Welcome to Pharmapack

The Event Planner – Exhibitor Guide

PHARMAPACK
By CPHI

24–25 January 2024

Contents

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 sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.

On the Event Planner you can:

- Advertise your presence at the event through a company and personal profile
- Search the full list of attendees to find your target audience
- Network with professionally aligned contacts before, during and after the event through messaging or setting up meetings
- Capture and retrieve the details of all the connections you make
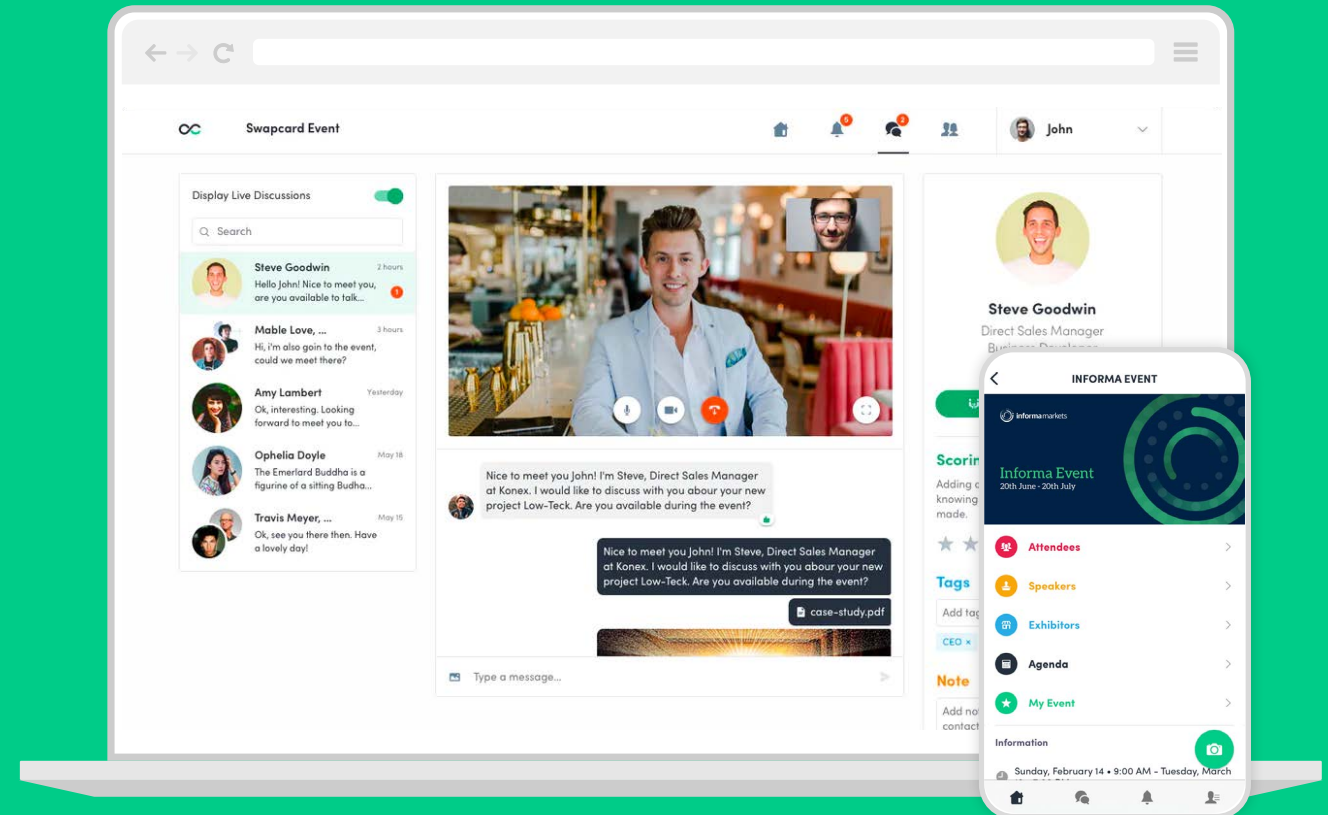
Getting started

Logging in to the Event Planner

Login for the first time

Step 1: You will receive an email* from noreply@pharmapackeurope.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 exhibitor.pharmapackeventplanner.com

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

exhibitor.Pharmapackeventplanner.com

Informa Markets

Open event company profile

Pharmapack 2024
Jan 24, 2024 - Jan 25, 2024
Open event

- Home
- Company profile
- Team members
- Leads board
- Meetings

Welcome to the Event Planner

The Event Planner is a web & app tool to promote your company, connect with qualified leads, and plan for a seamless experience. Open pre and post-show, it gives you more time to prepare and elevate your event ROI.

Ahead of the event, search the visitor list and tap into your AI recommendations on the web planner to discover qualified leads and new business opportunities. Use the messaging feature to simplify your prospect outreach and pre-schedule meetings for valuable conversations onsite. Plus, search the content agenda and join online sessions to keep up with industry trends.

Download the app to maximise your show day experience with all your event essentials in one place, including your badge and meeting schedule. The lead scanning and retrieval function enables you to capture and qualify every connection, helping you drive your business forward.

With the help of the Event Planner, wave goodbye to event stress and say hello to a productive, energizing, and inspiring experience at CPHI & Pharmapack Events.

*Check your spam folder if you don't get an email in your Inbox from noreply@pharmapackeurope.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.

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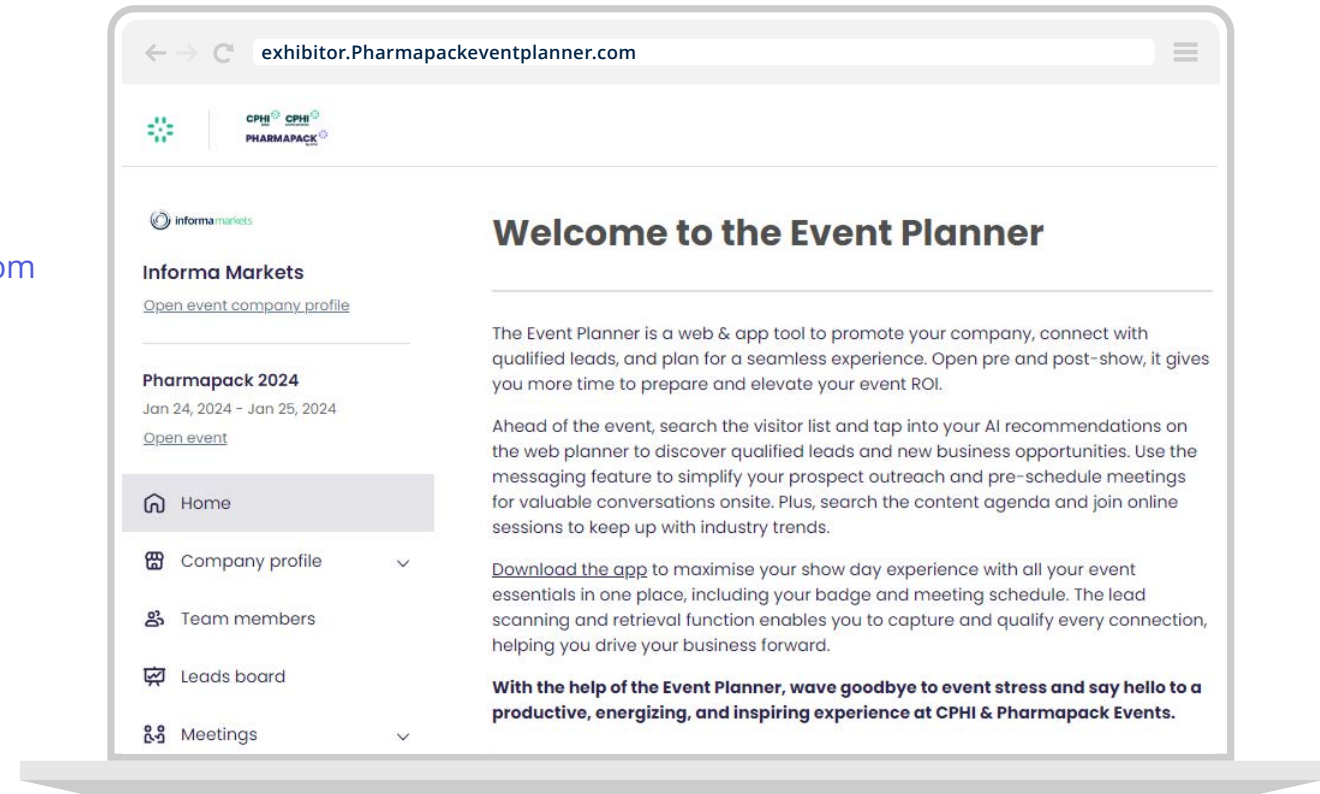
Create your personal profile

