

GLOBAL ENERGY SHOW

EXHIBITION & CONFERENCE
shaping the future of energy

THE GLOBAL ENERGY SHOW APP EXHIBITOR USER GUIDE

June 13 - 15, 2023

BMO Centre, Stampede Park, Calgary, Canada



GLOBALENERGYSHOW.COM #GLOBALENERGYSHOW

Stakeholder



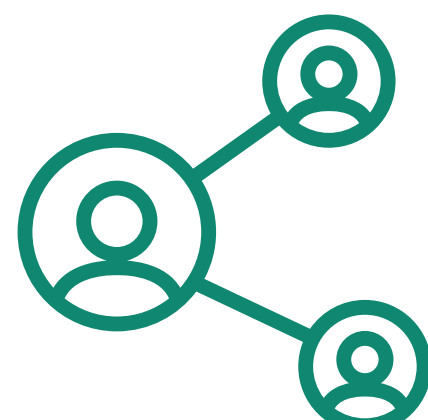
organized by **dmg** events

WELCOME THE GLOBAL ENERGY SHOW MEETINGS PROGRAMME

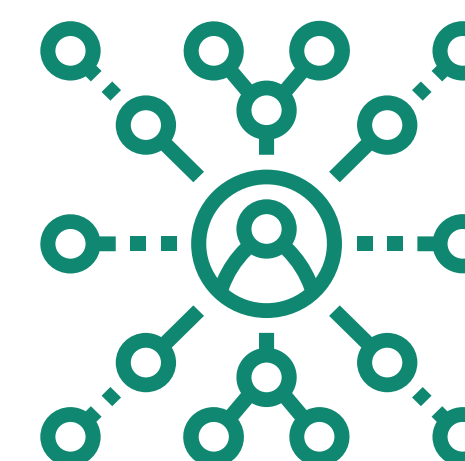
This guide will help you to:



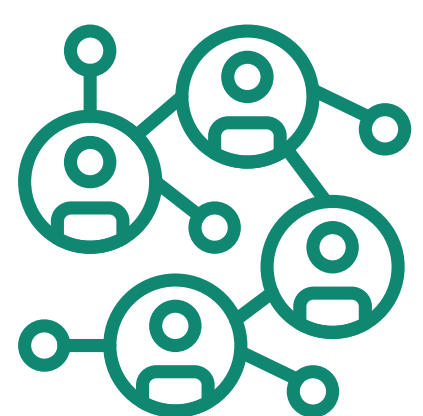
Prepare your event
in advance



Connect with the
right people



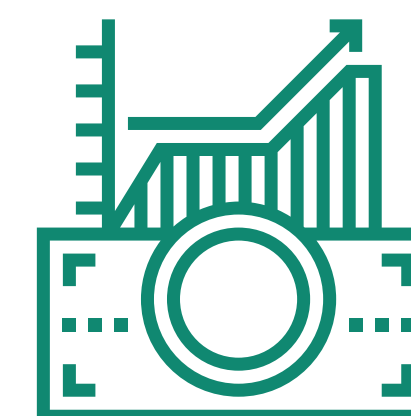
Increase your visibility with
a large number of potential
prospects



Manage your
meetings



Keep track of
your contacts



Make your
opportunities a reality

CONTENTS

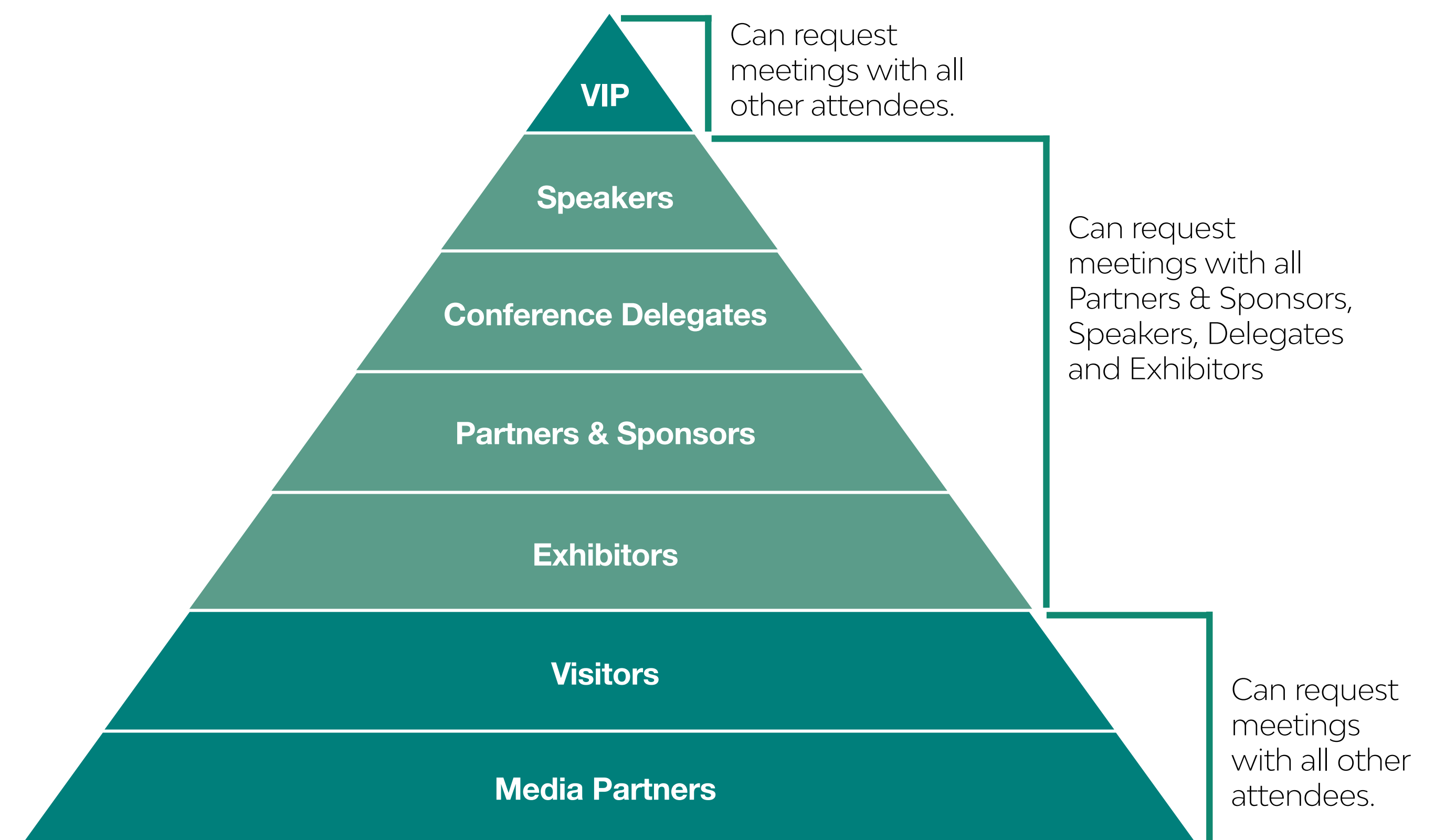
- **How to Login**
- **How to Edit Your Personal Profile**
- **How to Navigate the Platform**
- **Networking**
- **How to Plan Your Event**
- **Best Practice**
- **Contact Us**

NETWORKING AT THE GLOBAL ENERGY SHOW

The dedicated high profile networking programme enables VIPs, Partners & Sponsors, Speakers, Delegates, Exhibitors and Media Partners to search, connect and meet with new and existing business contacts on-site at Global Energy Show as well as in online meeting rooms if it suits you.

- As part of creating your profile, a series of questions will be asked to understand your business interests and AI will make recommendations to you.
- The system is user friendly, allowing a focused & targeted approach to meeting high level prospective partners.
- You will be sent email and push notifications to ensure your meeting takes place on time.
- Share documents.
- Add notes, ratings, tags and export leads.

Permission Structure



HOW TO LOGIN

LOGIN / EMAIL

**GLOBAL
ENERGY SHOW**
EXHIBITION & CONFERENCE
shaping the future of energy

JUNE 13-15, 2023 | CALGARY, CANADA
BMO CENTRE AT STAMPEDE PARK
**NORTH AMERICA'S ONLY FULLY INTEGRATED
ENERGY EVENT**
GLOBALENERGYSHOW.COM

Hello Jamie,

Thank you for registering for **The Global Energy Show**.

The platform is now live so please view your profile to make sure all your details are correct, view the **full list of Delegates**, Exhibitors and sponsors and **make valuable connections** before, during and after the event.

ACCESS MY PROFILE

Your account is automatically pre-created by the event organiser when your booking is made.

You will receive an e-mail with a **button** redirecting you to a login page.

The new window will then suggest that you create a password for your personal profile/account.



If you didn't receive an e-mail, please check your spam box or contact us at **app@globalenergyshow.com**

LOG IN DIRECTLY TO THE GLOBAL ENERGY SHOW PLATFORM WITH YOUR ACCOUNT

Enter the email you used to register for the event. If your address is not recognised, please contact us at app@globalenergyshow.com



If you have forgotten your password, after entering your email on the login page, click on **SEND ME A MAGIC LINK** and you will be sent an email to reset your password.

Forgot your password?

SEND ME A MAGIC LINK

Special Instructions for Participants from China

To access the platform, participants from China are advised to use a VPN service that allows users to successfully access external services and websites that originate outside of mainland China.

Accessing the platform via corporate VPNs or an internal corporate network may cause issues, dependent on IT security policies. These issues can be resolved with internal IT departments.



