

New virtual event and AI powered matchmaking platform

We are introducing a new virtual event platform to run **WatersTechnology Innovation Exchange**. As well as being a platform to deliver our unrivalled editorially lead content, the platform also has an AI powered matchmaking tool that uses a smart algorithm to search attendees and suggest delegates that you will want to meet, and will want to meet with you, all based on a shared set of interests.

Our new virtual platform will have:

- ▶ Live and interactive content
- ▶ On demand content
- ▶ AI powered matchmaking
- ▶ Ability to book face to face video meetings
- ▶ Sponsor booths with content, staff, chat and video meeting function



In a nutshell:

- ▶ Delegates will register for the event through our normal event registration platform
- ▶ Approx. 3-5 days before the event, delegates and sponsors will receive an email with details and a unique link to log onto the virtual event platform and to access *WatersTechnology* Innovation Exchange
- ▶ Once logged in and registered delegates and sponsors will be asked to complete their interests information
- ▶ Delegates and sponsors will then be served relevant suggested matches to create meetings with and are also be able to filter and search the attendance list
- ▶ Meetings can then be set up to be held during the event
- ▶ Live content and sponsor booths will open on the first day of the event

Signing in and setting up an account

1

Meet new people and grow your network

WatersTechnology
Innovation Exchange

Sign in with Google

Sign in with LinkedIn

Sign in with Facebook

Or use Brella account

Sign in with Brella

Create Brella account

1. A link is sent for you to sign in and create an account – this only needs to be done the first time you use the system.

2. Enter the event join code – this is only done the first time you join.

2

Enter your join code to begin networking.

Your event organizer will share this with you. If you can't find the event, please contact your event organizer.

Join Code

Start Networking

3

Select the items you're interested in

Accounting, Finance & Insurance

Accounts Payable / Receivable Audit Bookkeeping

Claims Review and Adjusting Collections

Corporate Accounting Corporate Finance

Credit Review / Analysis Financial Analysis / Research / Reporting

Financial Control Financial Planning / Advising

Financial Products Sales / Brokerage Fund Accounting

Investment Management Policy Underwriting Project Funding

Real Estate Appraisal Real Estate Leasing / Acquisition

Risk Management / Compliance Securities Analysis / Research

Tax Accounting Tax Assessment and Collections

Venture Capital

Administrative Support

Administrative Support Claims Processing

Proceed

3. Select relevant interests.

4. Complete your networking profile.

4

Finally, let's complete your profile

Jonathan Strutt
Brella, Coenzyme Specialist

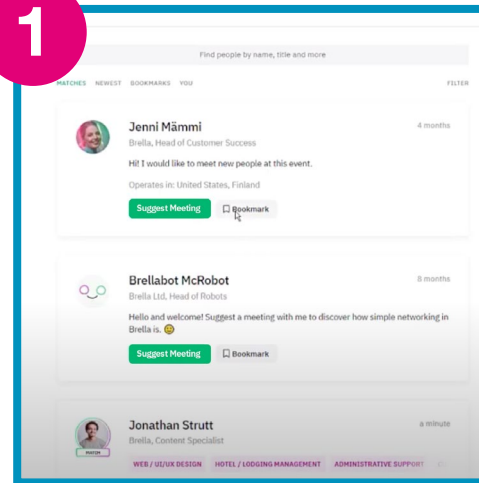
Hi I would like to meet new people at this event.