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 **"My 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.
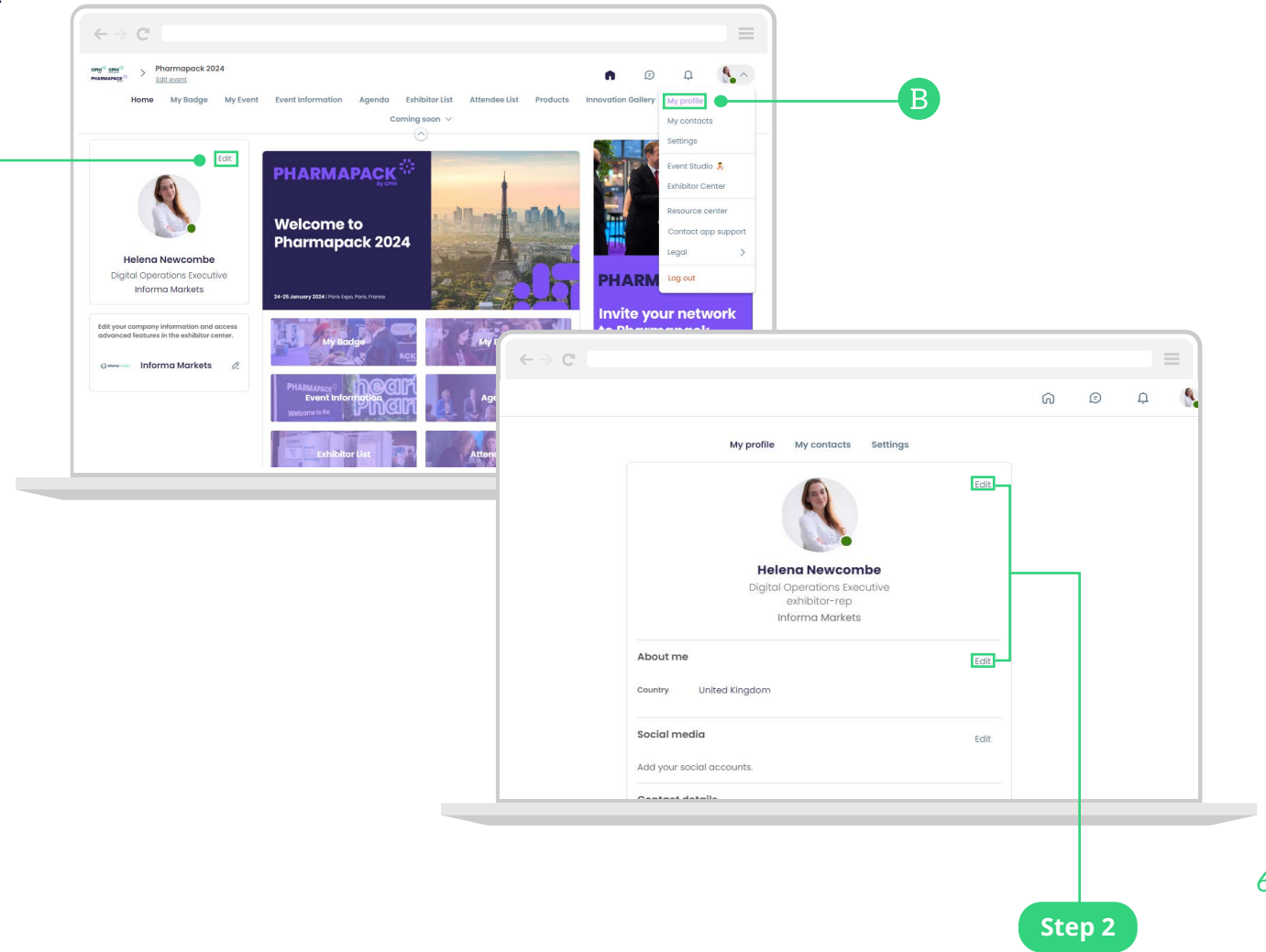
Access the Exhibitor Center

The Exhibitor Center is your company's hub. Here you can update your company profile, add products and marketing content, review meetings and so much more.

There are two ways to access the Exhibitor Center:

A Click your picture in the upper right corner and select **"Exhibitor Center"** from the menu

or

B Click your exhibitor booth on the left-hand side of the homepage

To exit the Exhibitor Center, select **"Open Event"** from the left hand menu.
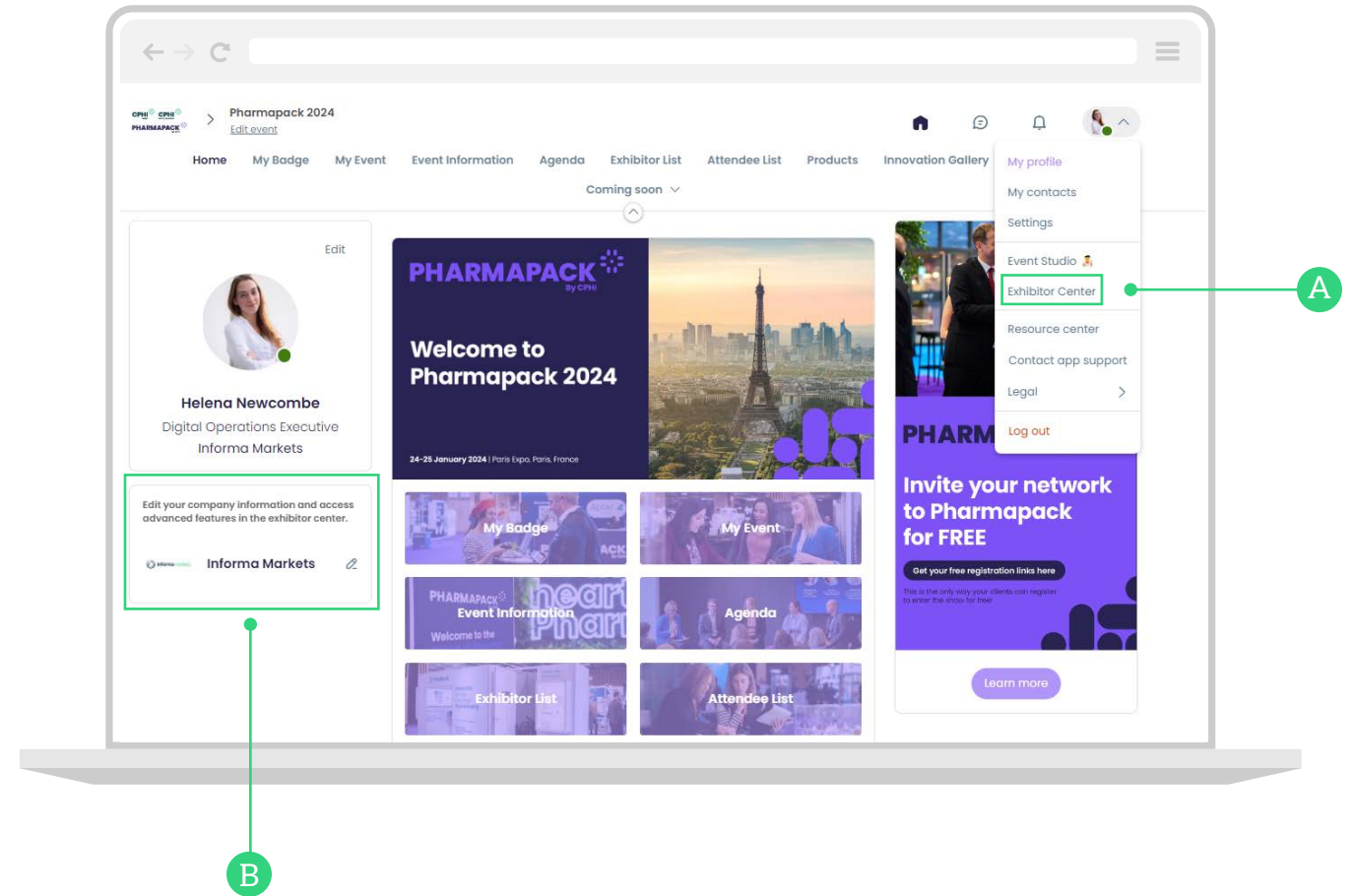
Creating your company profile

Update your company profile

Think of your company profile as your online stand. It's an opportunity to increase your company's discoverability and give visitors a reason to reach out to you.

73%
of buyers have said that they are more likely to contact a company that has detailed product and company information!

The navigation bar on the left side will help you access different sections of the Exhibitor Center.

Step 1: This is the way to edit your company profile:

Click on **"Company profile"** in the navigational panel to set up each section individually. Then click on **"Overview".**

Step 2: Click the **"Edit"** buttons located on the right of each section to make relevant changes or updates. The platform saves your changes automatically.

Check you have updated all sections of your profile to give your company the representation it deserves

For any information that is incorrect but cannot be edited in the platform, please contact pharmapackcustomerservice@informa.com
If you wish to add more visuals to your company profile, such as a company header banner, background image and advertisement, speak to our Sales team about Company Profile Enhancements.