Welcome,

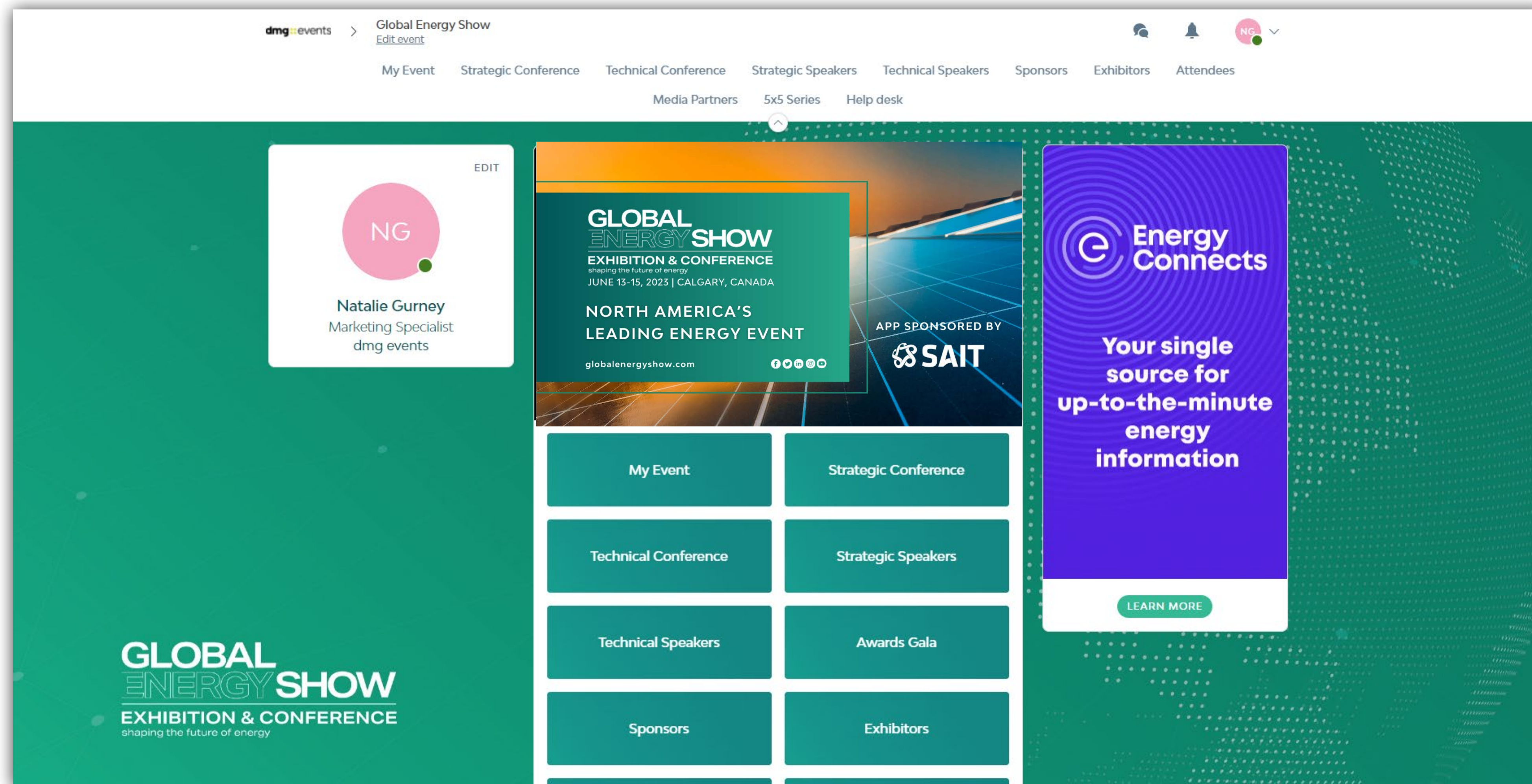
Please enter the email address you provided during event registration.

Email address

Enter your email address

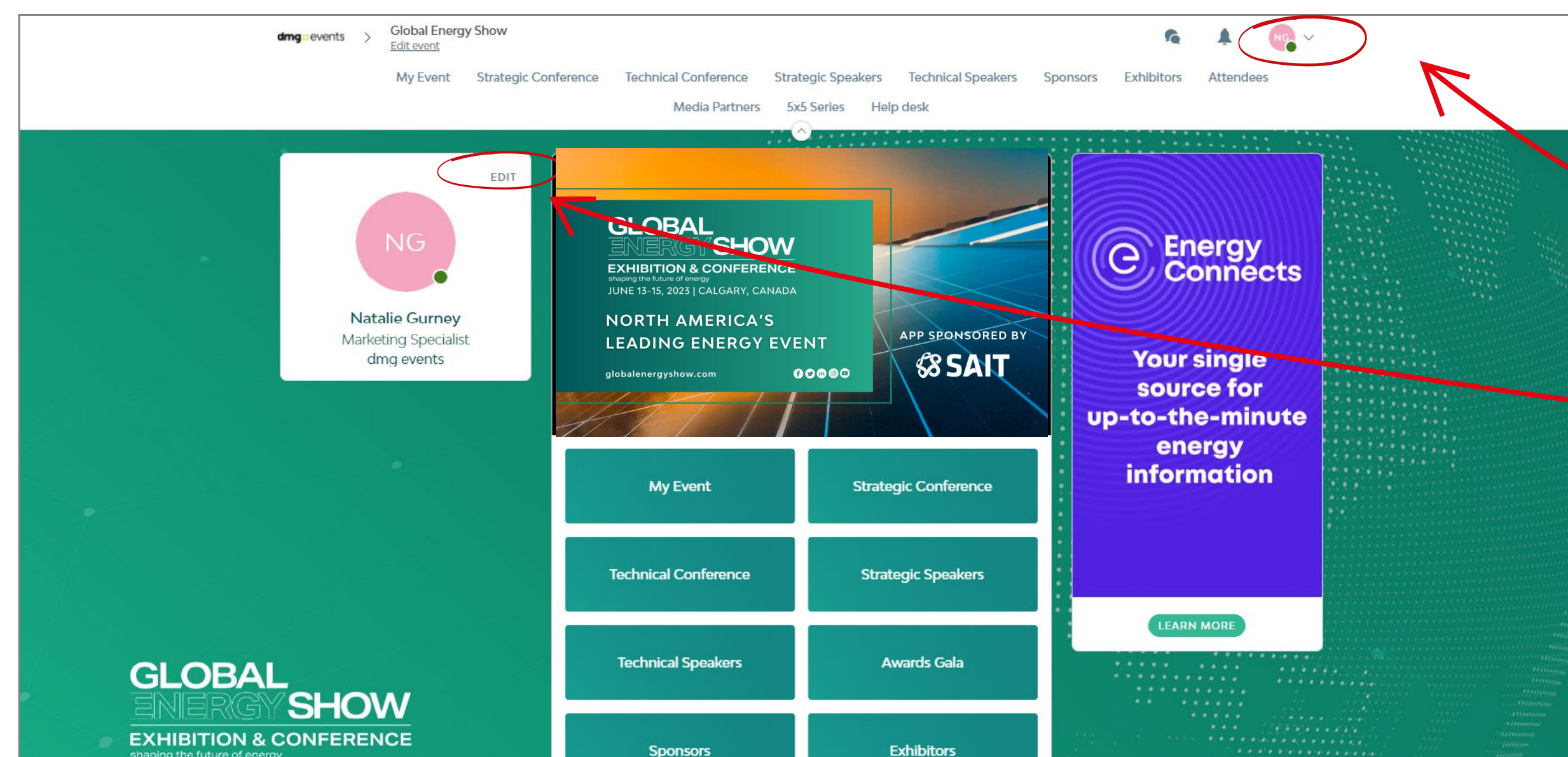


YOU NOW HAVE ACCESS TO THE GLOBAL ENERGY SHOW DESKTOP PLATFORM



HOW TO EDIT YOUR PERSONAL PROFILE

HOW TO EDIT YOUR PERSONAL PROFILE (1/2)

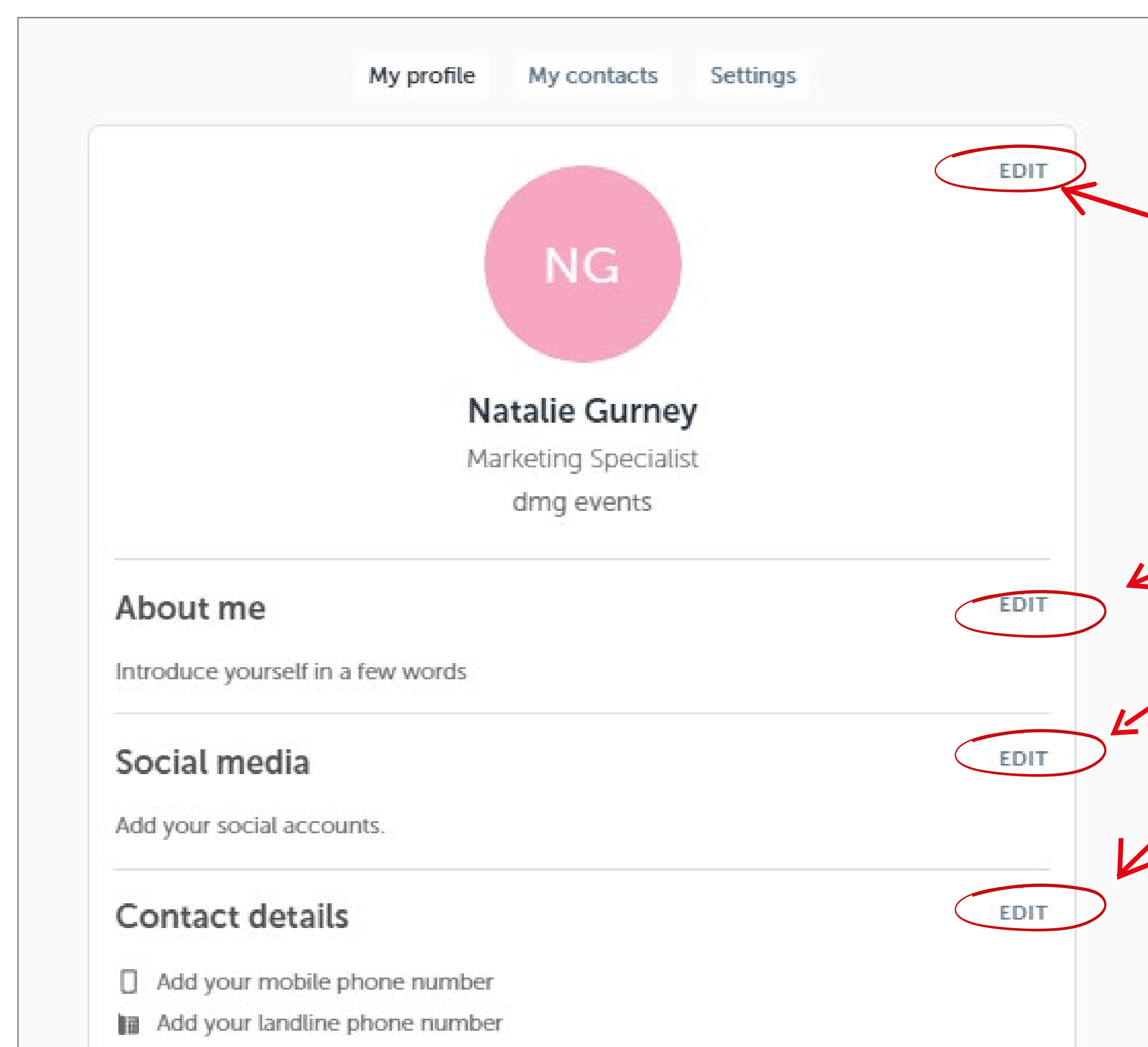


There are two ways for you to access to your profile :

- On the upper right corner of your screen, click on **My Profile**
- On the left side of your screen next to your photo, click on **Edit**

You will then be taken to your profile.