Worldwide Canada

Start Networking

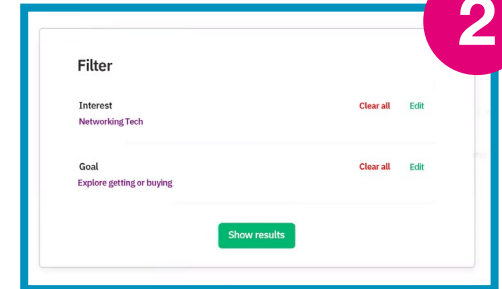
Matchmaking and meeting requests

1



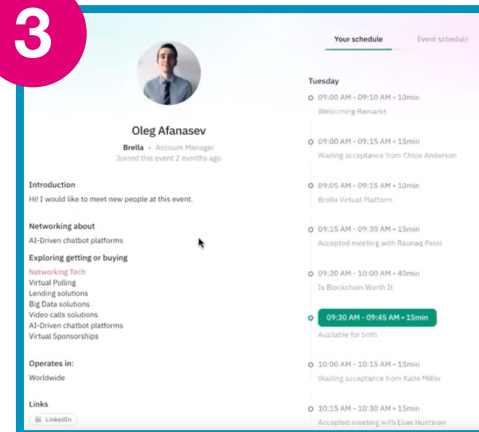
1. The AI smart algorithm will then suggest relevant matches based on interest profiles.

2



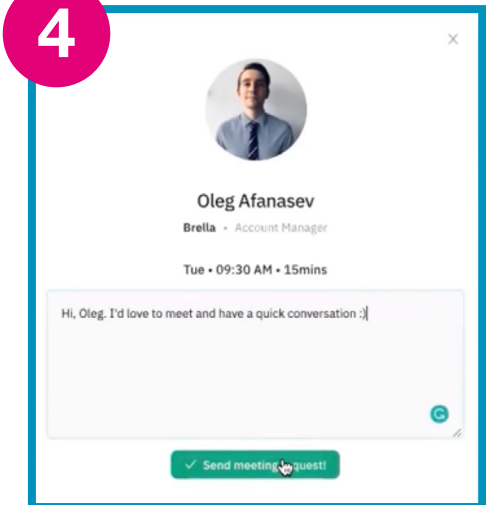
2. You are also able to search by name, title, interest type etc.

3



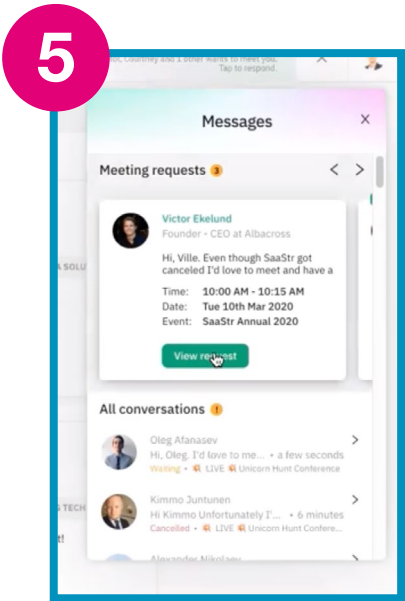
3. When you see a profile that interests you click "meeting request" – this brings up their profile and shows you their and your availability.