Step 1

Step 2
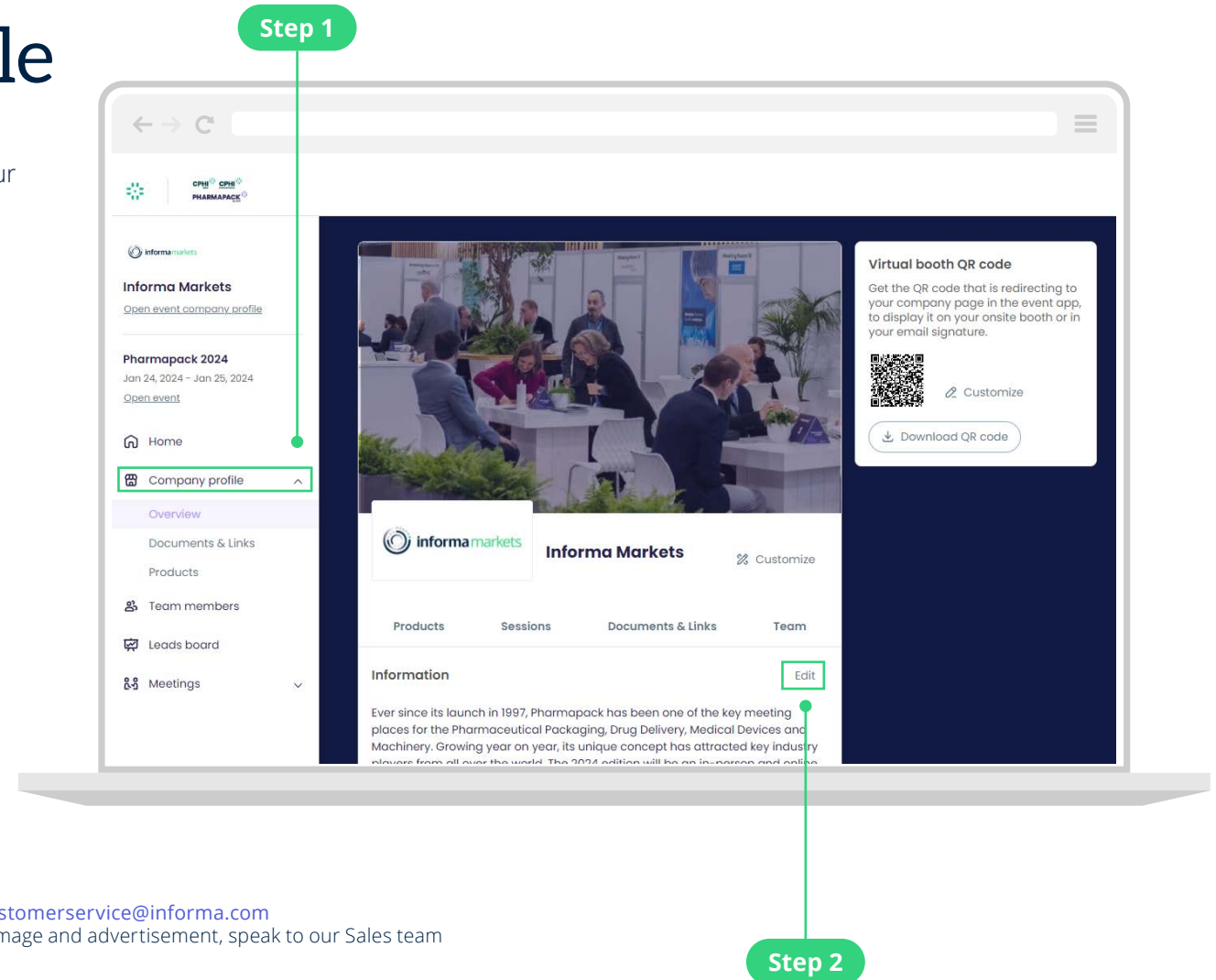
Company Profile Enhancement Package*

1. Add an advertising banner to your company profile*

A: Click on **"Add an ad"** located on the right of the page

B. Upload a banner in the dimensions **1080x1920px (9:16 ratio), no larger than 1MB**

C. Choose from the redirection drop down to link the banner to the URL/document of your choice
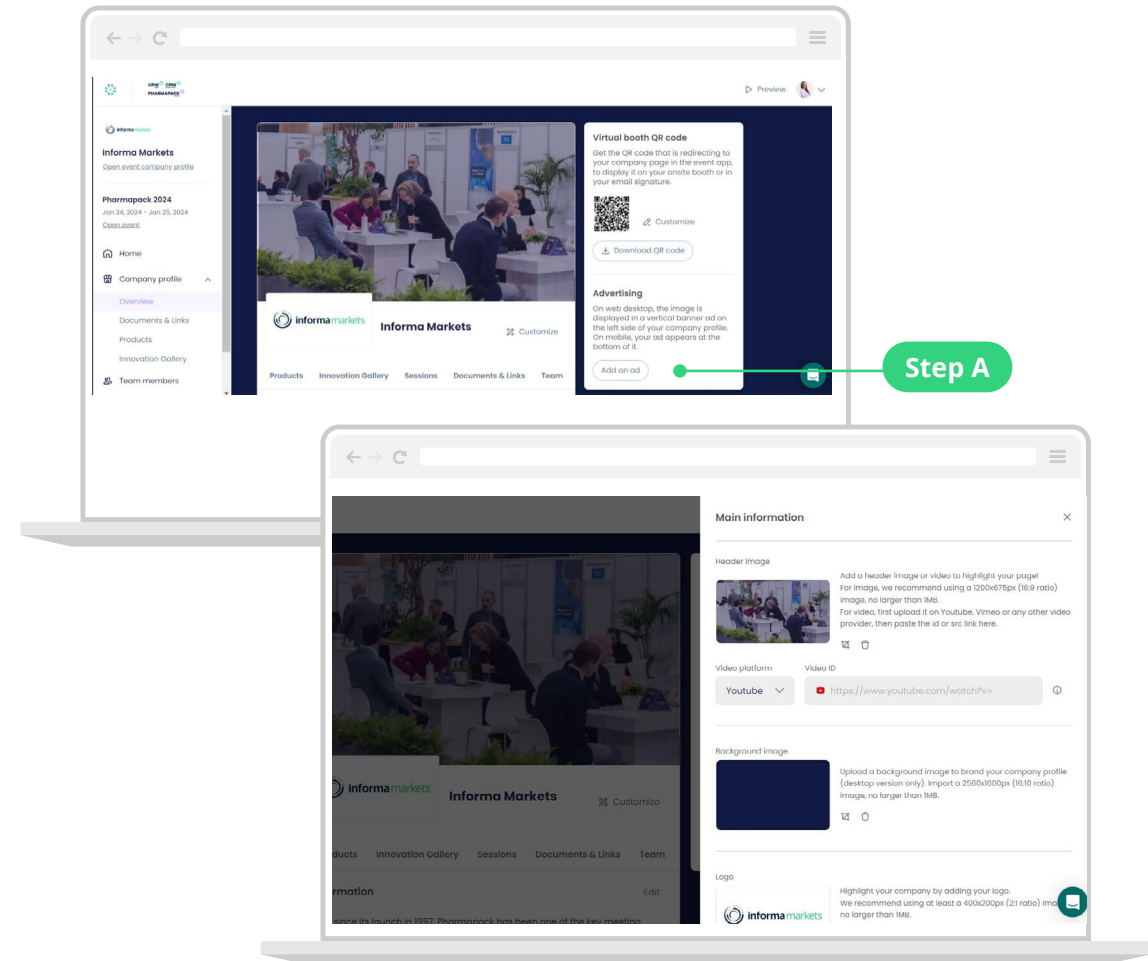
2. Add a background image to your company profile*

A. Click on **"Add a header and background image to your company profile"**

B. For background image: **2560 x 1600 px, no larger than 1MB**
For header image: **1200 x 675 px, no larger than 1MB**

Step A

*Depending on your package, you may be able to add more information to your profile.
If you wish to add more visuals to your company profile, such as a company header banner, background image and advertisement, speak to our Sales team about Company Profile Enhancements.

Add your company products

Promote your offerings & solutions to the entire show universe by adding products to your company profile. Give your products a name, unique description and image to help them reach your target audience.

**At previous events, companies who added products to their profile more than DOUBLED their number of leads!**

Step 1: Select products from the navigation panel

Step 2: To add a product click on **"Create"**, located on the right of the page

Step 3: To edit a product, hover over it in the list and select the **pen icon** to make changes

Step 4: Select the **3 dots** at the side of each product to hide it from attendees