HOW TO EDIT YOUR PERSONAL PROFILE (2/2)



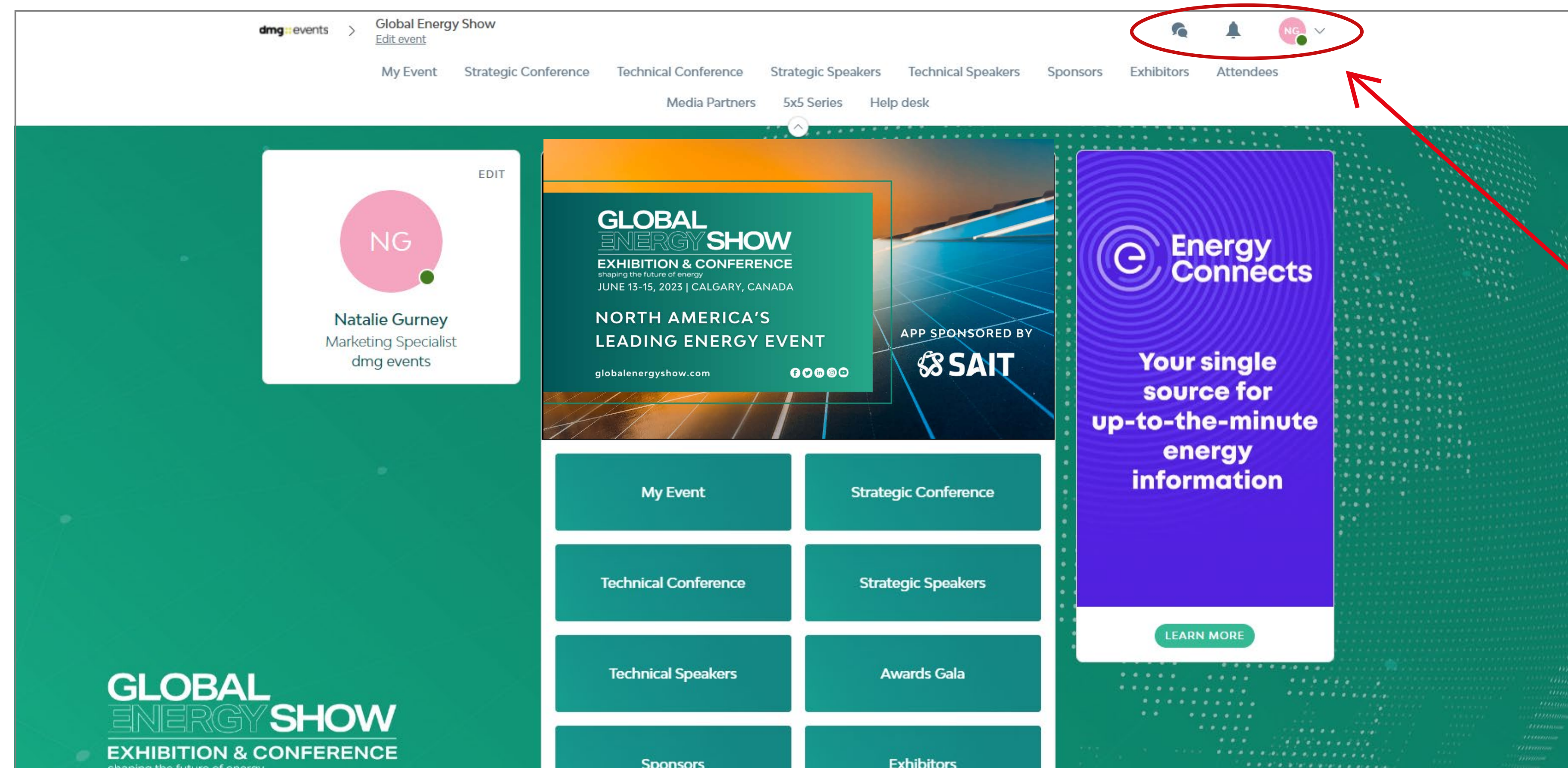
To edit the information on your profile, simply click on **Edit** or **Add** depending on which type of information you want to amend.

Here is the information you can edit on your personal profile :

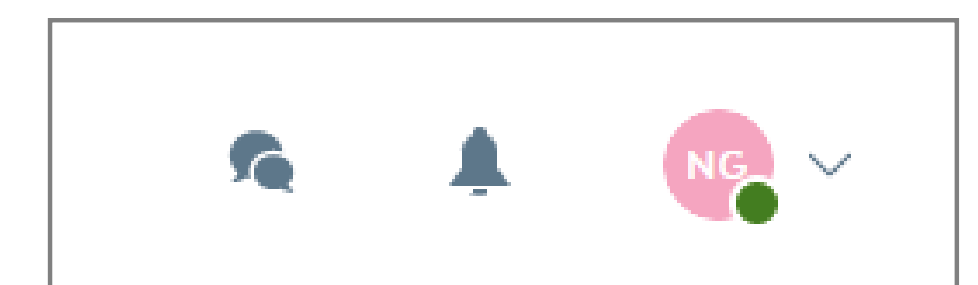
- Personal Information
- Skills
- Bio
- Social Media Accounts
- Contact Details
- Company Name

HOW TO NAVIGATE THE PLATFORM

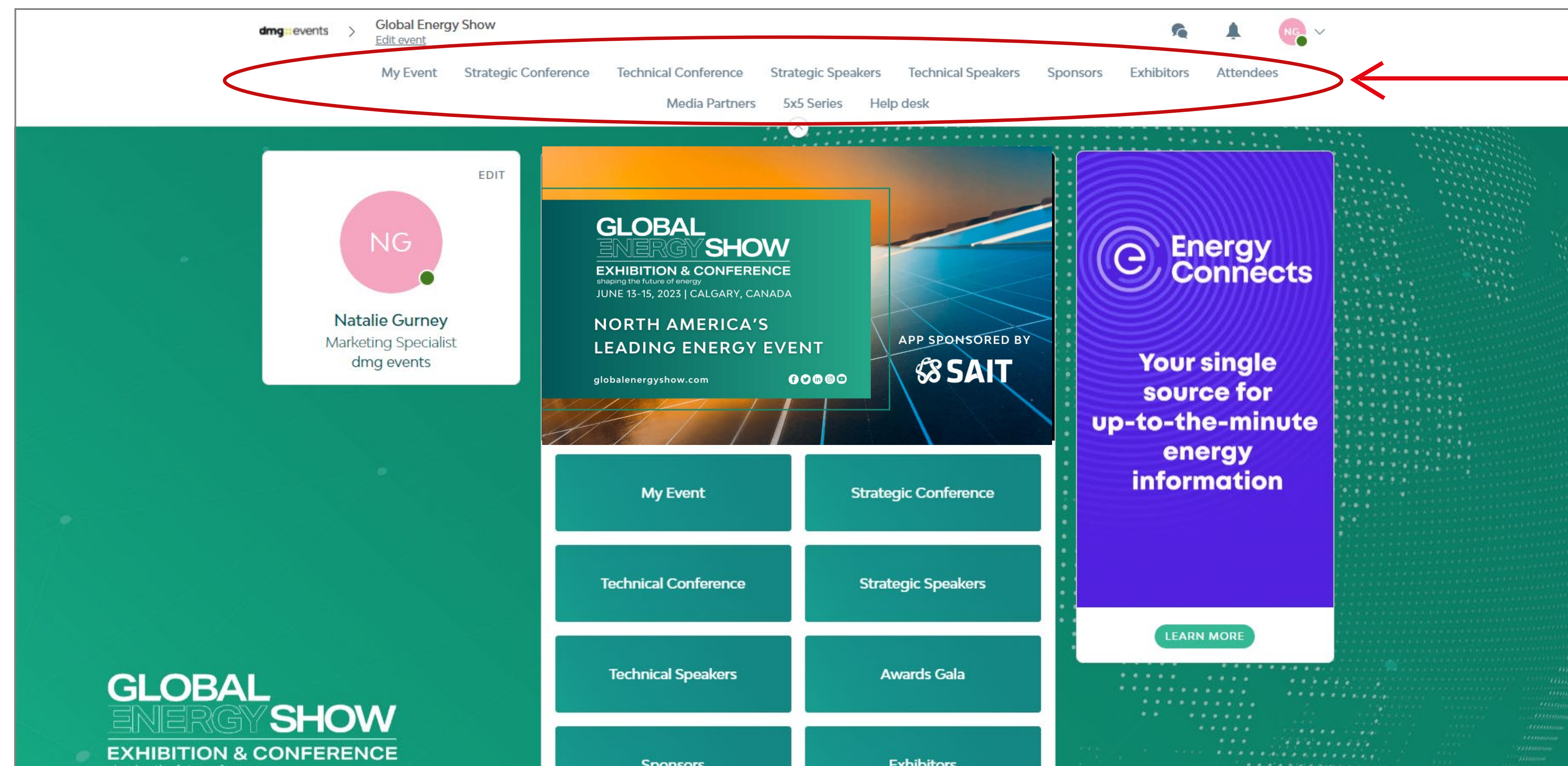
PLATFORM NAVIGATION



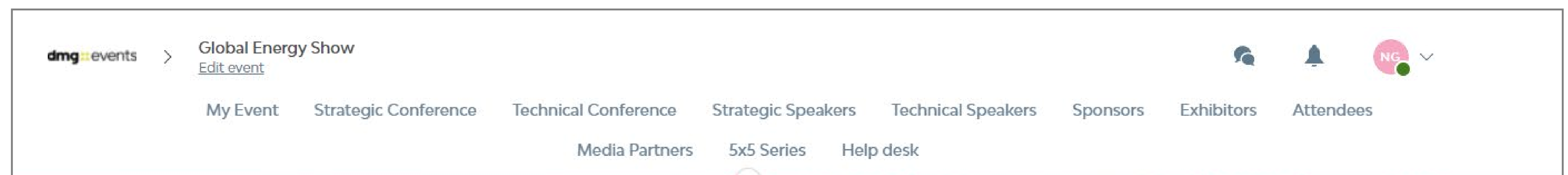
This is the home page of your event. The main navigation is the same on web and mobile. It is divided into **3 parts**:



PLATFORM NAVIGATION



To access the different sections of the platform, use the **buttons** on the home screen, once you are using the platform you can use the **navigation sub-bar**. This allows access to the different areas of the event.



