

Sponsor Onboarding

 **Brella**

Great Partner

Premium App

Engagement

Sponsor onboarding

Agenda

1. Timeline
2. Best practices



Timeline

Sponsor onboarding timeline

CyberRisk Alliance
will set up your
company profile



Sponsors will be
invited to the event



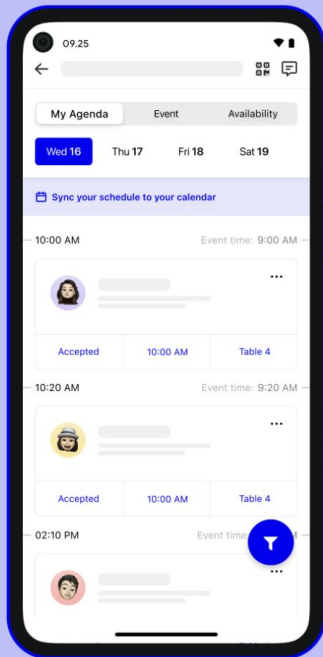
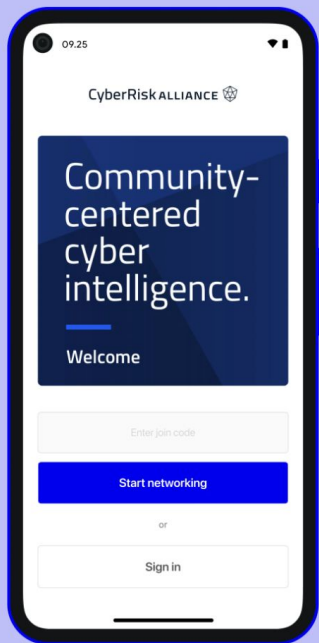
**Event
starts**

**Event
ends**



Sponsors can review
analytics in the Sponsor
Portal

Download the Mobile app!



CyberRisk Alliance

Brella Oy

1+ Descargas | Para mayores de 13 años

Descargar



App Store Preview

This app is available only on the App Store for iPhone.



CyberRisk Alliance ¹⁷⁺

CyberRisk Alliance
CyberRisk Alliance

Free

Best Practices

Join the event • Build a strong profile • Filtering • Meeting management •

Join the event

Become a part of the event on the app

Invitation / Join Link

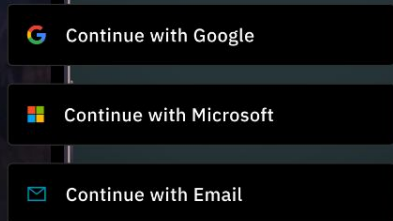
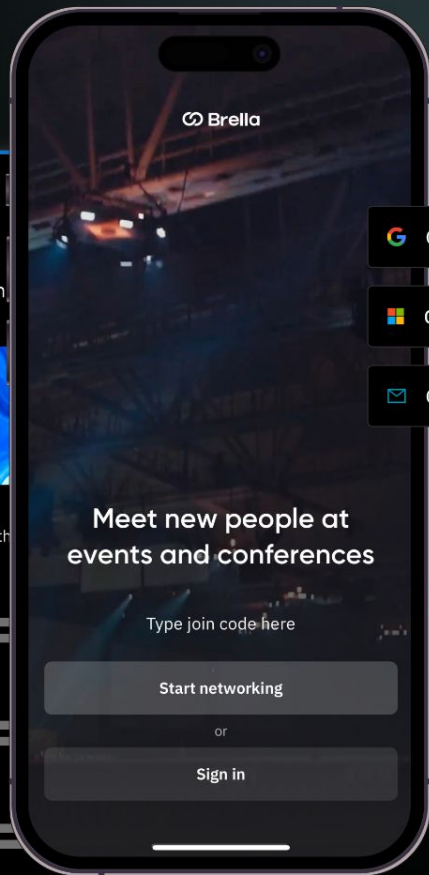
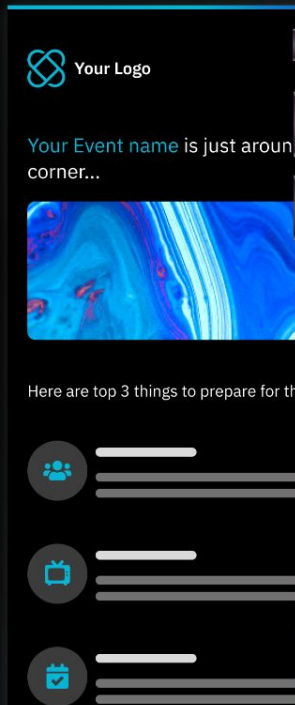
Locate the join code/invitation created and sent by the Event Organizer in your invitation email or ticket confirmation

Create Your Account

Sign into the app and create your account

Get started

Once you have successfully joined the event, select “Get Started” and set up your event profile