Step 1

Step 2

Step 4
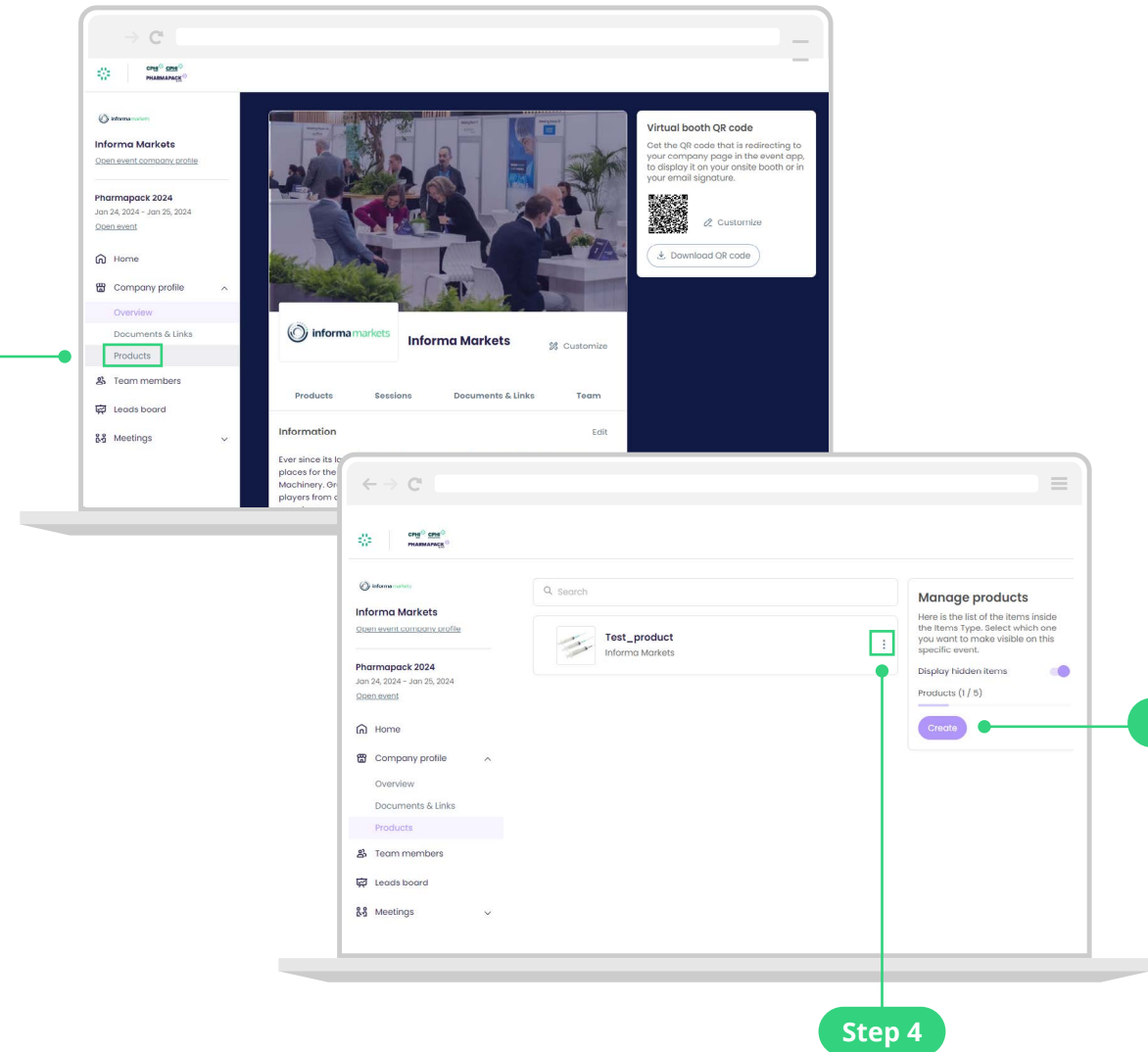
Add extra promotional material

Give potential clients a greater insight into your business by adding extra promotional material to your company profile. Upload documents such as sales brochures or provide a link to a video highlighting your newest innovations.

Step 1: Select **"Documents & Links"** in the left-hand menu

Step 2: Click **"Add documents"** on the right of the page

Step 3: To edit a document, hover over it in the list and select the **edit icon** that appears
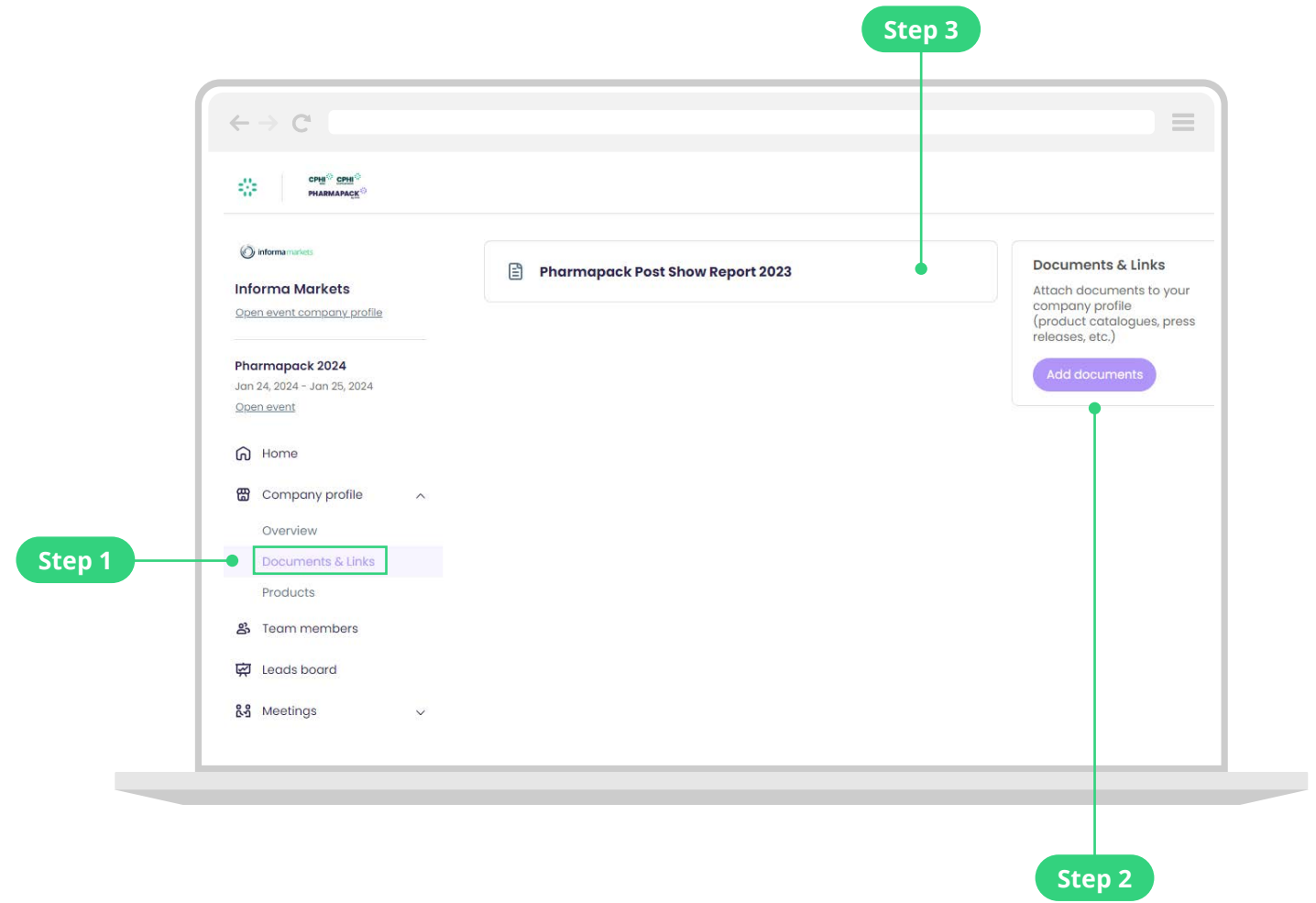
# Networking

Find your next client on the attendee list

All Informa Markets online platforms provide exhibitors with the official attendee list. **This list will be available mid-September,** and includes everyone who has registered for the show, thus vastly increasing the target market size for exhibitors. It is the place to start building your pipeline of future valuable contacts. Make sure to brief your teams on how to search through attendees with the easy-to-use filters and tools.

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 business goals using the filters on the left-hand side of the screen

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

Don't miss your perfect match! At the top of the attendee list, you will also see your **AI-recommended attendees.** These are matched specifically to you based on your profile and behaviour on the platform.


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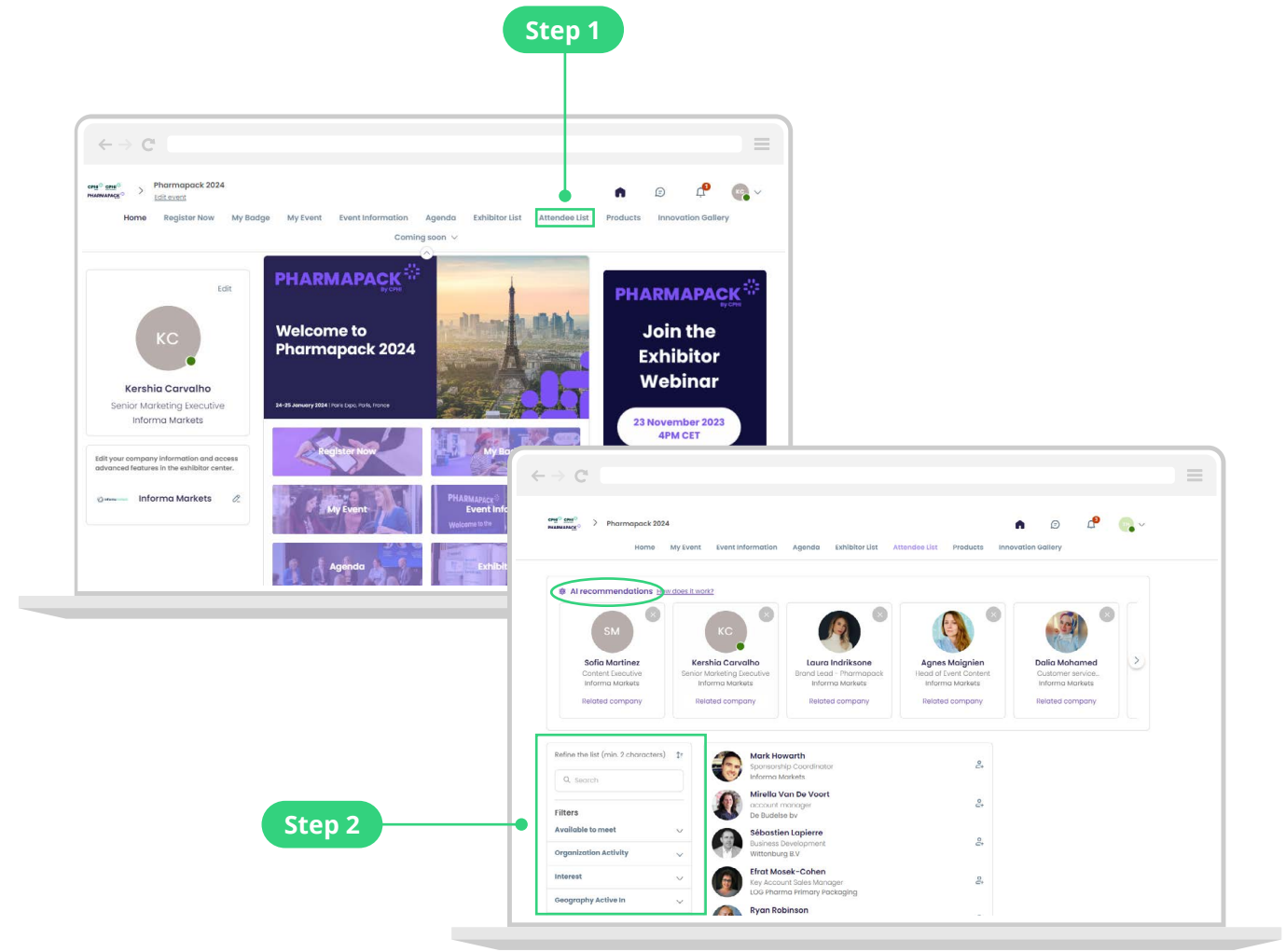
Send a connection request