AGENDA, SPEAKERS, SPONSORS, EXHIBITORS & MEDIA PARTNERS

Global Energy Show

The conference sessions are located in the main menu. You can filter the agenda based on the sessions you are interested. You have the possibility to bookmark the sessions that interest you to create your personalised agenda.

By clicking on a session you can view an overview of the session as well as the speakers and companies involved.

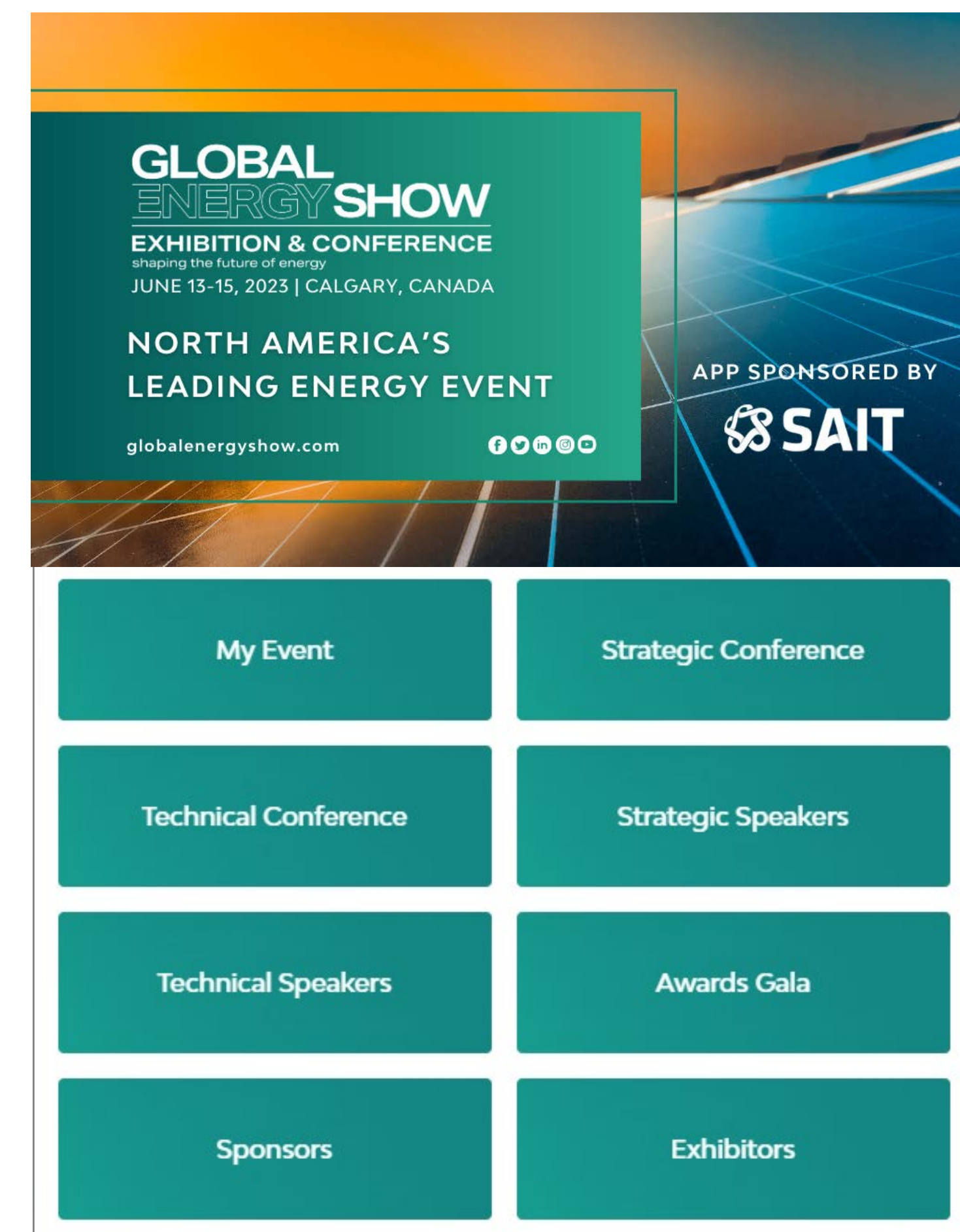
Speakers

A list of all Global Energy Show Speakers is displayed here and is searchable.

In addition to the general information available on their profile you can also view the list of sessions they are speaking in.

Sponsors, Exhibitors & Media Partners

You can search based on key words or filters and access a company's profile to find their contact details and connect with them.



Please note that Conference content can only be accessed by paying delegates. To register as a delegate please visit: app@globalenergyshow.com

NETWORKING WITH ATTENDEES & AI MATCHMAKING

Find out who you can meet

1. **Sort** delegates or speakers to see the most relevant results
2. **Click** on a participant to view their information
3. **Connect** with qualified profiles



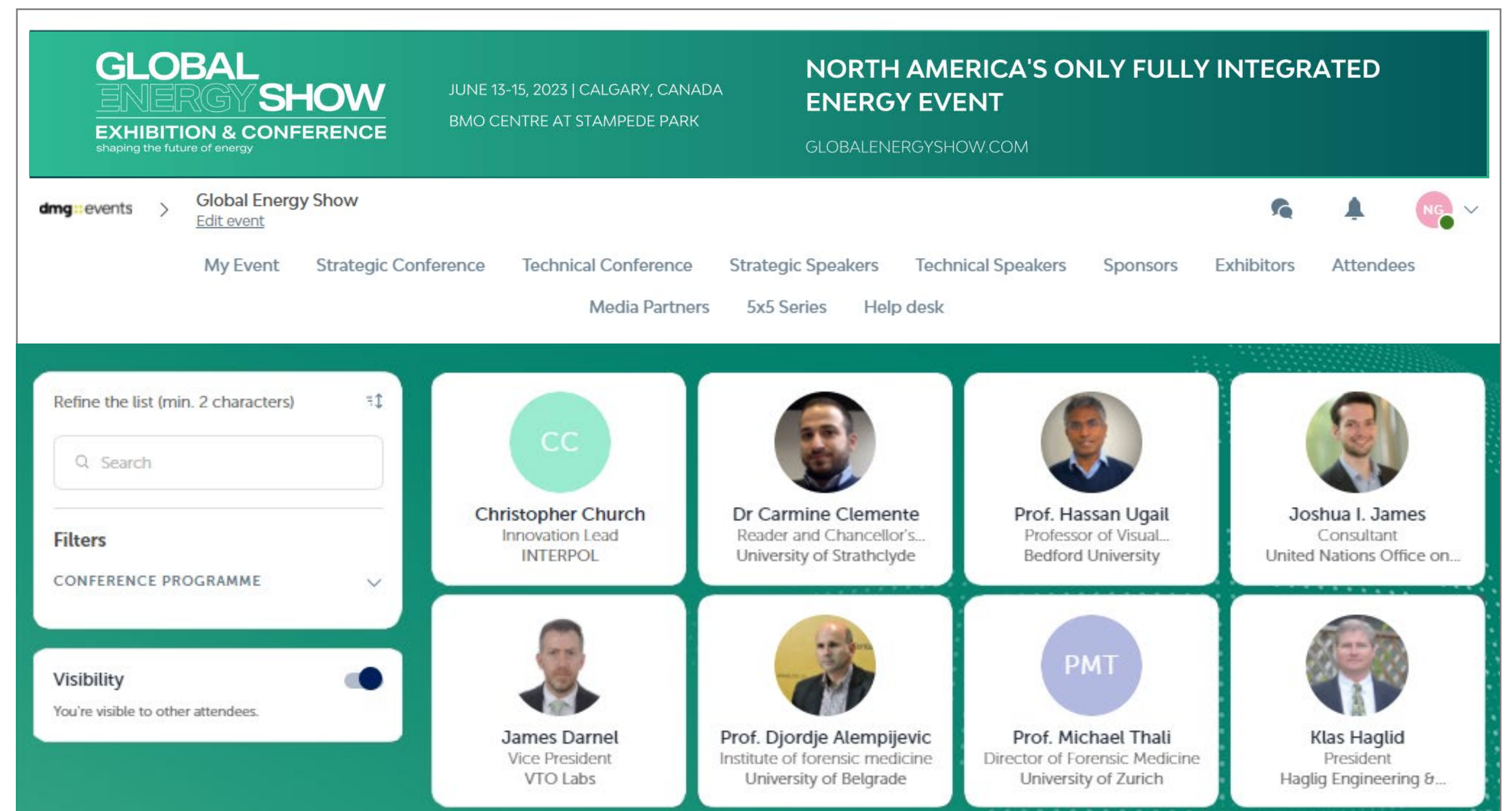
A personalised connection request (with message) will be 4 times more likely to succeed

AI & Matchmaking

1. **Fill in** your profile information
2. **Enter** your search criteria
3. **Add** and connect to the profiles that interest you



The more data you enter into the platform the more efficient the matchmaking will be



COMPANY PROFILE

COMPANY PROFILE / NAVIGATION

The Company profile (Exhibitor Centre) portal allows you to increase your event visibility, control the content attendees will receive about you and maximise your ROI.

