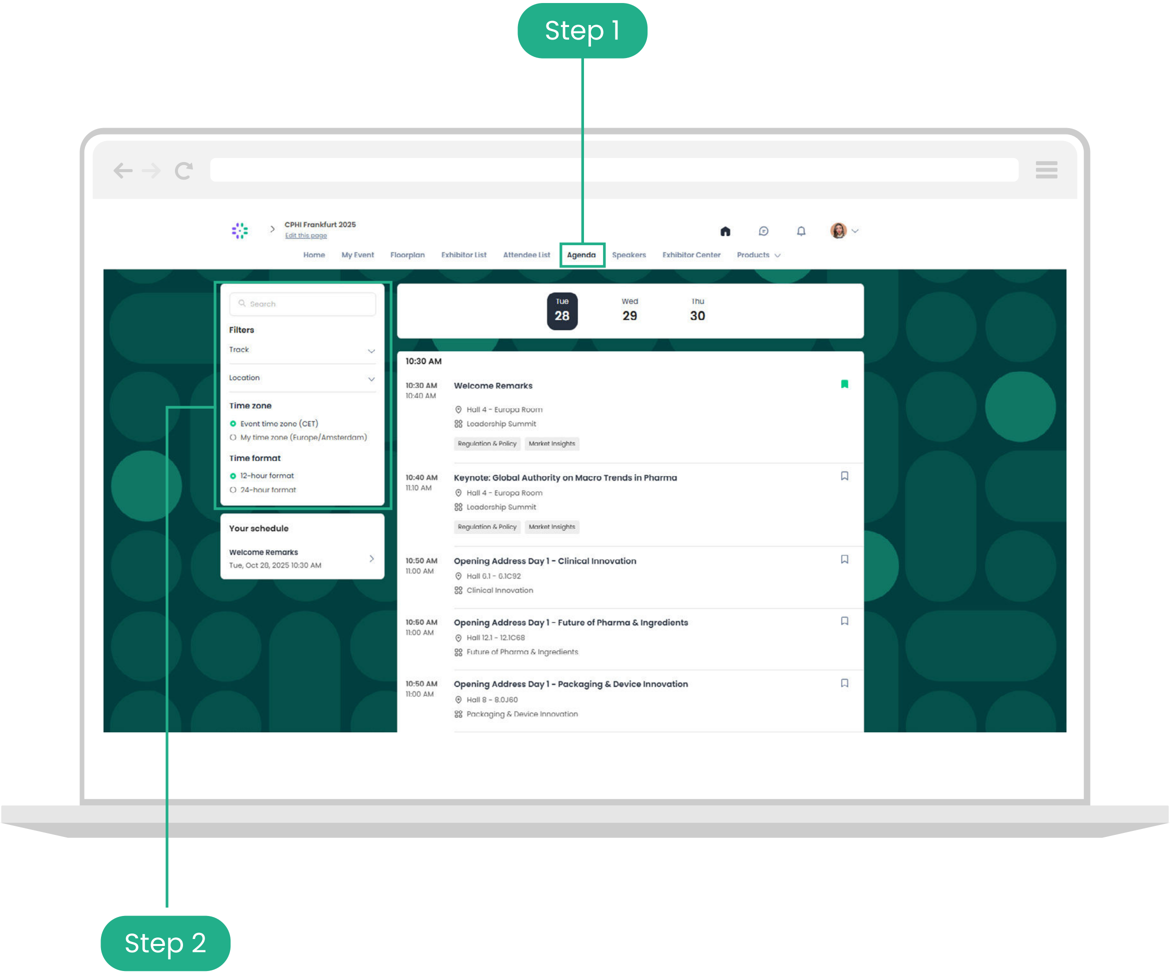
Bookmark a session

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 **"Content"** 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.