4

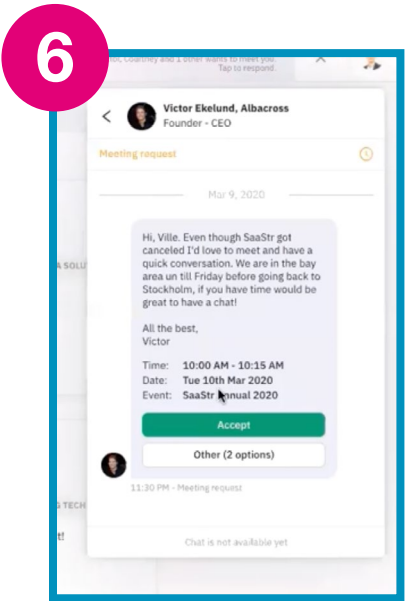


4. Click on the ideal meeting time, add a personal message and send the meeting request.

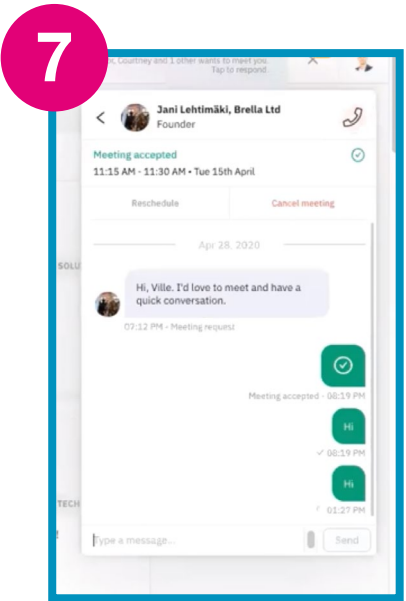
Matchmaking and Meeting Requests



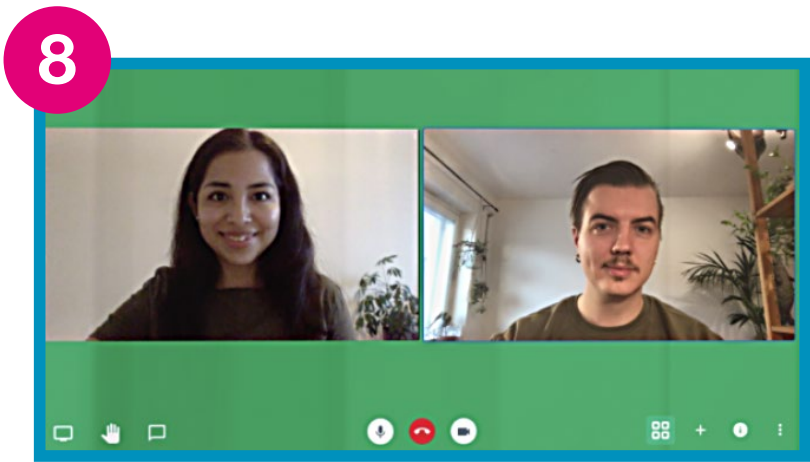
5. Meeting requests are received in your virtual platform inbox as well as sent to your email.



6. The meeting request is viewed in the virtual platform and you can either accept, decline or suggest a new time.

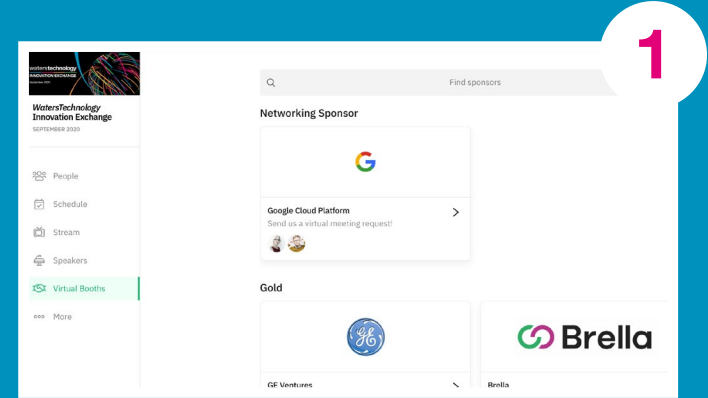


7. Once a meeting is accepted you are able to chat through the chat room.

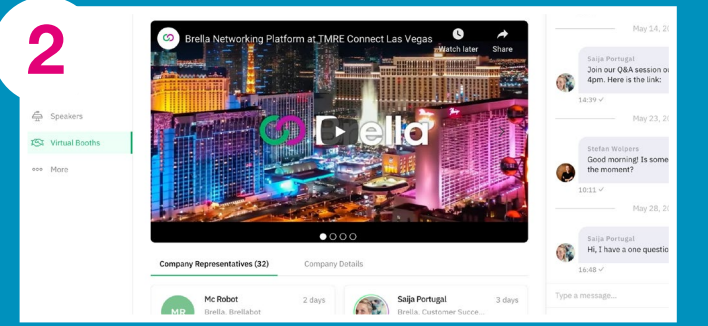


8. At the time of the meeting you hit the video call button and start your face to face meeting.

Sponsor booths



1. Virtual sponsor booths are located in the 'Virtual Booths' tab where delegates can scroll through all event sponsors.



2. By clicking on a sponsor logo the delegate enters the sponsor booth. Within the booth we can upload content such as videos, whitepapers, company description, url's social handles etc. The booth also shows the sponsor representatives that are available and delegates can communicate via the chat function or request video meetings with the sponsor representatives.

3. Details of all delegates who click on your booth will be passed on to you after the event.