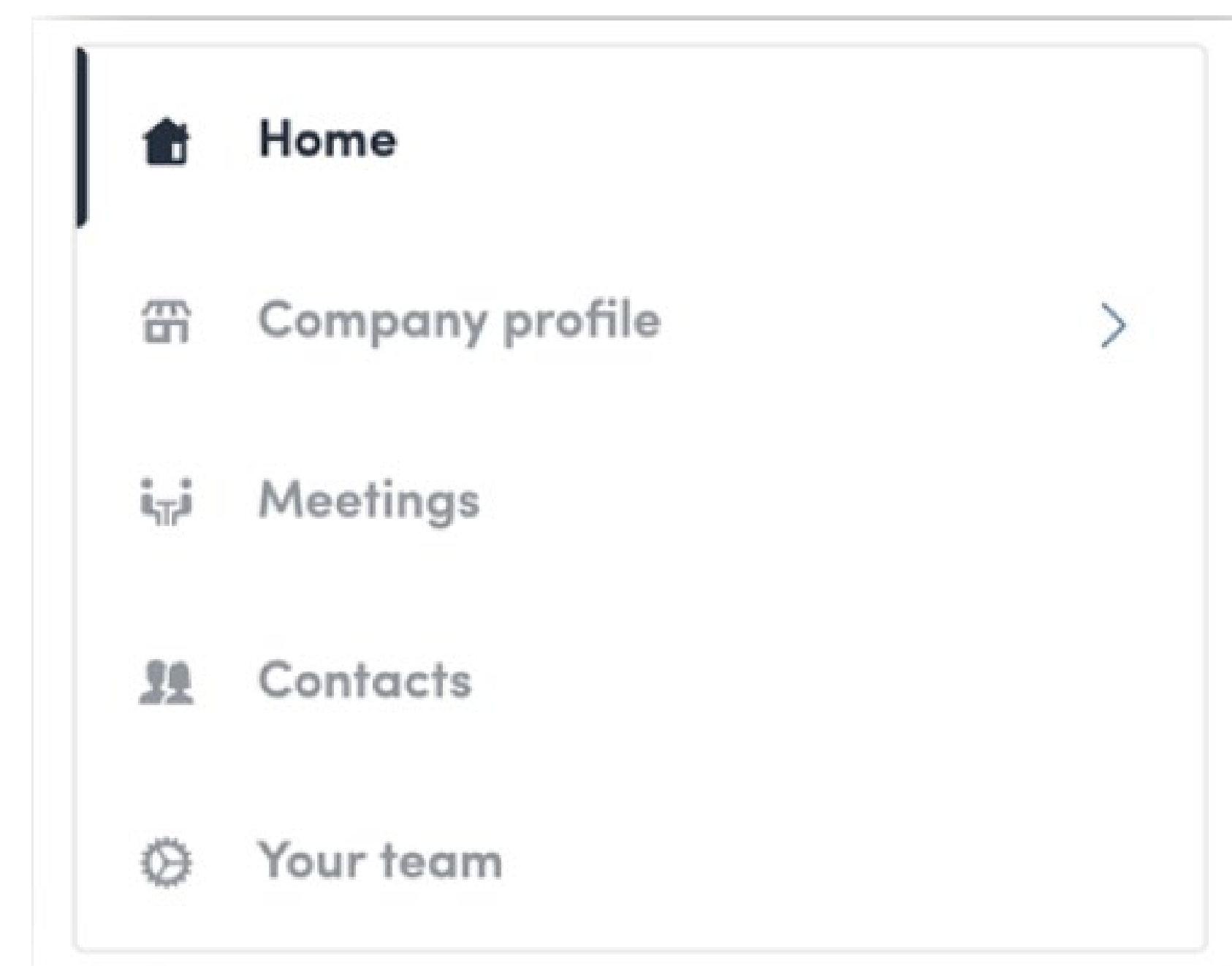
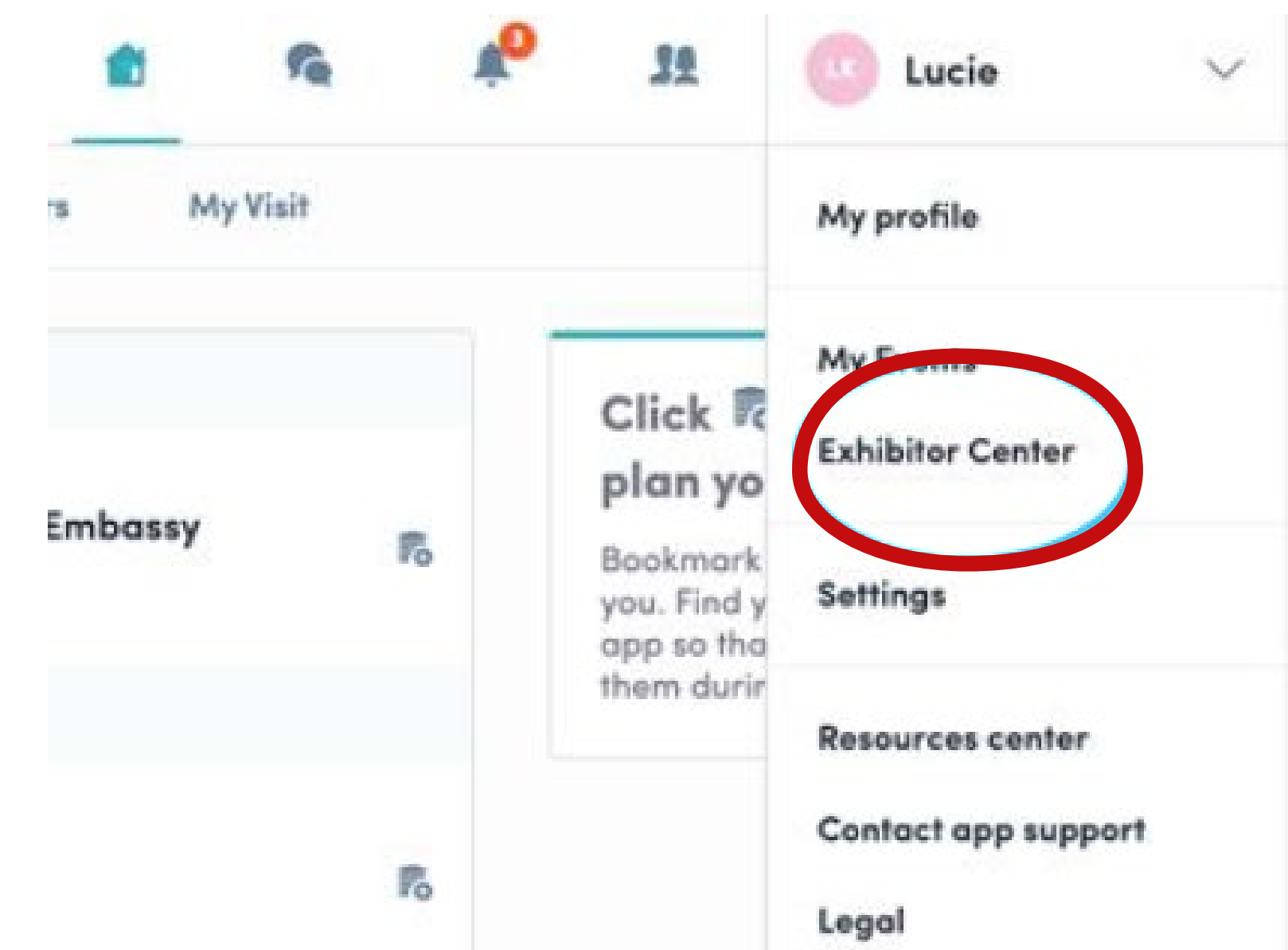
To access your exhibitor profile, click on your name at the top right hand corner then on "Exhibitor centre"

In the Exhibitor Centre you will be able to:

- Manage and update your company profile that is visible to attendees on the mobile app
- Gather all contacts of your team members and export them into a single excel file
- Promote your products or services to potential leads
- Reply to meeting requests made to your company and manage team meetings of your members
- Keep track of your team's leads

Home is the first page that you will see when accessing the Exhibitor Centre.

A red pin indicates that you have a **pending notification**, so hurry up and see what's going on



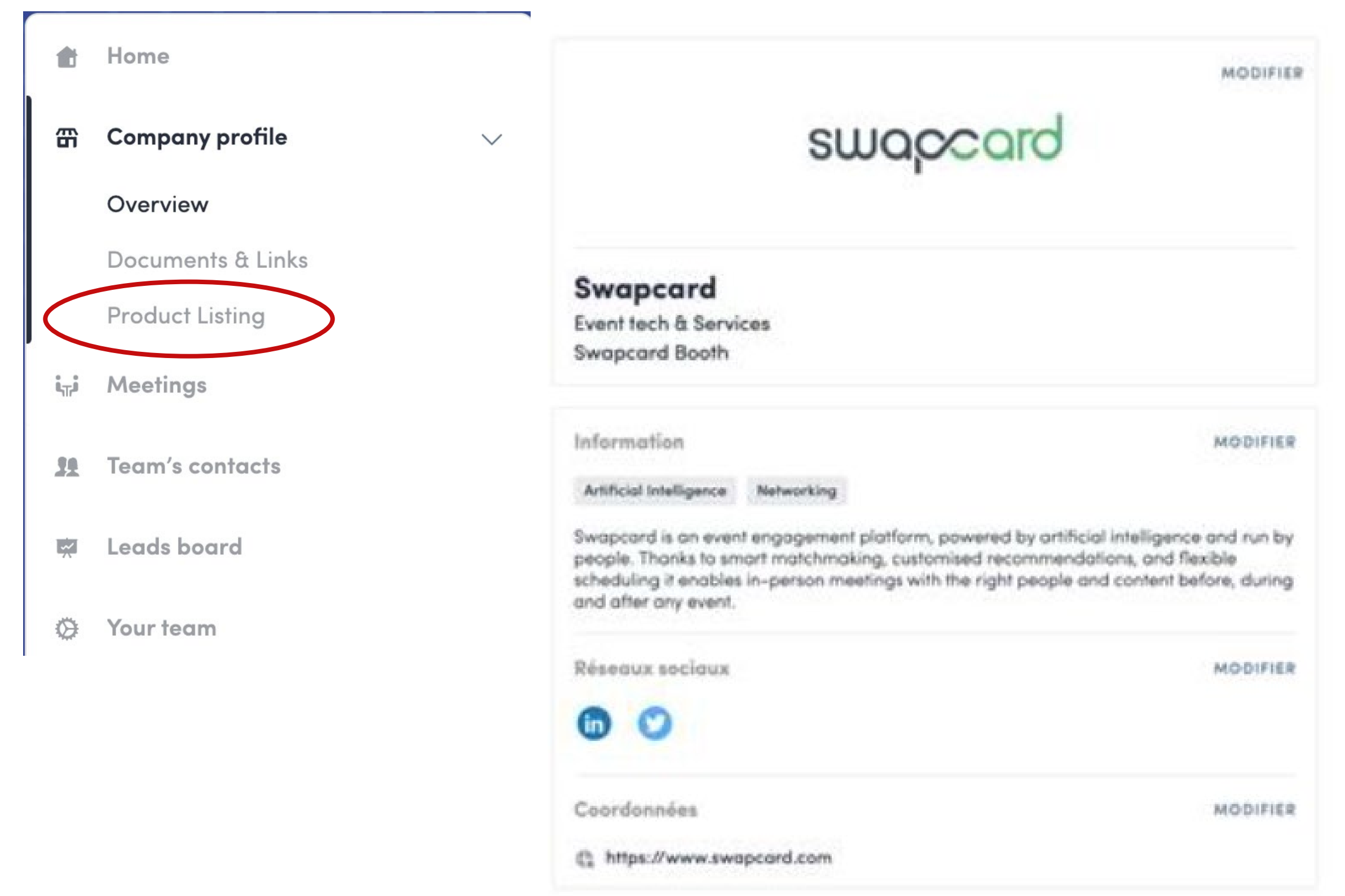
EXHIBITOR CENTRE / COMPANY INFORMATION

Your company information will already have been filled in with the details you provided in the Exhibitor Manual previously.