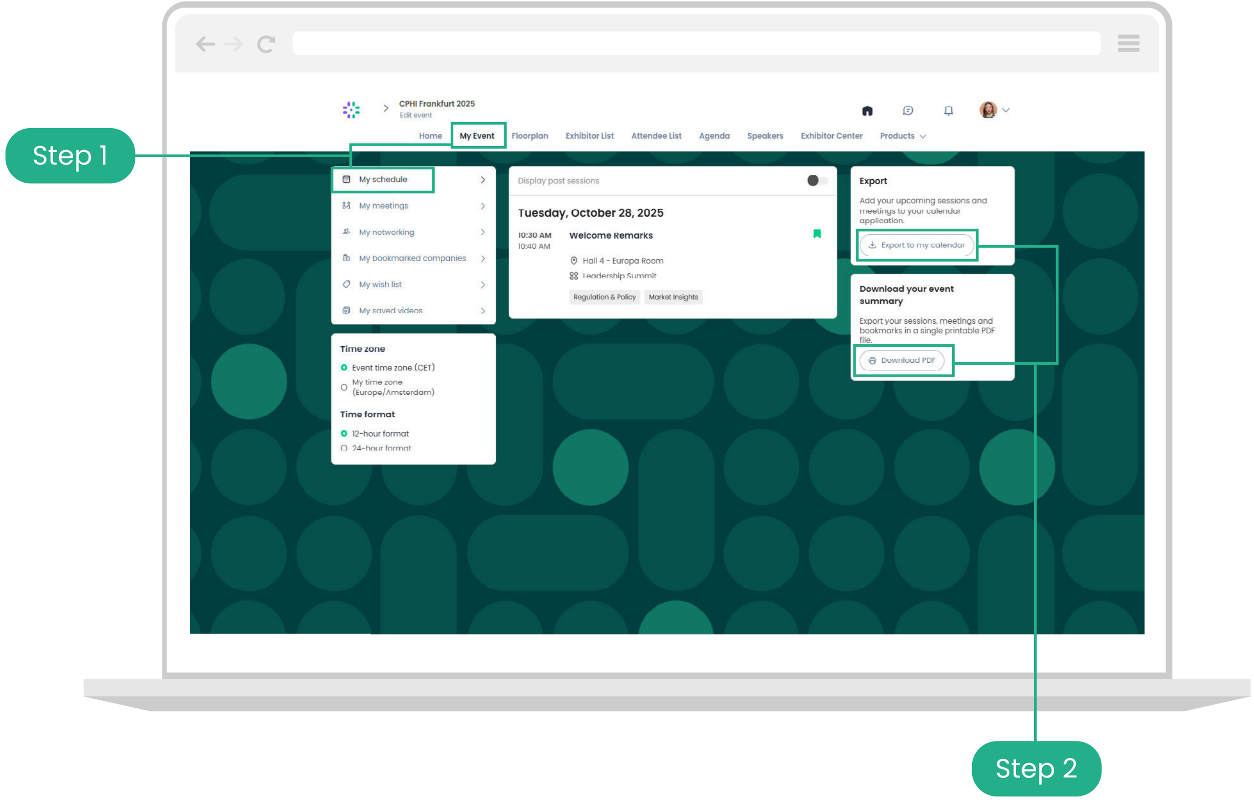


View and export your schedule

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 right-hand side click **"Export to my calendar"** or **"Download PDF"** to export your full schedule of sessions and meetings.



Lead Scanning

What are the benefits of lead scanning?

1

Say goodbye to binders

Reduce admin time as everything is digitalised. No paperwork means you can focus on the conversation with your potential new partners and clients.

2

Everything in one place

You can scan badges using the app, with all lead data stored centrally for easy access.

3

Get business done faster

Download your leads in spreadsheets, and share them with your wider team before you've even left the venue.

4

Be more sustainable

Ditch paper and start using the event app to generate less waste & accelerate your business sustainably.

Scan badges onsite

Scanning a badge will capture their contact details for you to download later.

