Sponsor Onboarding

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 August 26, 2024. Attendees will be invited to the app August 30, 2024.
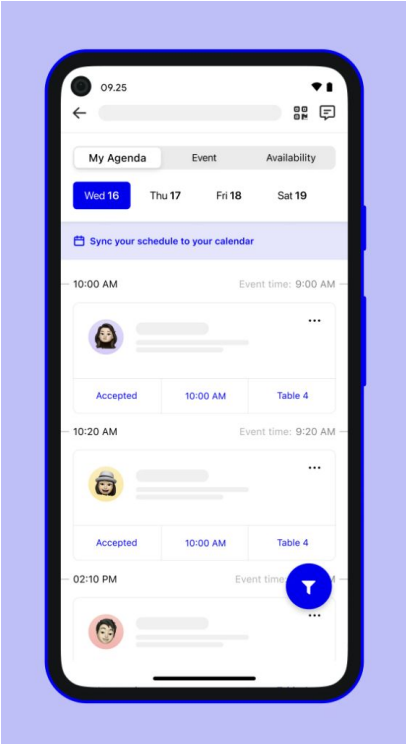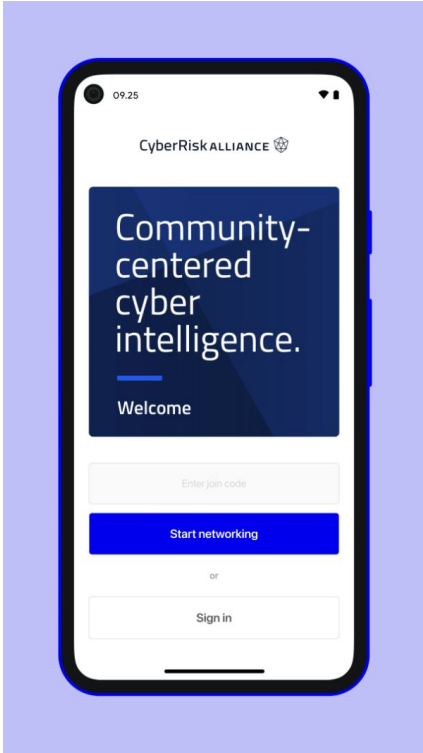
⚙️   🔔   💌   **Event starts**   **Event ends**   📈

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

Brella

Best Practices

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

Join the event

Become a part of the event on the app
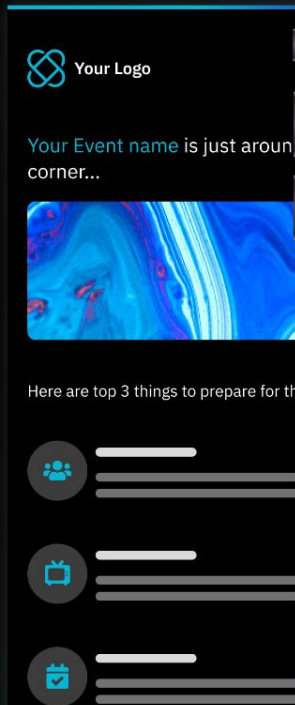
Invitation / Join Link
Locate the join code/invitation created and sent by the Event Organizer in your invitation email or ticket confirmation
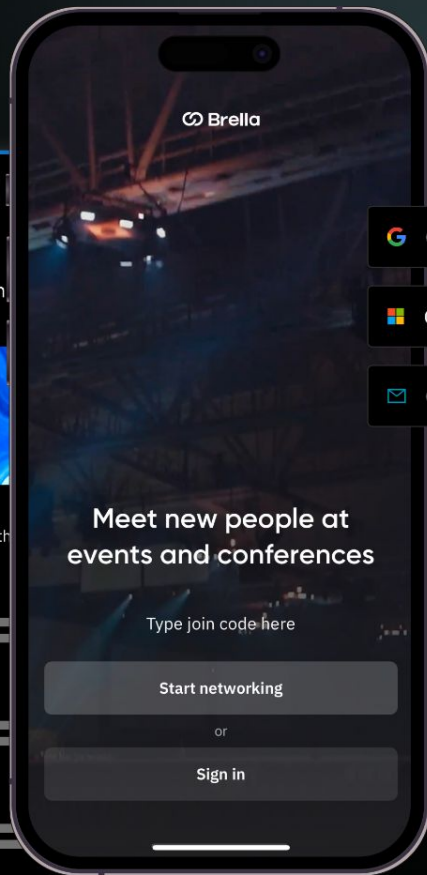
Create Your Account
Sign into the app and create your account

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
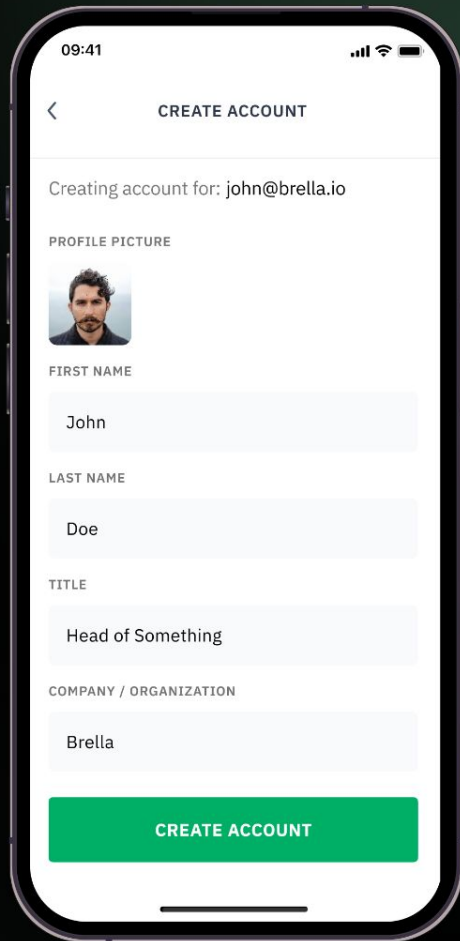
Add personal details