Build your profile

Create your profile with relevant information

Profile picture

Preferably a close up picture where you are recognizable

Add personal details

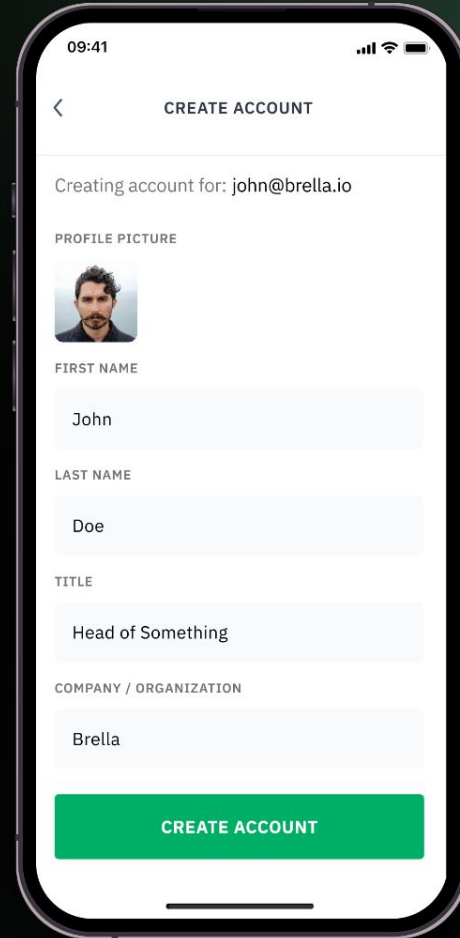
More is more in this case. Add all you can for more transparency of yourself and your company

Social media

Add links to relevant social media pages

Background picture

Your can add and change a background picture from your account in the app



09:41

CREATE ACCOUNT

Creating account for: john@brella.io

PROFILE PICTURE

FIRST NAME

John

LAST NAME

Doe

TITLE

Head of Something

COMPANY / ORGANIZATION

Brella

CREATE ACCOUNT

Matchmaking

Strong matchmaking profiles equals strong ROI

Introduction

Create a dynamic introduction highlighting yourself and your goals at the event

Matchmaking

Achieve a curated matchmaking experience based on carefully selected categories and interests

