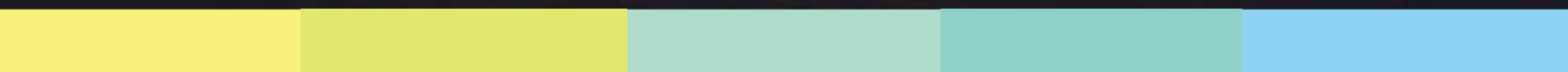


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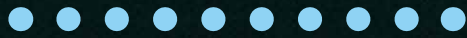
**Brolly**  
Event Solutions

Matchmaking At Events:

**THE ART  
OF CREATING  
A SPARK**



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We wrote this guide for the intrepid organizers of events of all shapes and sizes. Trade shows, meet ups, conferences, expos, and summits all at their core aim to bring people together, and that's where matchmaking makes an impact. We've been making matches at our own and at client events for years, and firmly believe that it can be the key to an unforgettable event.

In this guide we will give you matchmaking best practices for events of all types and with all types of budgets. Keep an eye out as you read along for handy tear-outs and bonus features that you can use when setting up matchmaking at your upcoming events.

This guide was prepared for you by the event pros at Brolly Event Solutions in Denver, Colorado.



[www.brollyevents.com](http://www.brollyevents.com)

# A QUICK INTRODUCTION



For years, organizations such as the Professional Convention Management Association (PCMA), the International Association of Exhibitions and Events (IAEE), and the Center for Exhibition Industry Research (CEIR) have been conducting study after study to understand just why people attend events. Year after year, networking, education, and finding new products and services rank at the top.

Let's face it, as an event organizer, this is not news to you. You already know why people attend your event. What would be most helpful to you are ways to help your attendees achieve those goals. If you can help your attendees achieve their goals, you can almost guarantee they will be coming back year after year, and encouraging their colleagues to do the same.

One way to assist your attendees with networking, learning, and in their search for new vendors is through matchmaking. This guide will show you how to create personalized experiences for your attendees through matchmaking. We'll look at the value matchmaking provides, the data you need to collect and when you should collect it, and how to use that data to create serendipity for your attendees.

**“If you can help your attendees achieve their goals, you can almost guarantee they will be coming back year after year.”**



# THE NOT-SO-HIDDEN VALUE OF MATCHMAKING

Actively pursuing matches for your attendees and exhibitors increases the value of your event for both groups. Exhibition organizers realize that leaving interactions to chance is old school thinking and want to play an active role. Matchmaking takes chance out of the equation and steers attendees and exhibitors toward their goals.

## Value for Attendees

Attendees make their decision to attend an event based on perceived value. For some attendees, your event could be the only, or one of a few professional events they will attend during the year. Over the course of a few days, they hope to make valuable new contacts, find new vendors, and learn new skills. It can be a stressful situation for many attendees.

A strong matchmaking program is a “value guarantee” for your event. When you actively help your attendees achieve their goals through smart matchmaking, you create the best possible event experience for your attendees. The attendee knows that without fail, she is sure to connect with the right people, vet potential suppliers, and get the education she needs.



## Value for Exhibitors

By carefully matching attendees to exhibitors before the event, exhibitors can know they have a guaranteed number of appointments with qualified buyers. Perhaps, even more importantly, exhibitors will have time to research those qualified buyers making their time with them more productive and allow them to begin building relationships.

Budgeting for the event becomes easier as exhibitors can accurately determine how much to invest in booth design/décor, staffing, and event incentives. When the exhibitor knows who is coming to their booth they know exactly what type of presentation materials need to be shipped to the show, and they can better prepare their booth staff.

# VALUE FOR YOU, **THE ORGANIZER**



The return on investment for you, the organizer, is evident. When successful matches have been made between exhibitors and potential buyers, it increases the value of the booth space. Attrition drops, waiting lists grow, and organizers can charge more for the space or create valuable additions that appeal to your exhibitors.

Good matchmaking can also shorten the sales cycle for exhibitors because their time is spent with qualified buyers. This allows them to more accurately measure event ROI. The ability to determine an accurate positive return on investment puts your event on the top of a company's must attend events list.

When successful matches are made between attendees, they see the event as crucial for networking. Successful session matches make attendees place a high value on the quality of the education they received. When successful matches are made to exhibitors, attendees find vendors best suited to their needs, some with solutions they did not even know existed.

**“In a UFI Survey on Matchmaking almost 90 percent of respondents said that their exhibitors appreciated matchmaking. Eighty-five percent of respondents said their attendees appreciated the efforts<sup>1</sup>.”**

When you leverage the ability to make matches in conjunction with a Hosted Buyer Event (HBE), you can measure the value of commerce done right on the show floor, which in turn creates more demand for your event in the eyes of sponsors and exhibitors. Attendees can concentrate on closing out purchases over the course of two or three days, leaving their time back at the office to focus on carrying out their day-to-day activities.