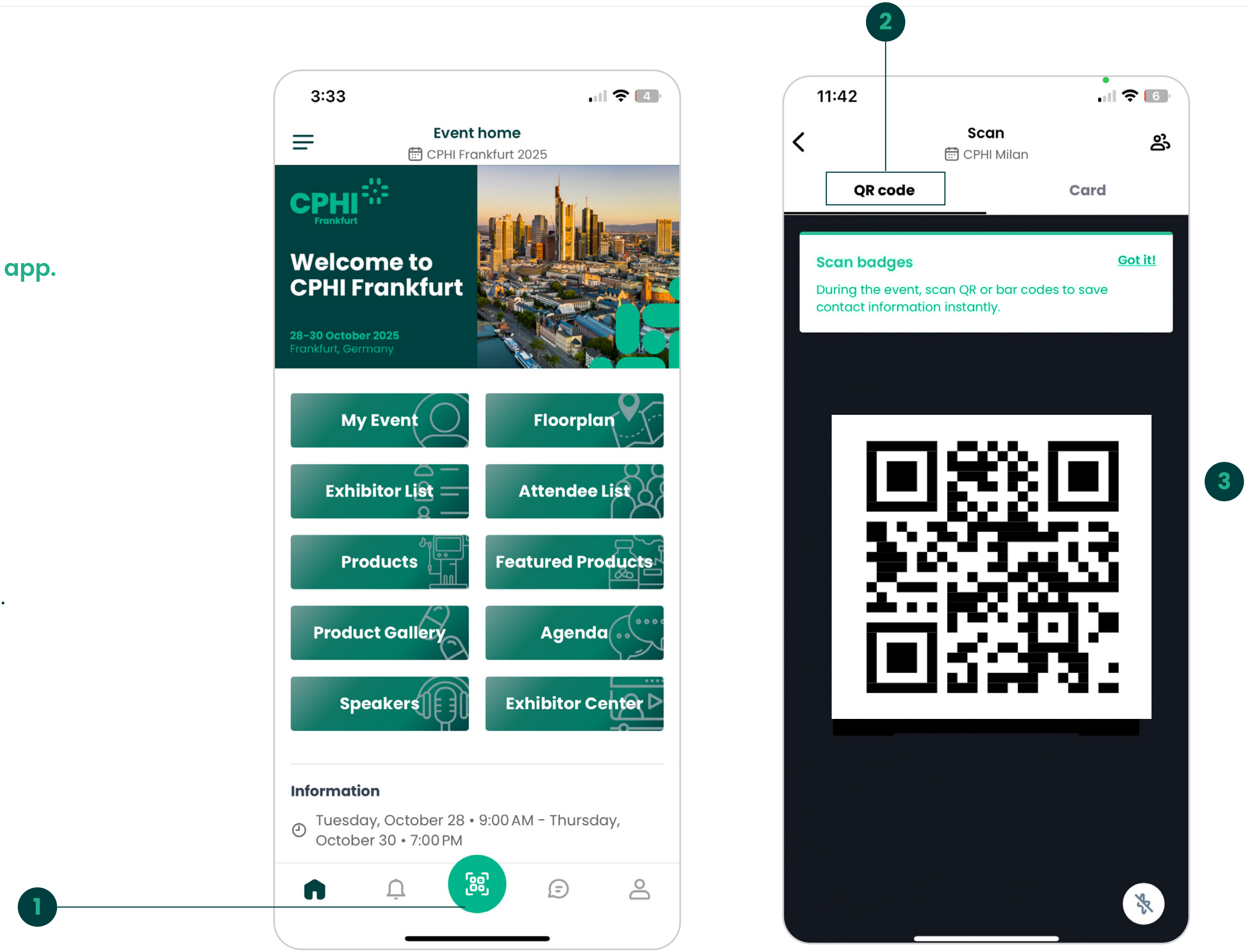
To start scanning badges onsite, you will need to download the app.

Step 1: Log in and select the QR code icon at the bottom centre

Step2: Select **QR Code**

Step3: Align the square camera with the attendee badge

The app will prompt you to allow access to your camera. Please agree in order to scan badges.



Add notes and tags

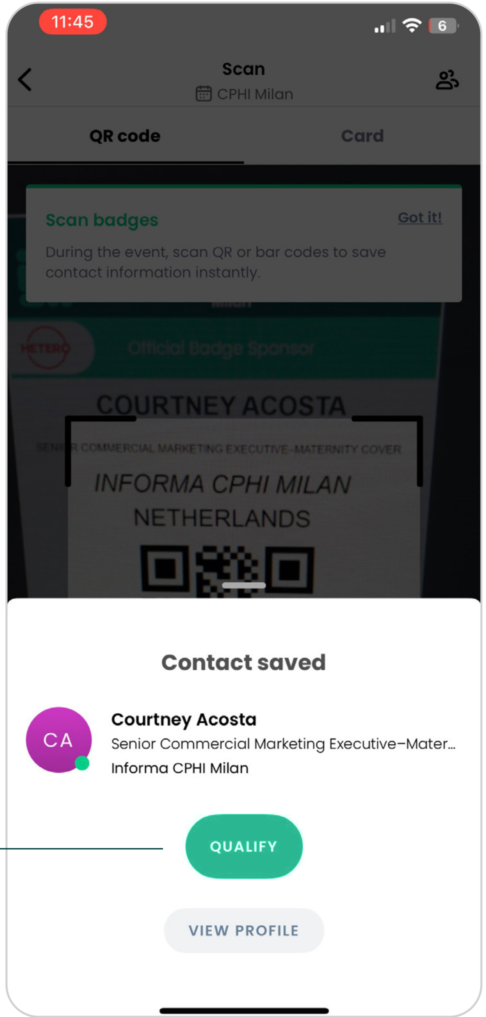
Once a badge has been scanned, you'll be able to see their contact details and annotate their profile with your own notes.