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

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
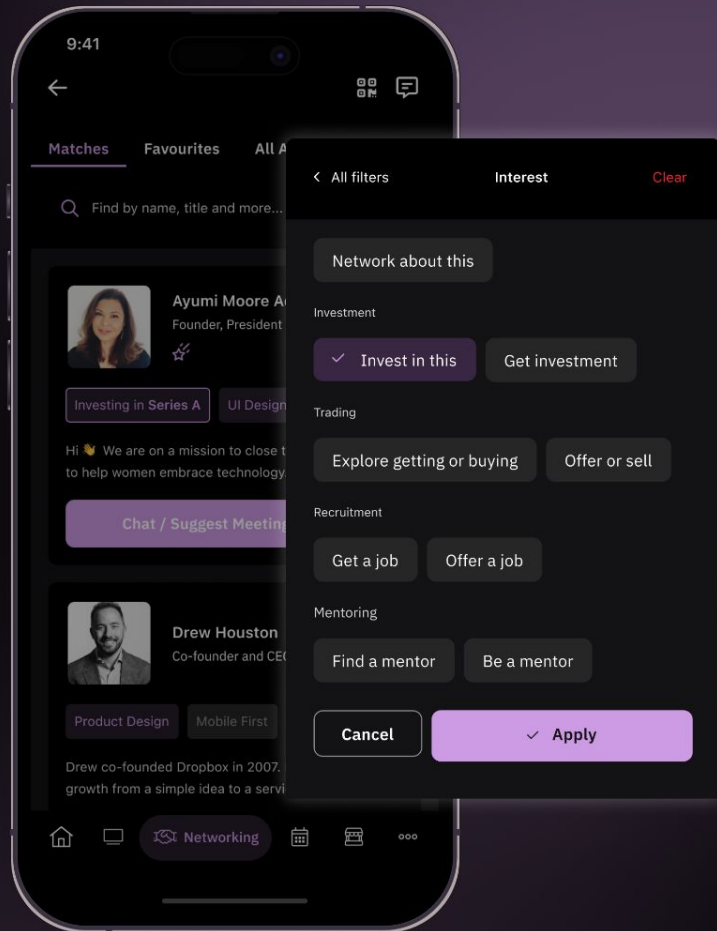
Meeting management

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
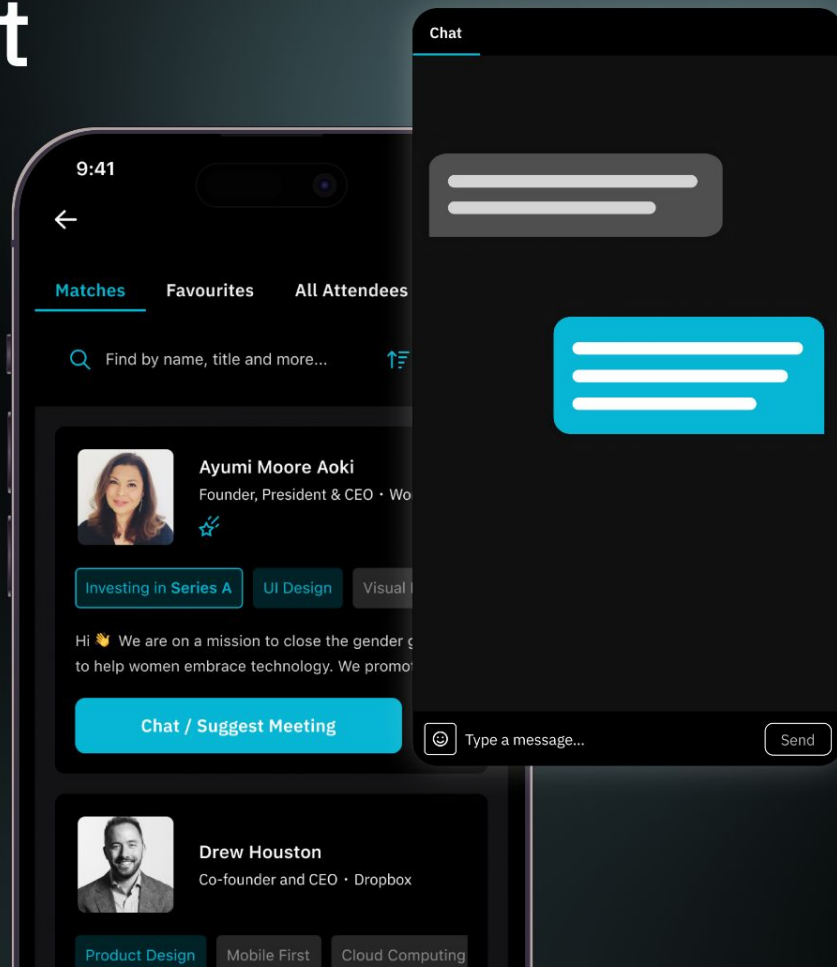
1:1 Meeting Zone in Expo

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