You can send a connection request to an attendee, speaker or another exhibitor. Once someone has accepted your request, you will be able to exchange messages on the platform and they will appear in your list of leads.

Step 1: Click on an attendee profile from the attendee 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
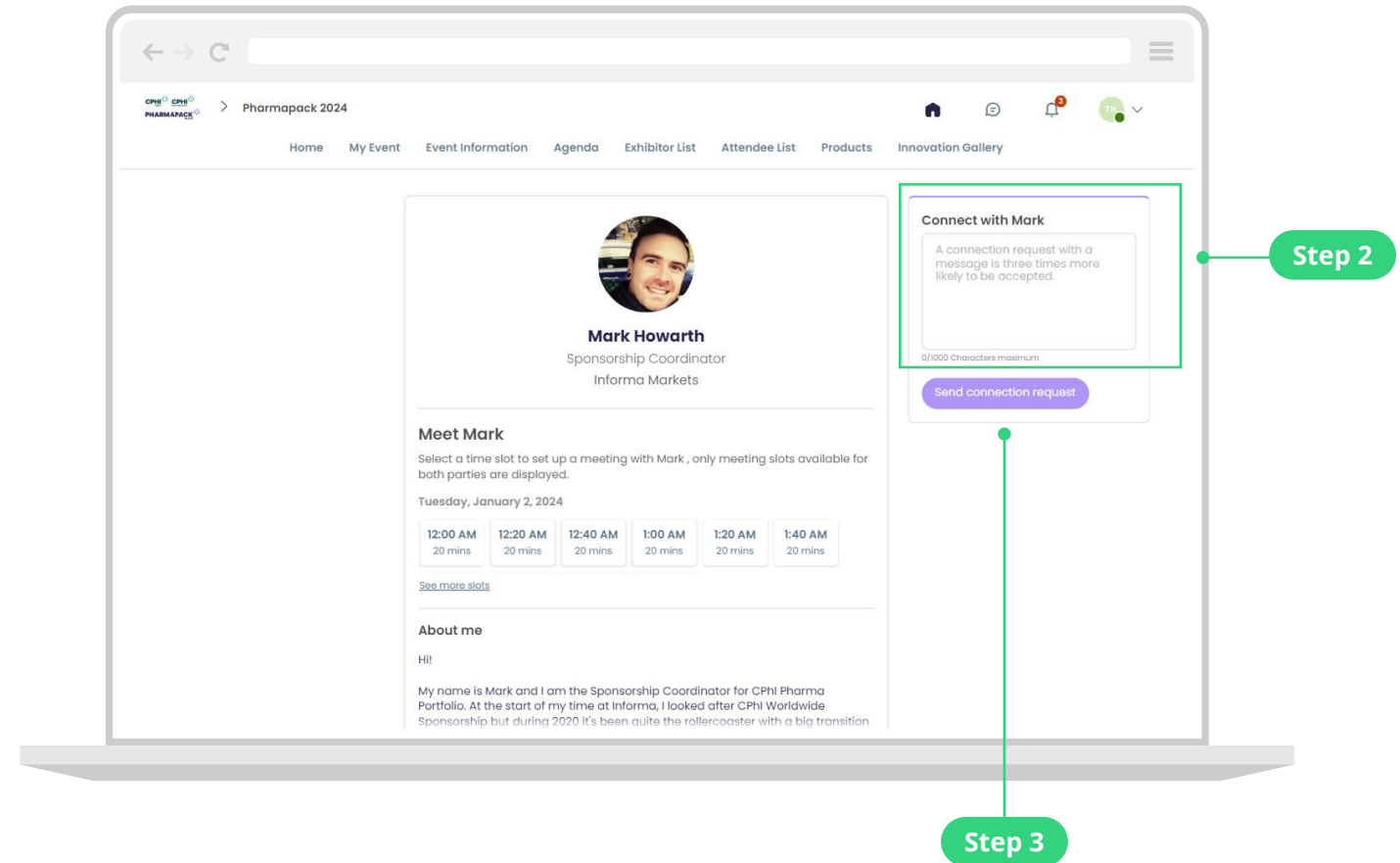
Send a message

Engage with prospective clients 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.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%

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 ➤
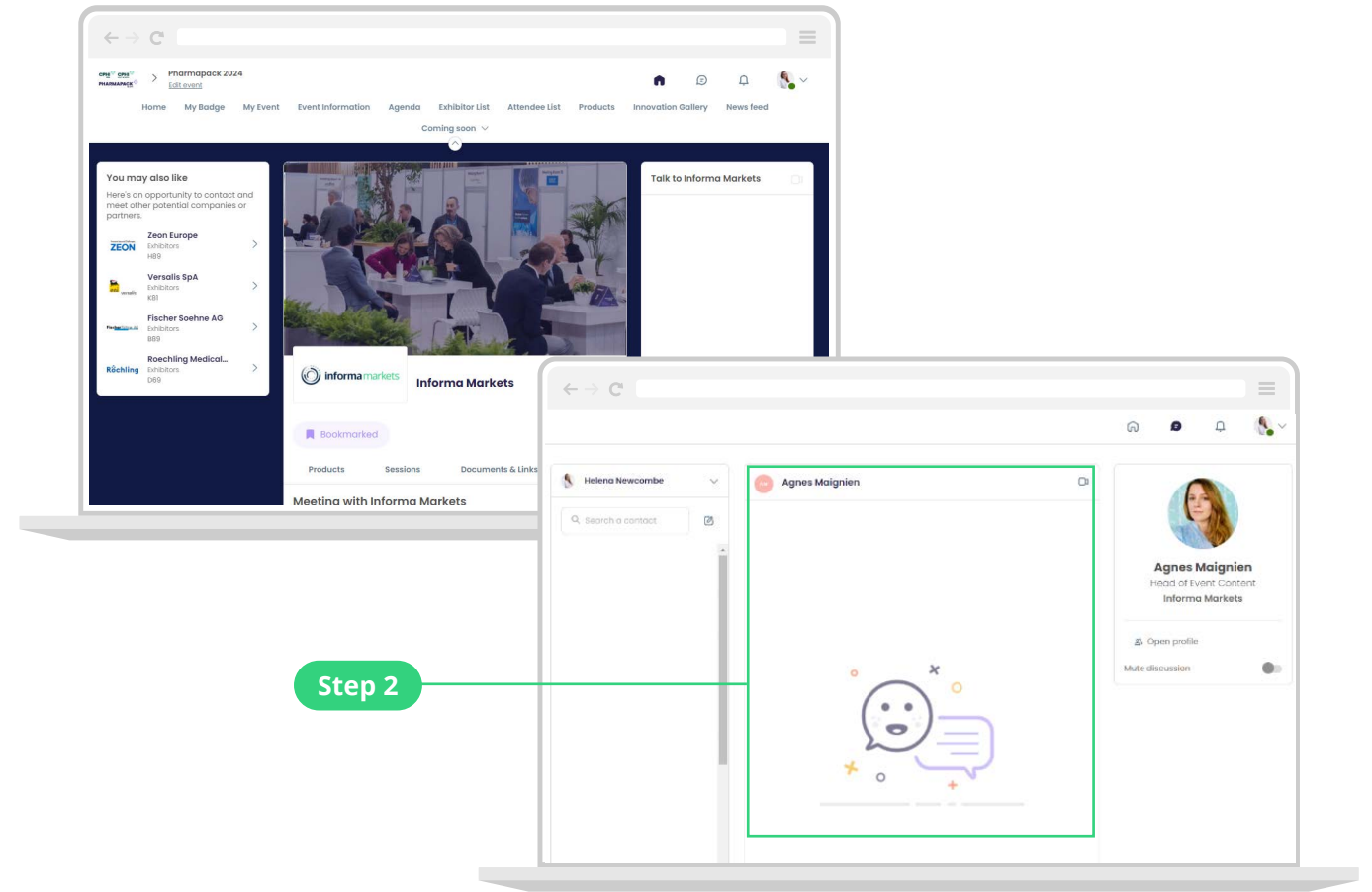