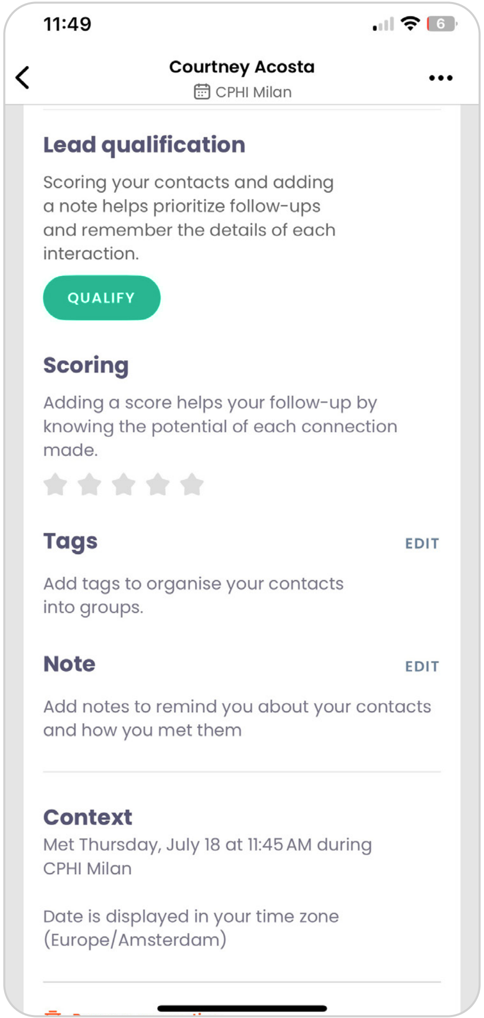
Step 1: Click **"Qualify"** to start adding your own annotations.

Step 2: Give your lead a score out of 5 based on their potential.

Step 3: Add tags to enable easy filtering of leads (pre-populate possible tags with your team before the event to ensure you are on the same page).

Step 4: Add your own additional notes about the lead.