You have the option to add additional details if you so wish.

You can also add your files to your company page.

You will be able to add your products and services in the platform. Go to **Product Listing** in the menu and follow the instructions.



EXHIBITOR CENTRE / SHARED CONTACTS & EXPORT

By going to the **“Shared Contacts”** tab, you can view and export all the contacts collected by you and your team/colleagues before, during, and after the event

Only the contacts of your additional team members (who must be registered as delegates) who have enabled the contact sharing option will be displayed in addition to yours

Check that **all your team members have activated it**

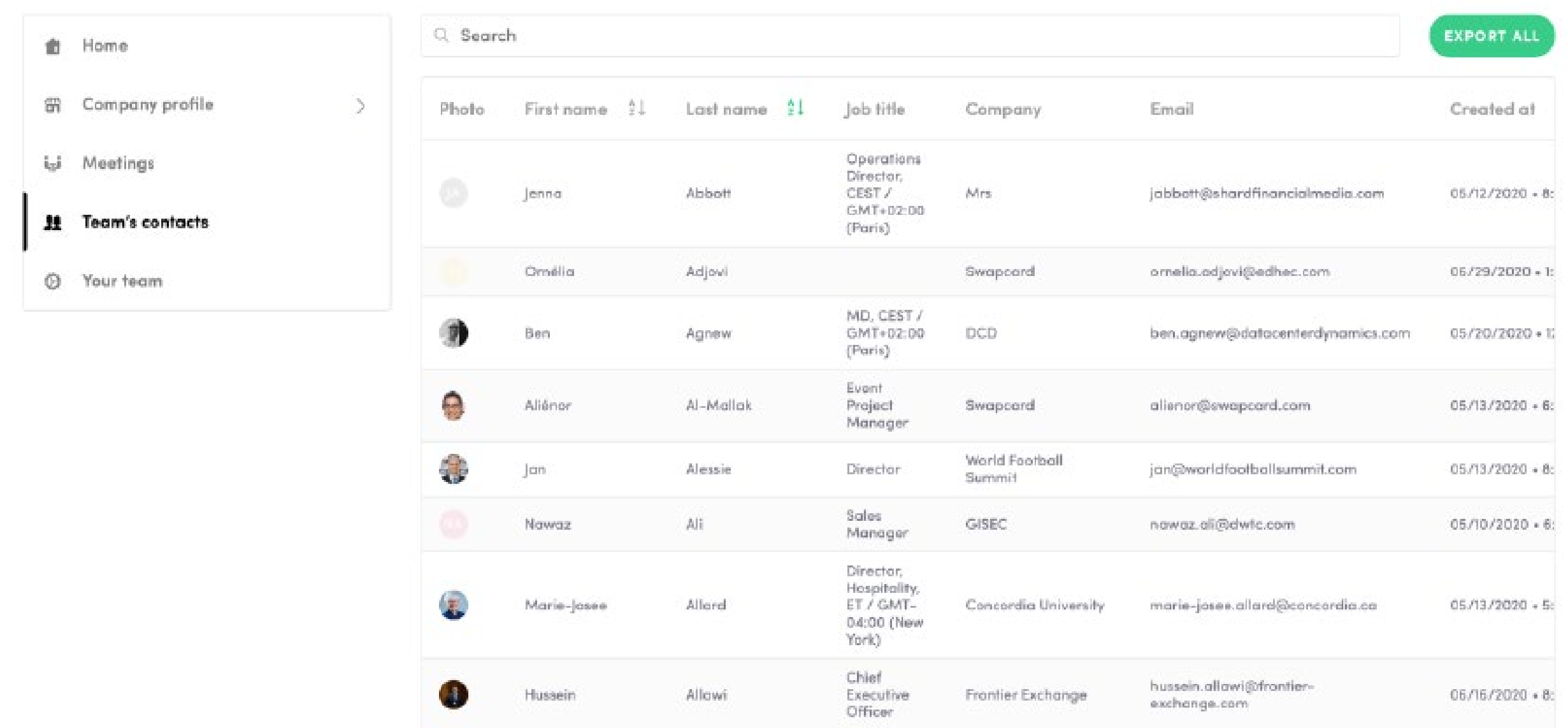


Photo	First name	Last name	Job title	Company	Email	Created at
	Jenna	Abbott	Operations Director, CEST / GMT+02:00 (Paris)	Mrs	jabbott@ishardfinancialmedia.com	05/12/2020 • 8:
	Ornelia	Adjovi		Swapcard	ornelia.adjovi@edhec.com	05/29/2020 • 1:
	Ben	Agnew	MD, CEST / GMT+02:00 (Paris)	DCD	ben.agnew@datacenterdynamics.com	05/20/2020 • 1:
	Aliénor	Al-Mallak	Event Project Manager	Swapcard	alianor@swapcard.com	05/13/2020 • 6:
	Jan	Alessie	Director	World Football Summit	jan@worldfootballsummit.com	05/13/2020 • 8:
	Nawaz	Ali	Sales Manager	GISEC	nawaz.ali@dwfc.com	05/10/2020 • 6:
	Marie-Josée	Allard	Director, Hospitality, ET / GMT-04:00 (New York)	Concordia University	marie-josée.allard@concordia.ca	05/13/2020 • 5:
	Hussein	Allowi	Chief Executive Officer	Frontier Exchange	hussein.allowi@frontier-exchange.com	05/16/2020 • 8:



Let's talk CASL ...

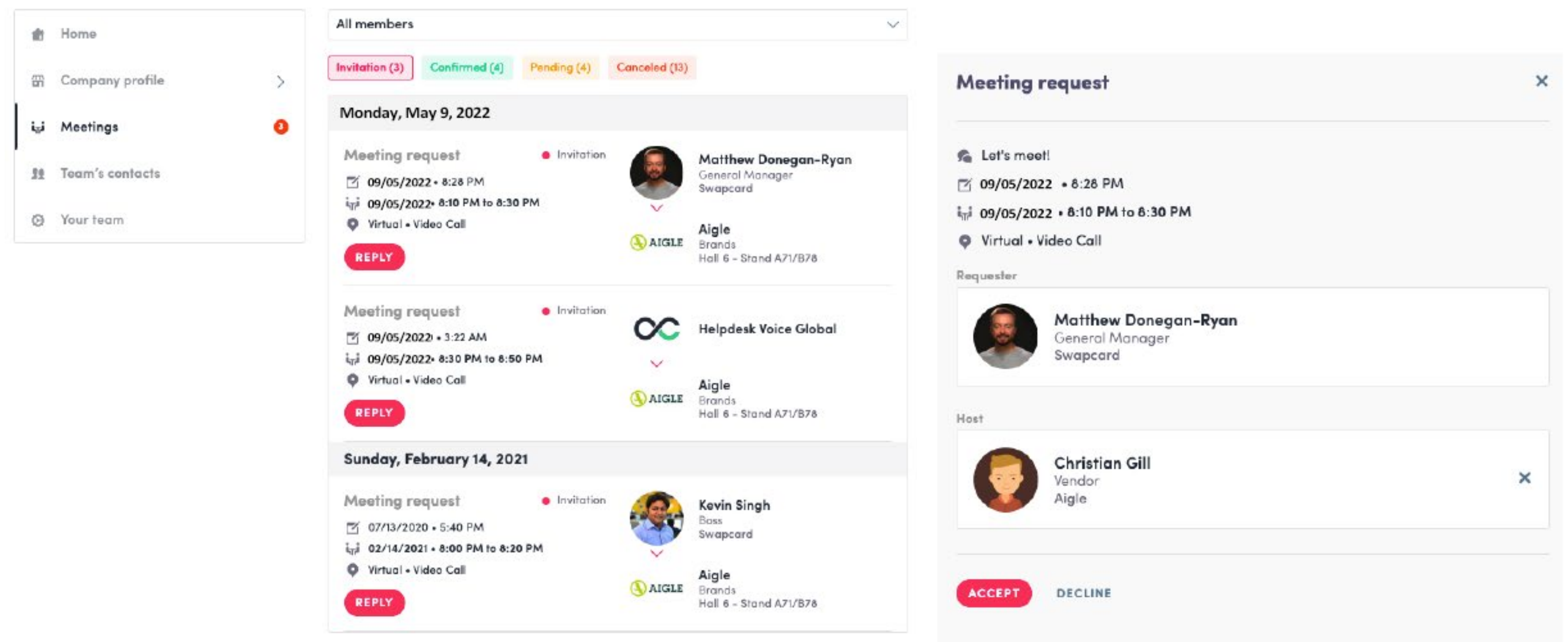
When you scan a badge or connect with a user, they have expressed consent to share information with you. Therefore, they have agreed to receive commercial messages from you in accordance with CASL.