Step 2

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: You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages

Step 4: Click on a message to view it and respond

Drop-down menu

Chat as an exhibitor
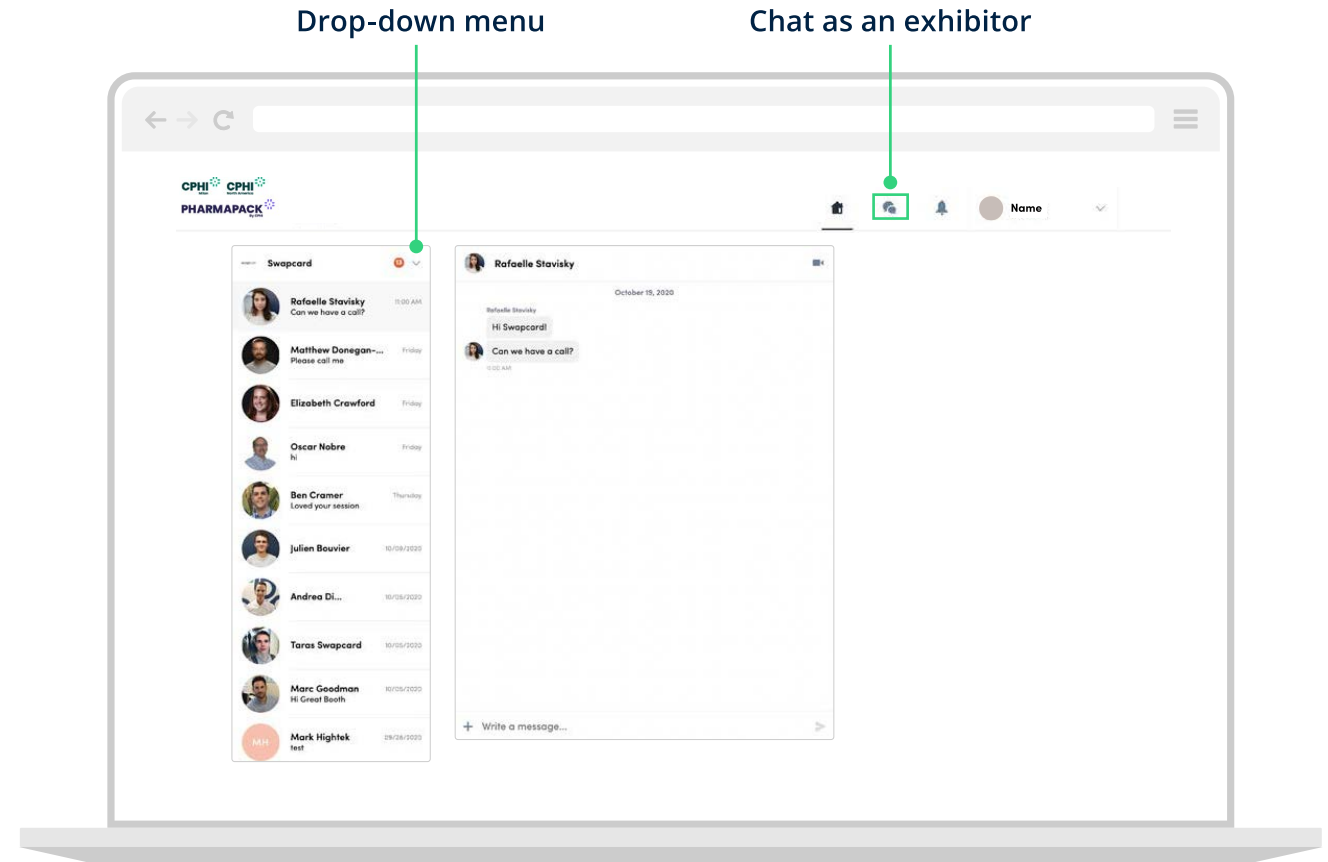
Create a group chat

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 🗨

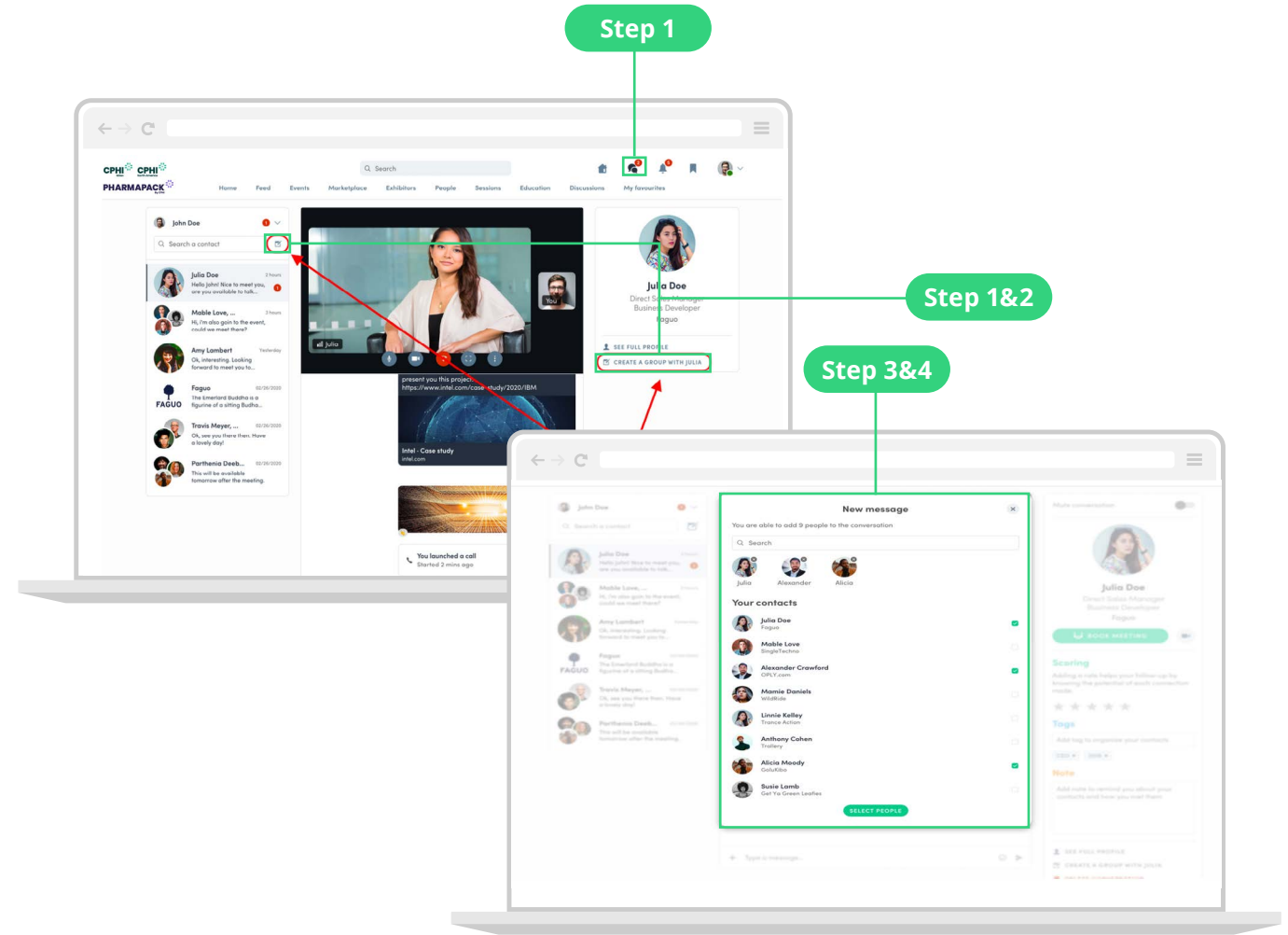**Step 2:** Click the new message icon 📝 at the top of your messages