Intents

Focus on “trading” intents to locate relevant leads

FINTECH SOLUTIONS

Mobile banking solutions

Compliance Analysis

Product Management

Growth & Scale

Business Intelligence

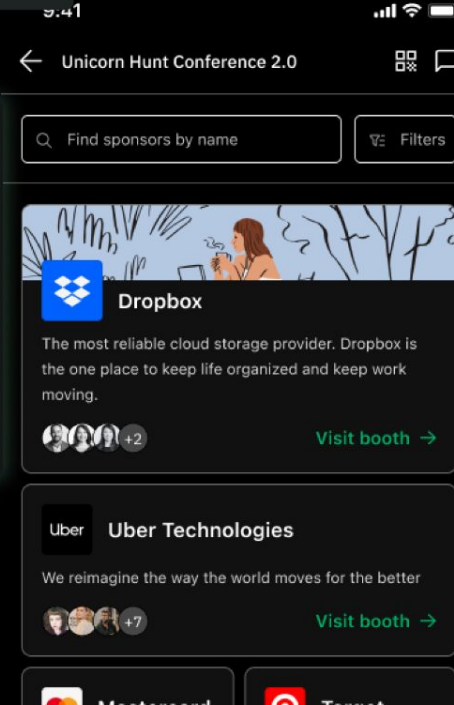
TRADING

✓ Explore getting or buying

✓ Offer or sell this

NETWORKING

✓ Network about this



Filtering

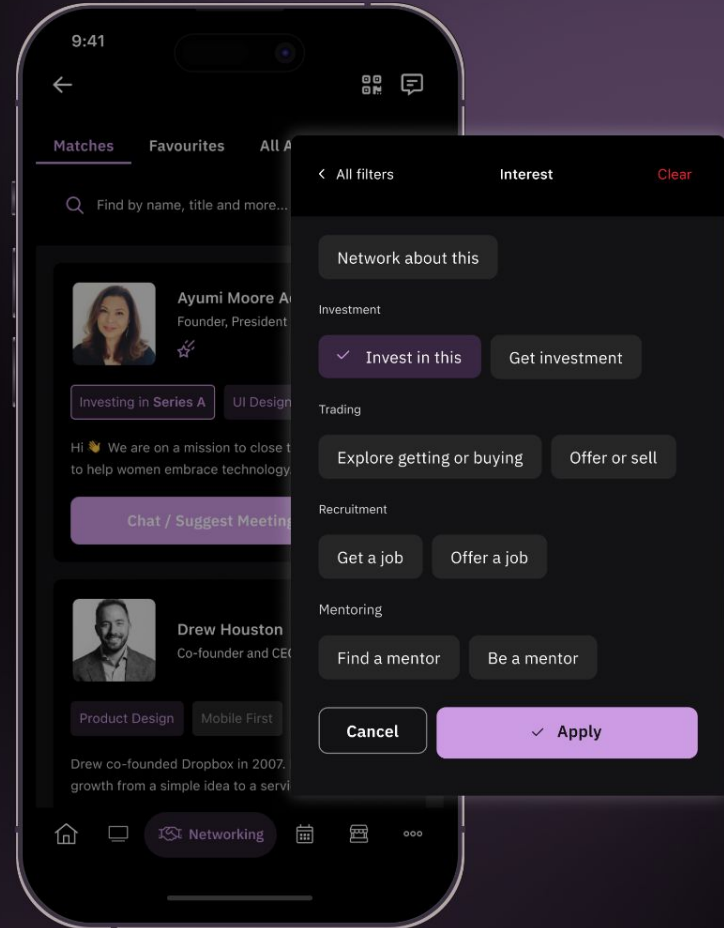
For a more curated list of buyers

Filtering

Utilize Brella's filtering feature to identify potential buyers who are specifically interested in purchasing services or products related to a particular matchmaking interest

In the filtering feature you may find

- The full list of matchmaking interests
- The full list of matchmaking intents
- Selection of geographical location
- Selection of type of attendee



Meeting management

Actively locate leads before and during the event

Chat and meeting requests

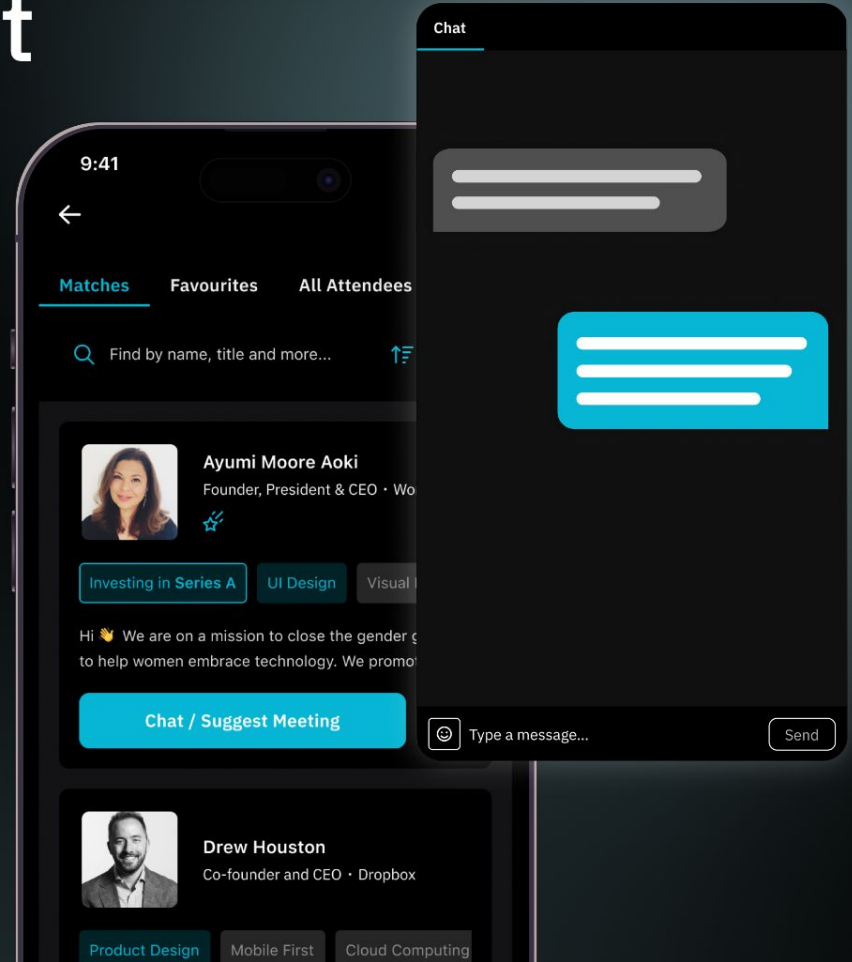
Actively find and engage with your persons of interest before and during the event, whether they are buyers, investors, employers, mentors or vice versa

Personalization

Meeting and chat request personalization is key for successful engagement

Responsiveness is key

Review your meeting requests and promptly respond to increase your visibility and value



1:1 Meeting Zone

Meet your connections at the heart of the venue

The networking area is the default place for your 1-1 meetings

Numbered Tables

The 1:1 meeting Zone will have a set of numbered tables for meeting allocation purposes

Automatically assigned tables

You will automatically be assigned a table at the networking area for your 1-1 meetings



Thank You