From the Platform, **you can also export your contacts** (and only yours) as an excel file by going to your contacts and clicking on “export”

EXHIBITOR CENTRE / MANAGE YOUR MEETINGS

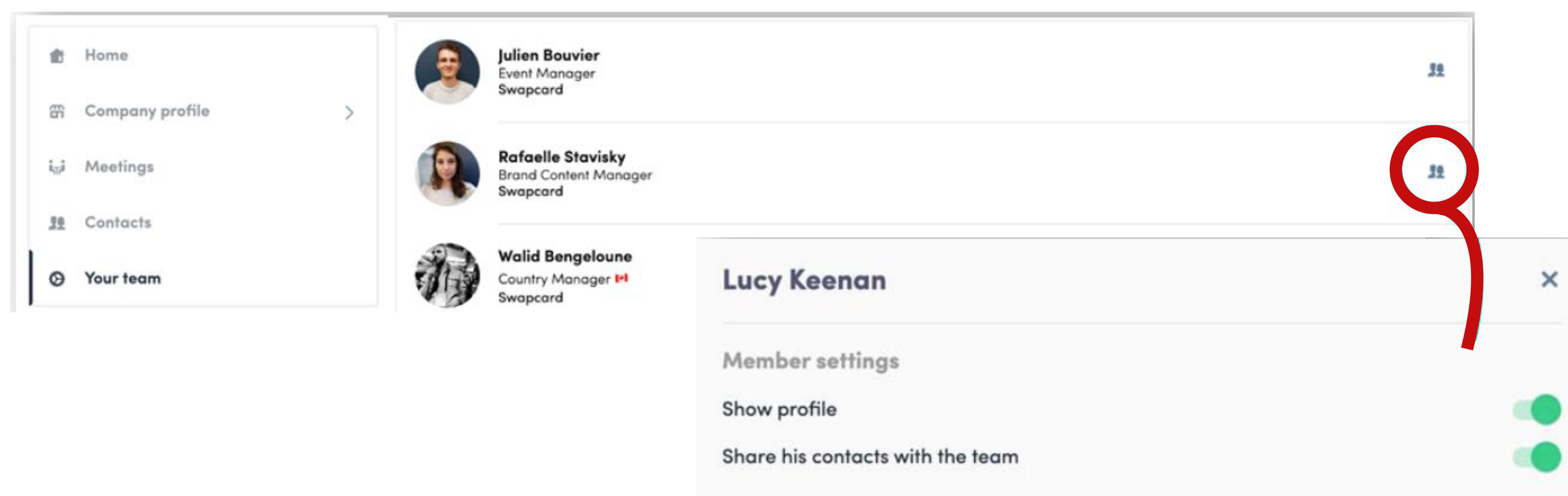
In this section you can:

- **Display the meetings** of your team
- **Filter meetings by status** Pending, Validated or Declined, Cancelled.
- **Assign a meeting to a member of your team:** click on answer on the meeting request and choose the person to assign.
- **Accept or decline meeting requests**
- **Export the full list of meetings** from your team.

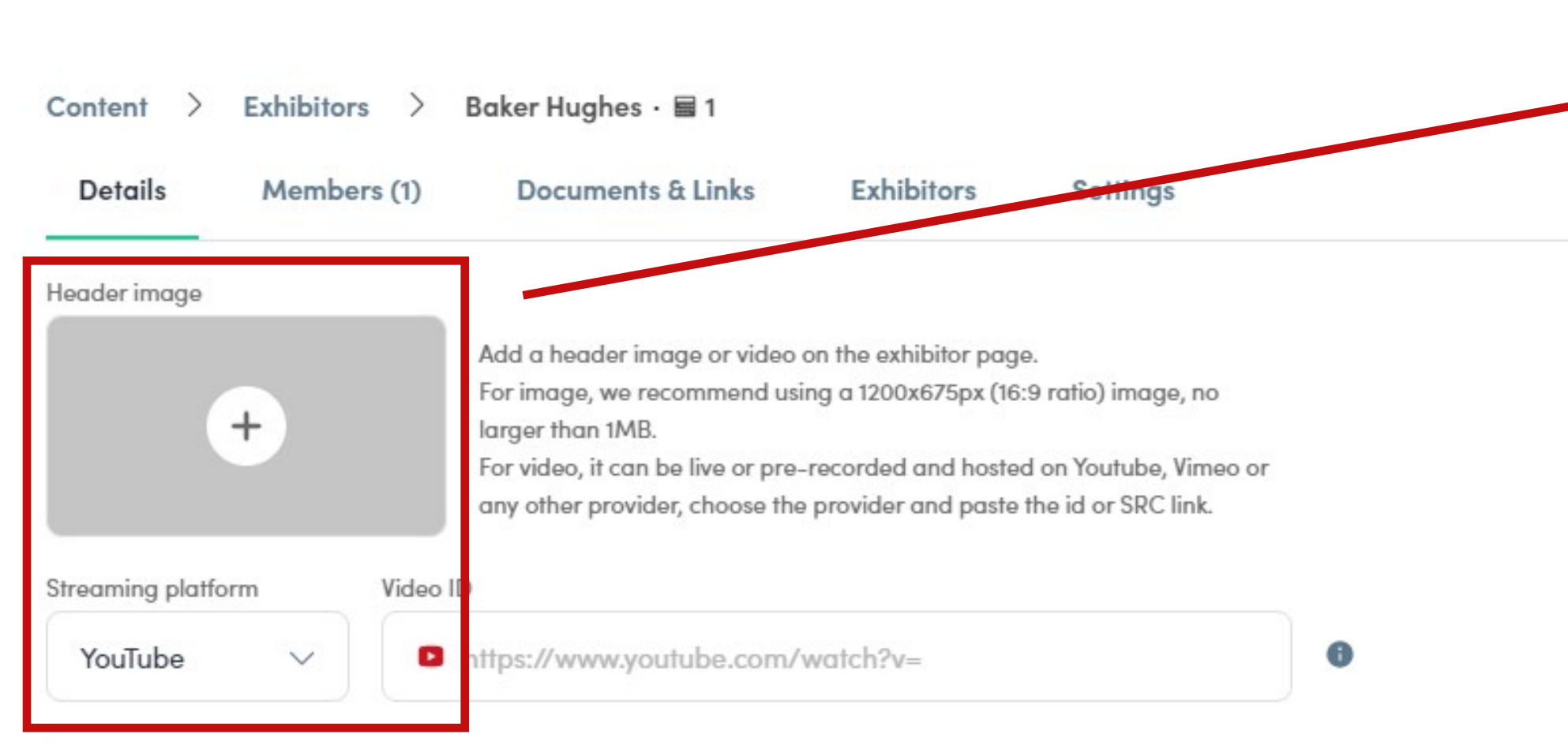


EXHIBITOR CENTRE / YOUR TEAM

To manage the members attached to your exhibiting entity, go to **“Your Team”**.
You can then view all your team members, **delete or add them** and manage the visibility of their profile.



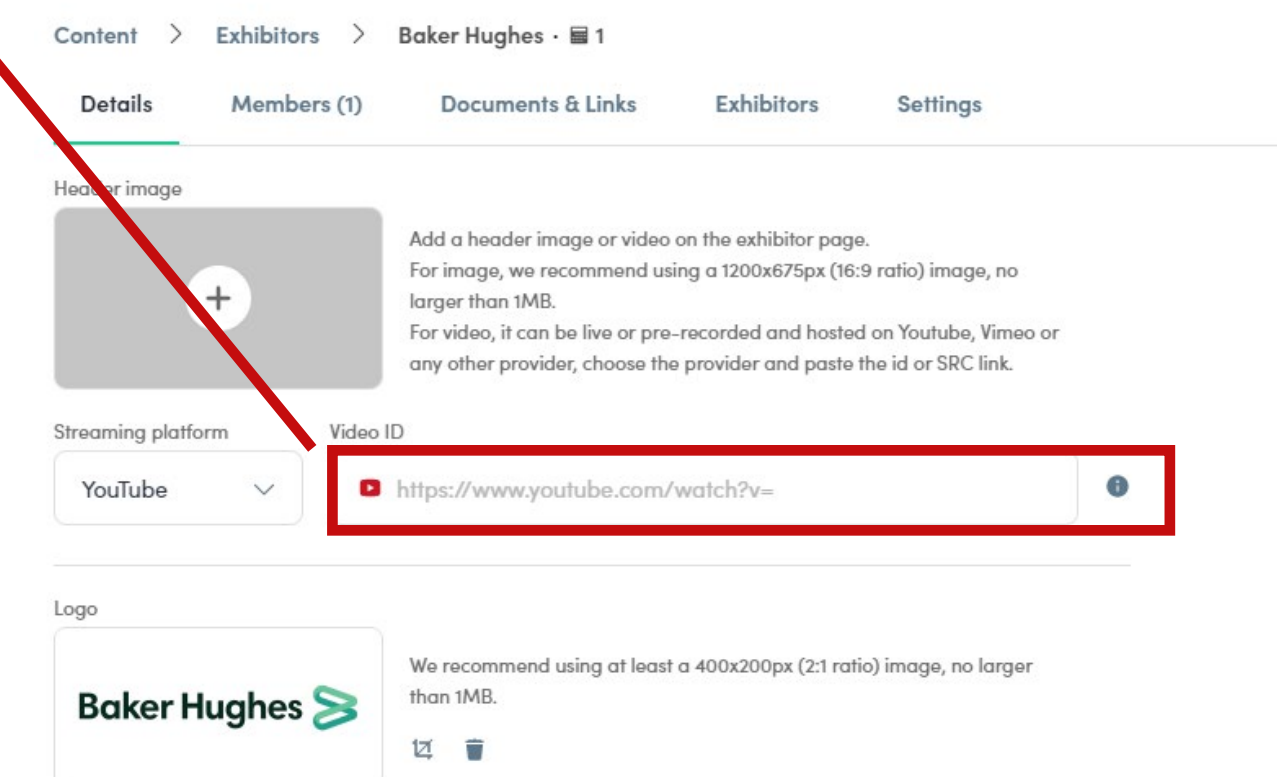
HOW TO ADD A VIDEO TO MY COMPANY PROFILE



As an exhibitor, you are able to upload a video into your company homepage

To upload a video , go to your exhibitor center and click on **"Company Profile"**. In the first part, click on **"Edit"**.

You will then be able to add your Youtube video ID as a banner.