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
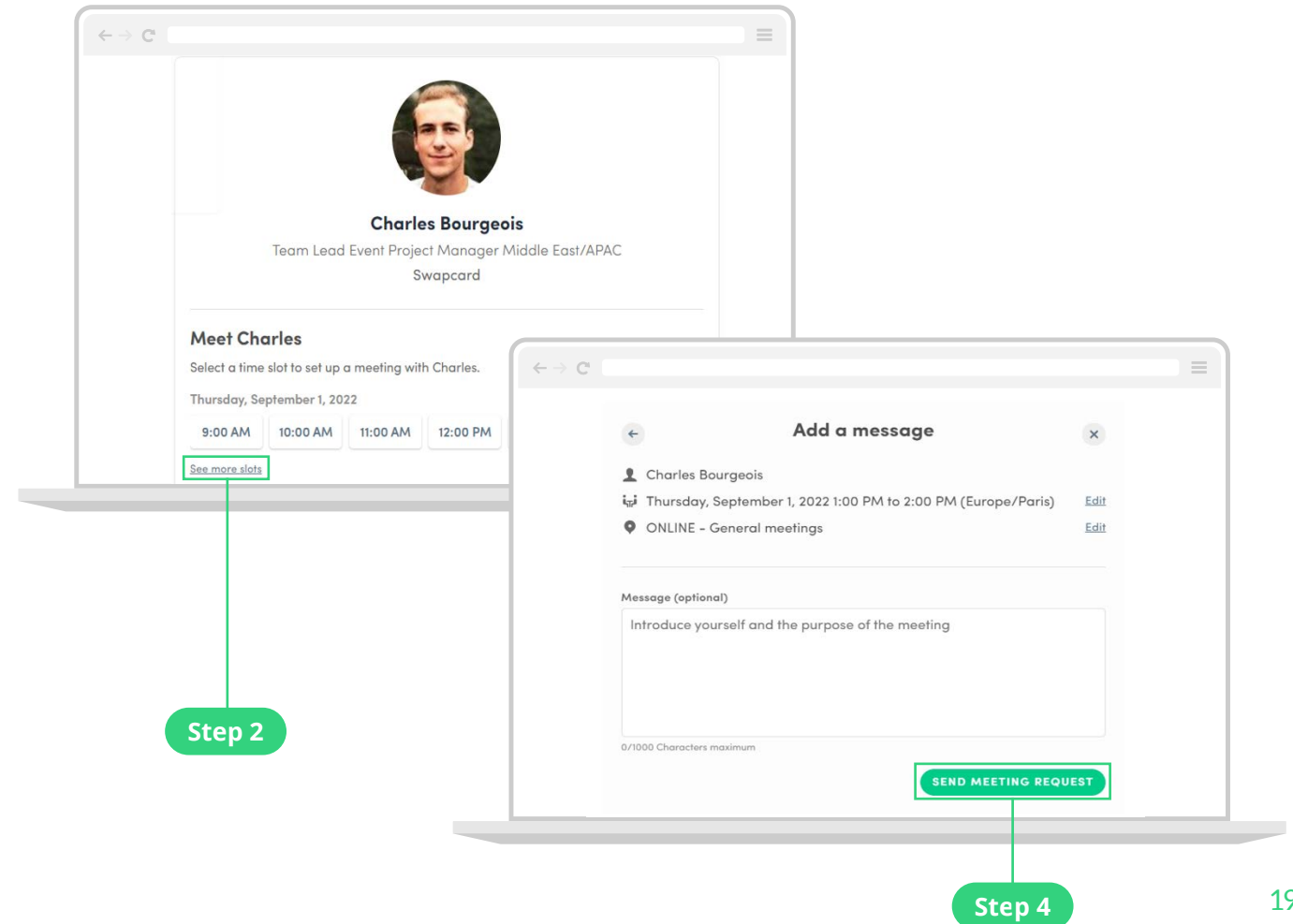
Request a meeting

Arrange meetings once the visitor list is available in mid-September! 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 attendee's profile from the attendee list, speaker list, or an exhibitor'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

Charles Bourgeois
Team Lead Event Project Manager Middle East/APAC
Swapcard

Meet Charles
Select a time slot to set up a meeting with Charles.
Thursday, September 1, 2022

| 9:00 AM | 10:00 AM | 11:00 AM | 12:00 PM |

See more slots

Step 2

Add a message

👤 Charles Bourgeois
📅 Thursday, September 1, 2022 1:00 PM to 2:00 PM (Europe/Paris)   Edit
📍 ONLINE – General meetings   Edit

Message (optional)

Introduce yourself and the purpose of the meeting

0/1000 Characters maximum

SEND MEETING REQUEST

Step 4

How to do a virtual meeting?

The primary benefit of the online platform is that it is available before and after the show, enabling you to connect and build relationships before the live, in-person event.

Step 1: When requesting a meeting, choose **"Online"** as the meeting location.

Step 2: A few minutes before the meeting, go to **"My Event"** and select **"My meetings"** or head directly to the profile of the participant you have a meeting with. Click on the 3 shots located to the right of the meeting details to join the call. Alternatively, join the call from your reminder notification/email.

Step 3: Click on the **"Join"** button to launch the call.

Note: Unmute yourself respectively. The interface of the call are very similar to any other calling platform used. Make sure you have enabled the user of your camera and microphone in your browser settings.
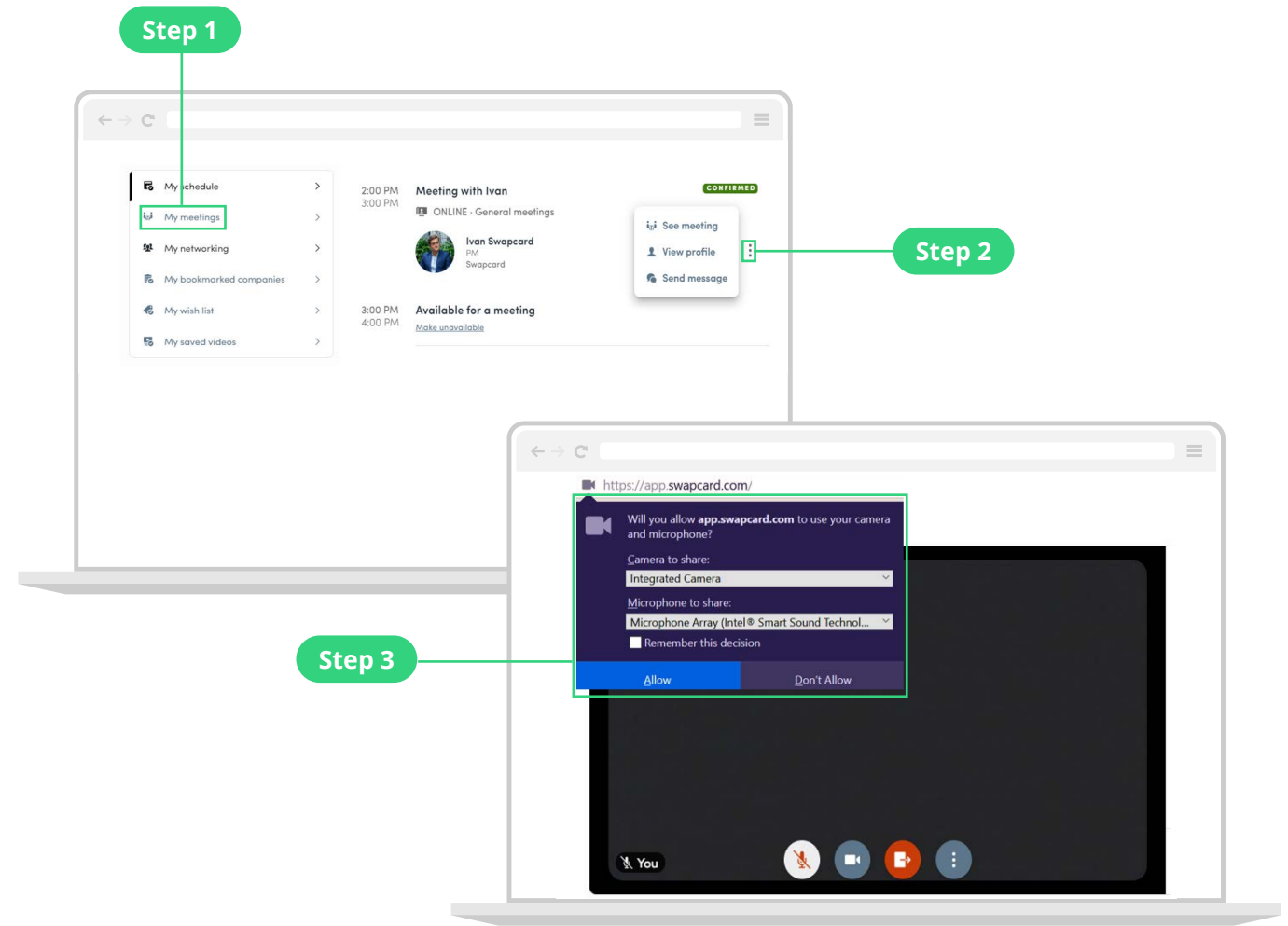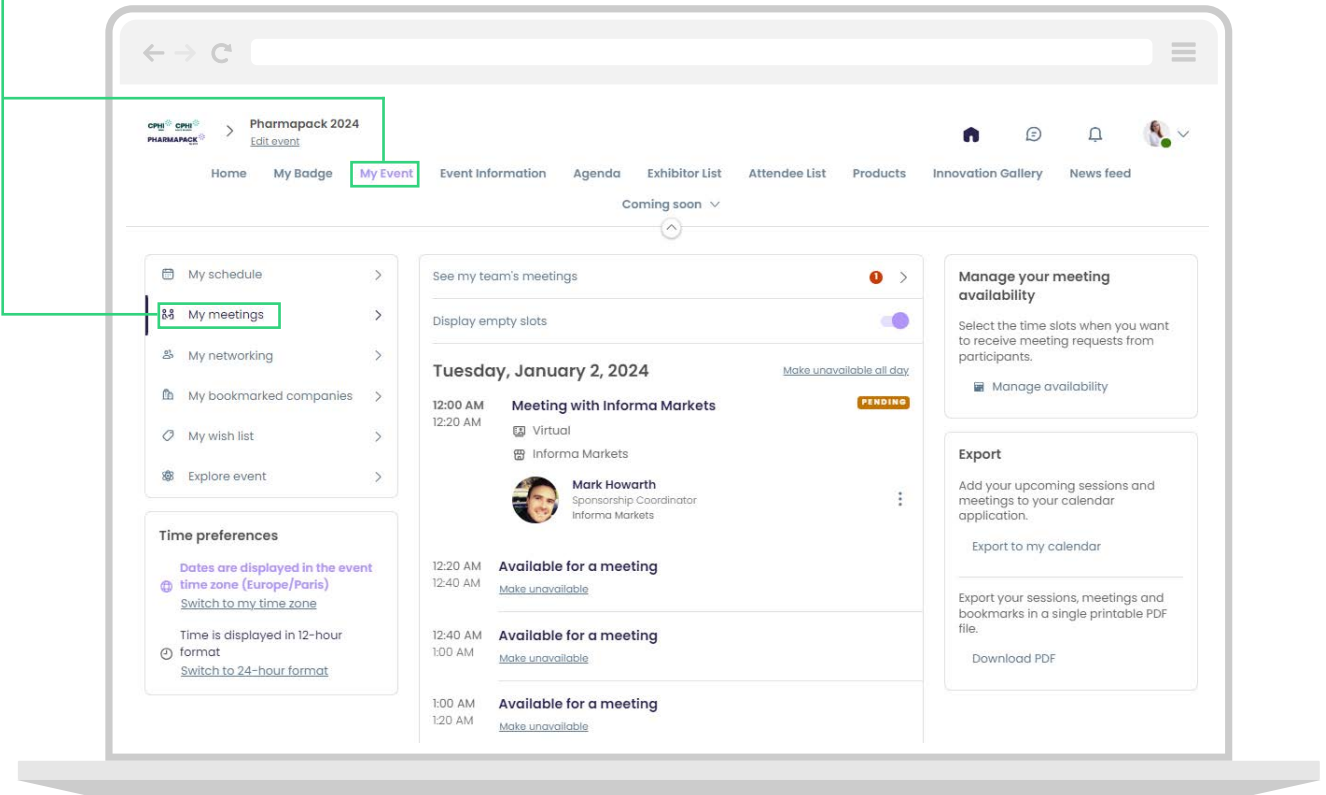
Manage your personal meetings

