

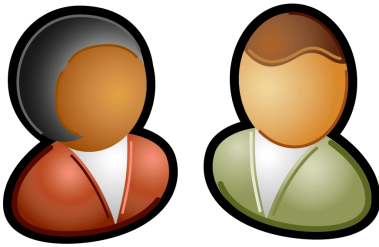
Structured Networking

Transforming Casual Encounters into Business Relationships

Structured Networking is a meeting form that makes introductions at conferences more predictable and effective.

It provides the opportunity to significantly increase the value perceived by the conference attendees, exhibitors, experts and speakers.

If your event has 100 attendees that means it has the potential to host almost 5,000 meetings. With 700 attendees that number goes up to a quarter of a million meetings. That makes Structured Networking very popular!



Attract a Bigger Audience

- Draw a larger audience by adding more value to your conference.
- Attract senior decision makers. Make your event stand out as helping them grow their business. Structured Networking gives them *business value* first and foremost.
- Bring the value back to in-person events. The best meetings happen face-to-face.



Earn Better Event Scores

- Enable your audience to conduct business meetings with very hard-to-find people, including peers, experts and speakers.
- Activate and engage your audience and make them part of the event's success.
- Give the attendees the best use of their time and they will value your event for it.



Maximize Your Budget

- Ensure your event's success in a very cost effective way with Structured Networking.
- Invest in your attendees and they will come back again and again.
- Minimize costs that have limited or only short term impact, e.g. give-aways.

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(425) 284-9008

info@konsultpartners.com

www.konsultpartners.com

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Explore Structured Networking for your event!

What Structured Networking can do for you...

... as a conference organizer

It is not unusual for Structured Networking to add so much immediate value that it becomes the main reason attendees will flock to the event.



Conference attendees go to fewer conferences. They have a hard time to convince their managers about the value of spending one or more days attending conferences, not to mention spending hundred or even thousands of dollars in conference fees and T&E.

Senior decision makers and executives are the hardest of all to get to conferences. But those are the individuals that sponsors and speakers want to engage with. This makes it even more vital to provide conference experiences that go beyond the traditional meet-and-greet opportunities.

In fact, Structured Networking stimulates the whole event by transforming attendees from a passive audience to being active contributors. Senior people want to meet other senior people — you can turn this into a differentiating factor .

... as a conference attendee

The opportunity to network and personally engage with peers, specialists, vendors, analysts and other professionals is one of the key values for attending conferences and events. In fact, it may be the main reason that you made the commitment to attend the event in the first place.

Structured networking maximizes your time and investment by actively helping you to *only* meet with people who are likely to really benefit your business — and the Structured Networking system helps you find them!

Consider these conference scenarios:

- Scenario 1: You are looking for peers in your industry, with the goal of building strategic partnerships; Structured Networking helps you find the people in the right positions, taking the guessing out of the equation.

Scenario 2: You are attending an exhibition, hoping to find a new set of products to resell; Structured Networking makes it possible to effectively meet the top candidates, allowing you the opportunity to conduct more meetings, ensuring you get the most out of the exhibition.



If you find additional opportunities you can easily let the system schedule more meetings while you are on site.

How it works

- When you sign up for the event, you add a profile describing what you want to accomplish at the event.
- The system then matches people and suggests meetings.
- You are in control — meetings you accept are sent to your calendar.
- You arrive at the event with the list of meetings and where to conduct them.
- You leave the conference with a solid list of new business contacts .

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