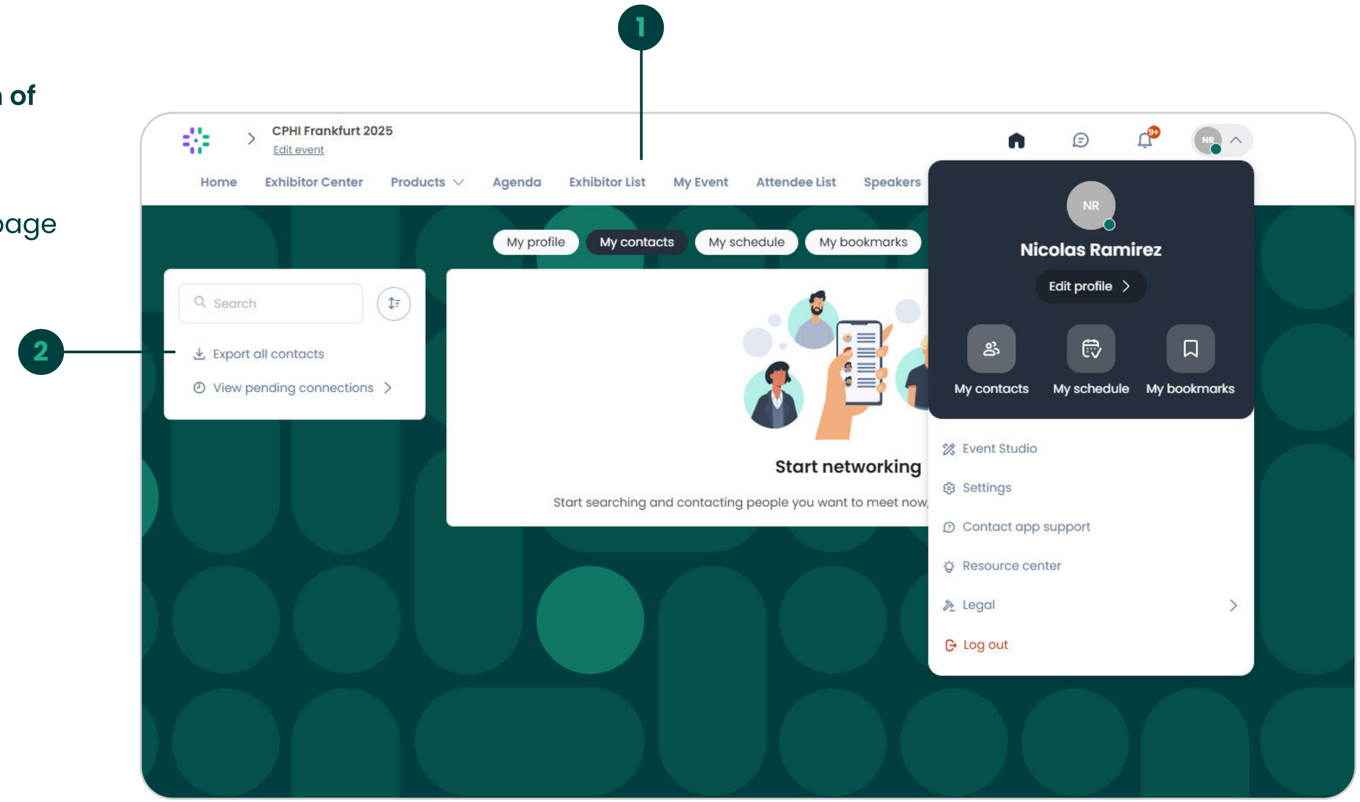


Download your leads post-event

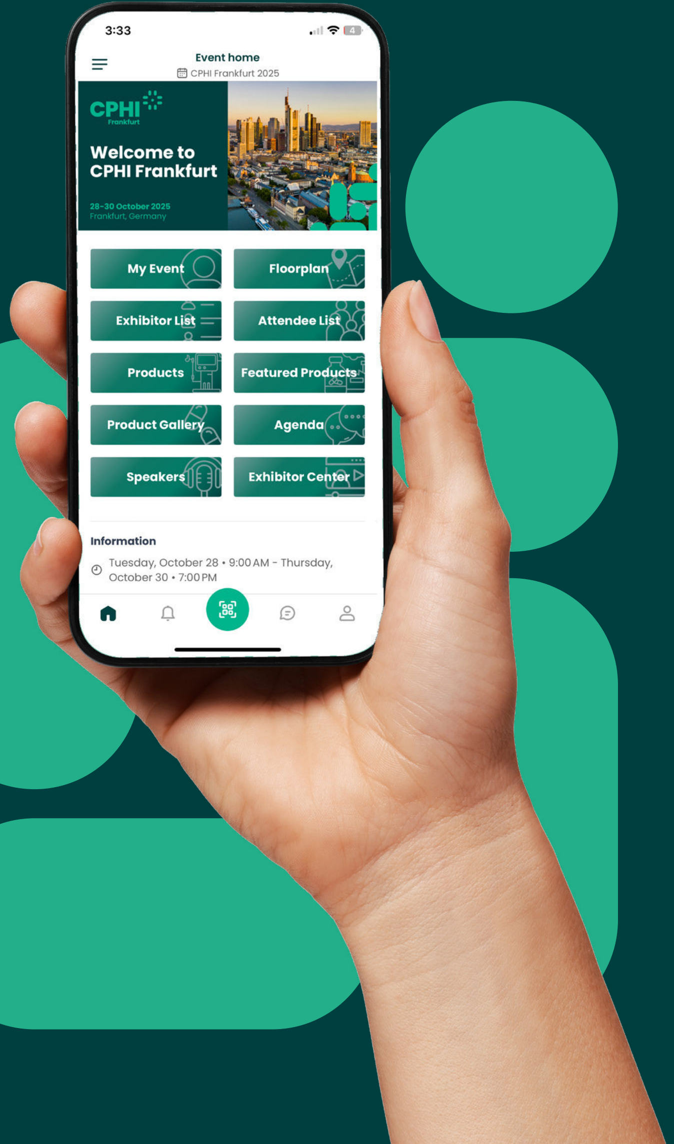
Post-event, you can download an excel file that includes the information of all your scanned badges and any connections made online.

Step 1: Click **"My contacts"** from the drop-down menu to the right of the page

Step 2: Click **"Export all contacts"** on the left-hand side of the screen



Click here to download the Event Planner App and start scanning!



Need assistance?

Contact the CPHI Frankfurt Customer Service Team on
cphicustomerservice@informa.com