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**

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 Center (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.
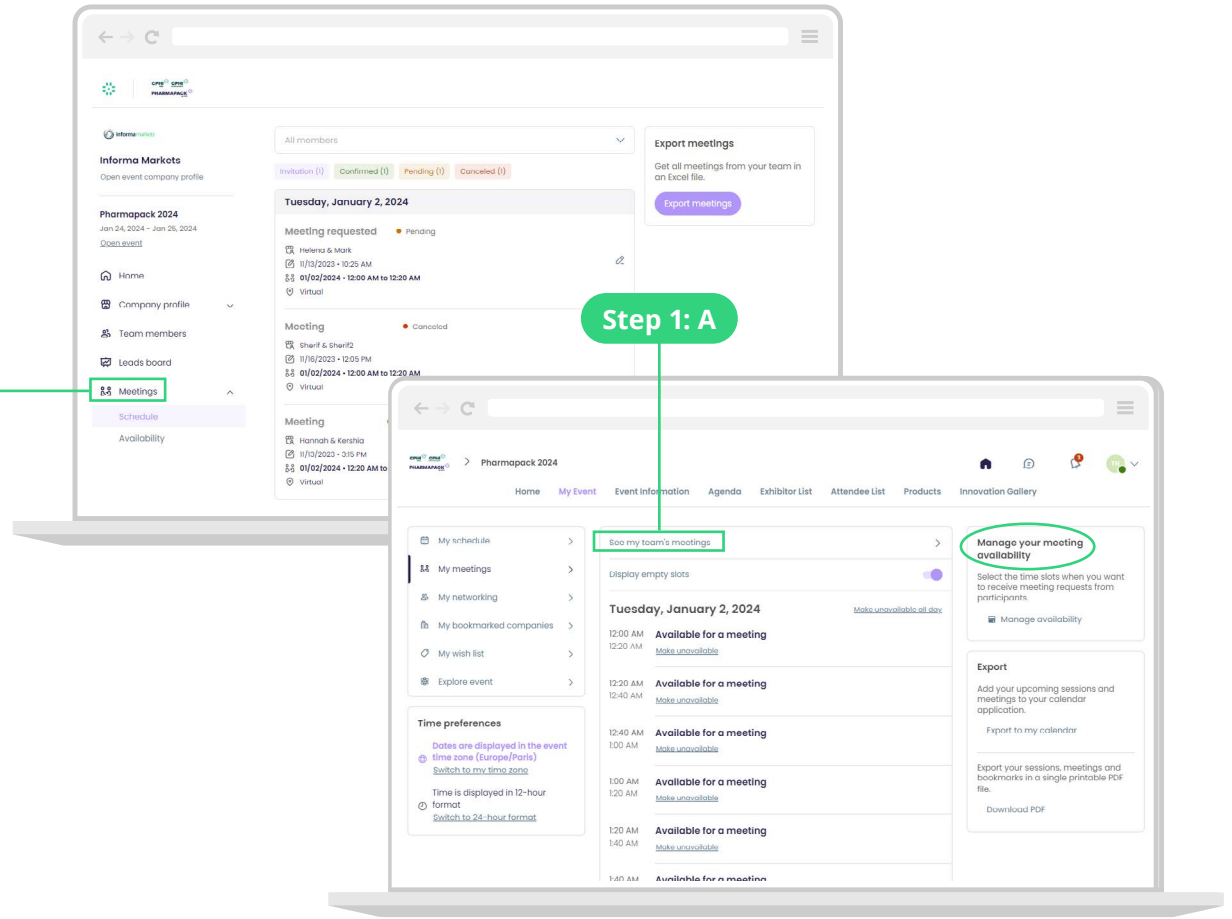
Content

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.
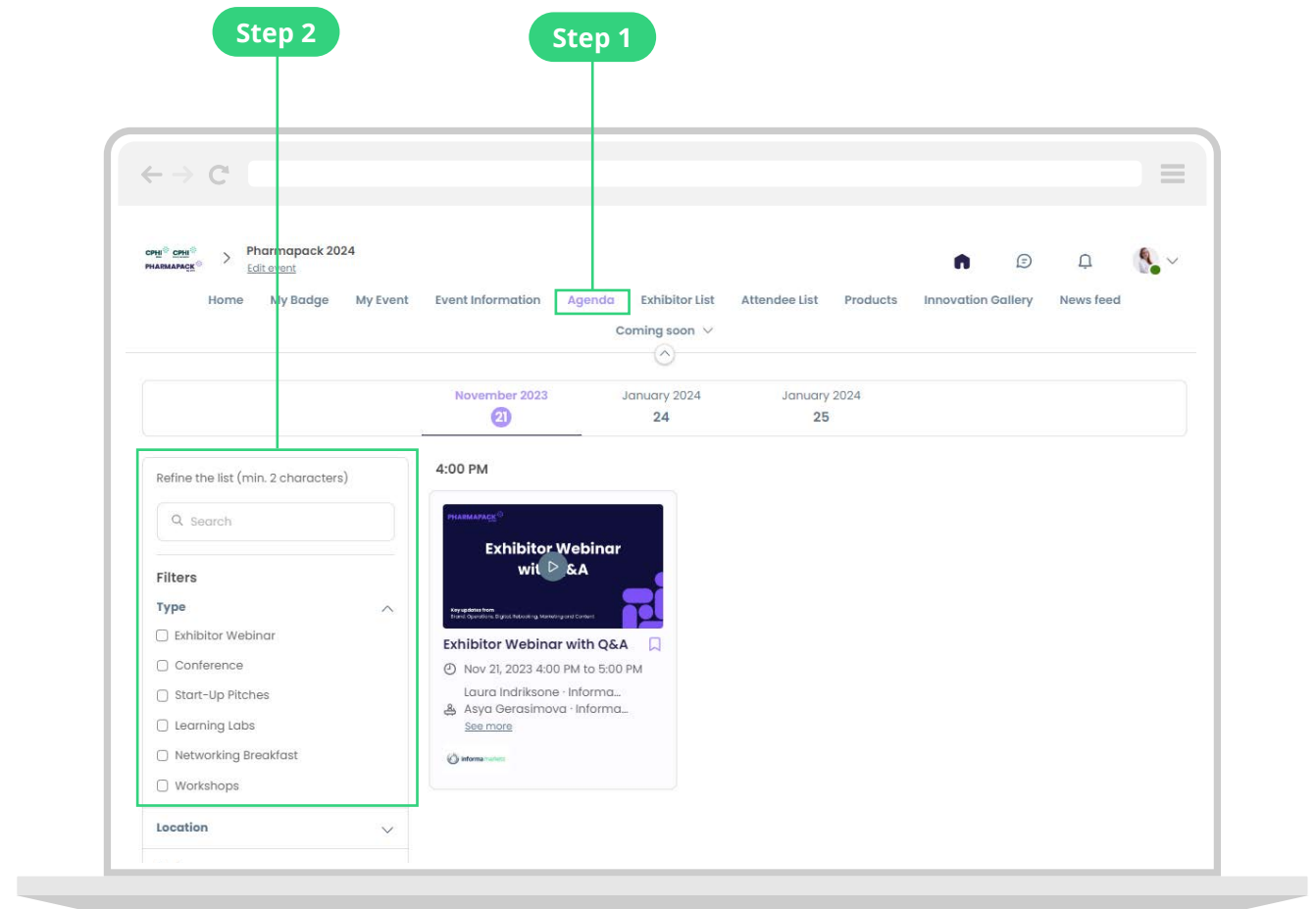
View and export your schedule

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.