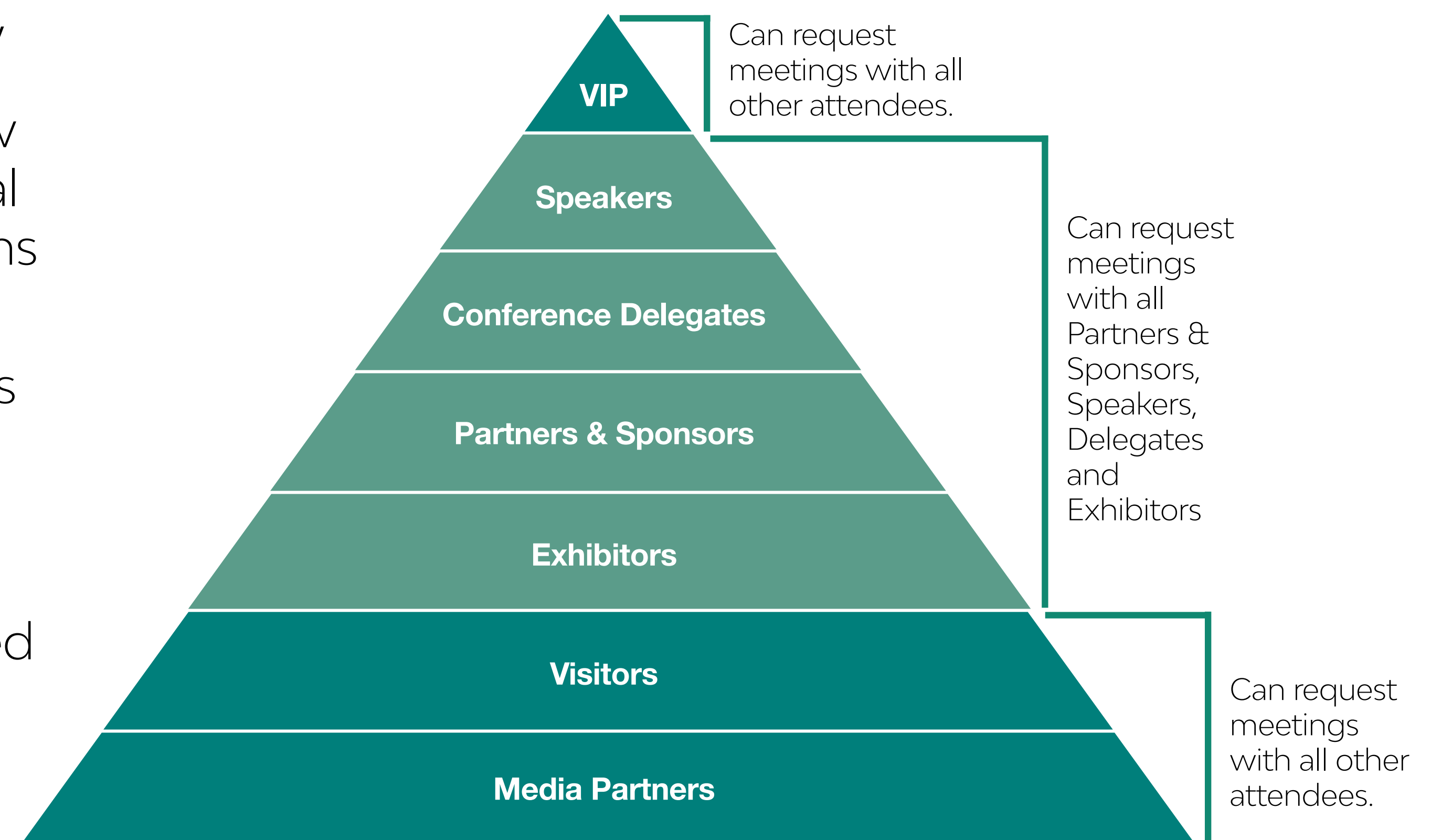
NETWORKING

NETWORKING AT THE THE GLOBAL ENERGY SHOW

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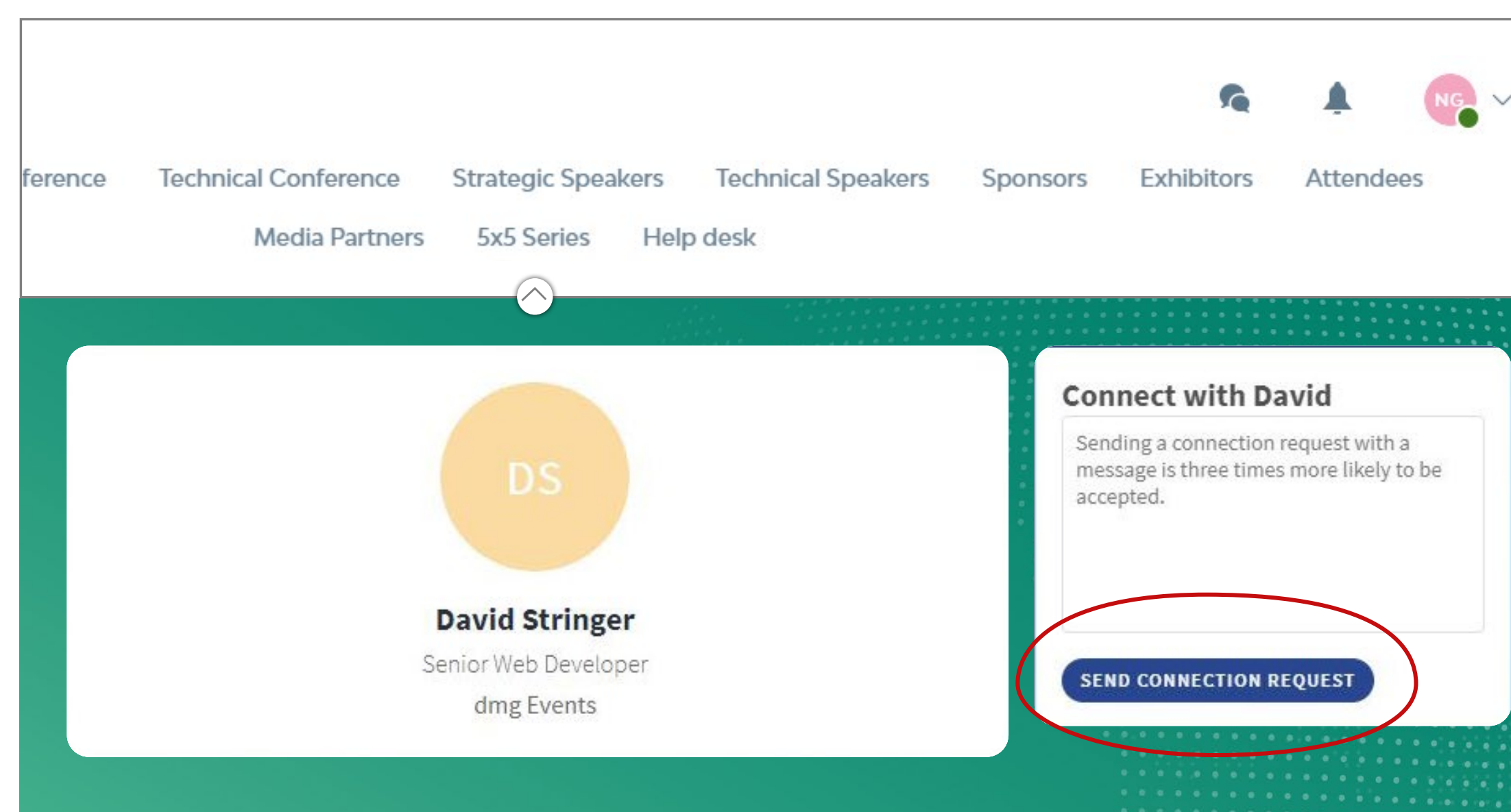
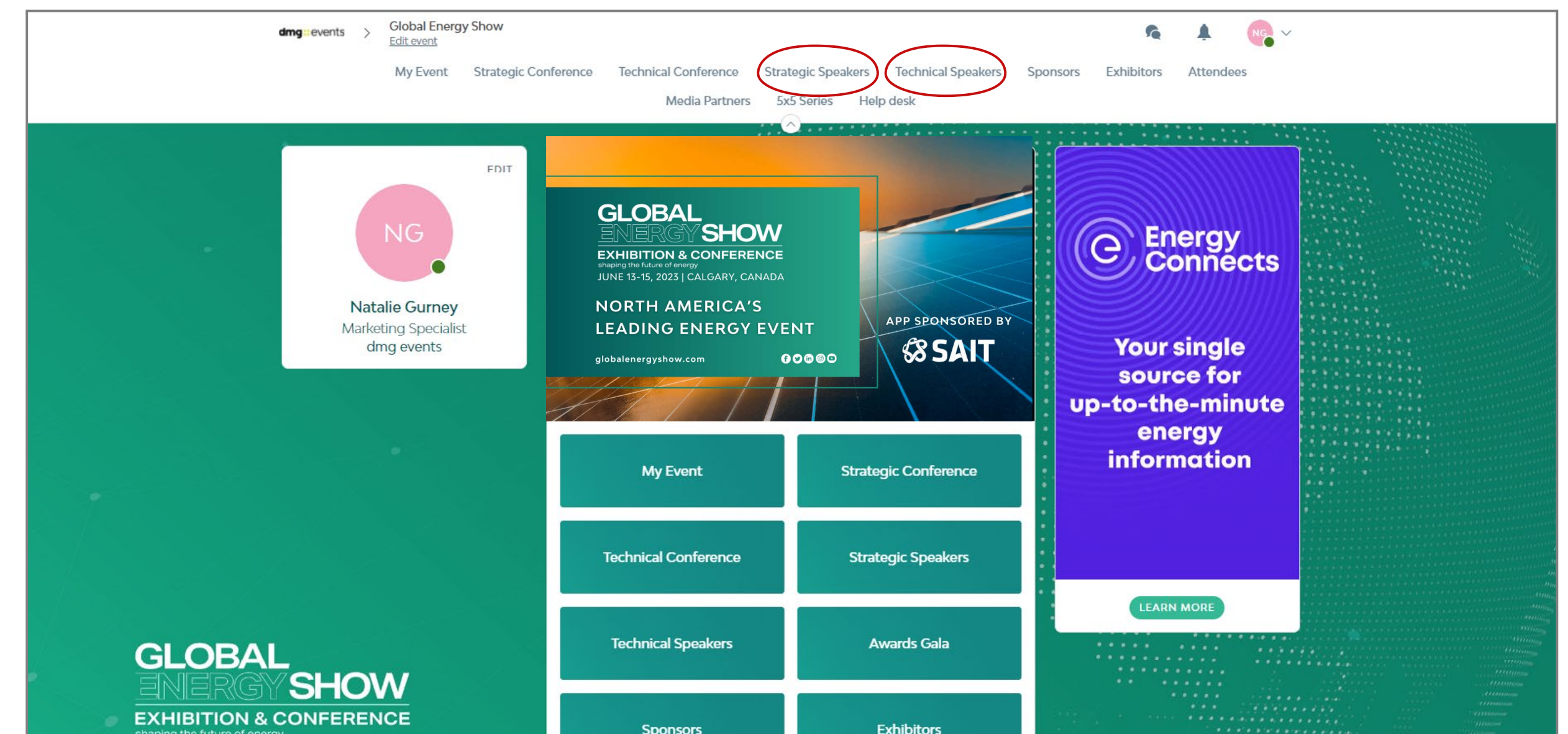
- As part of creating your online profile, a series of questions will be asked to understand your business interests and AI will make recommendations to you.
- The system is user friendly, allowing a focused & targeted approach to meeting high level prospective partners.
- You will be sent email and push notifications to ensure your meeting takes place on time.
- Share documents.
- Add notes, ratings, tags and export leads.

Permission Structure



HOW TO NETWORK

On the home page of the event, you can access the **Speakers** and **Delegates** lists and identify people of interest, based on the permission hierarchy. Do not hesitate to contact them through the platform to network and schedule meetings.

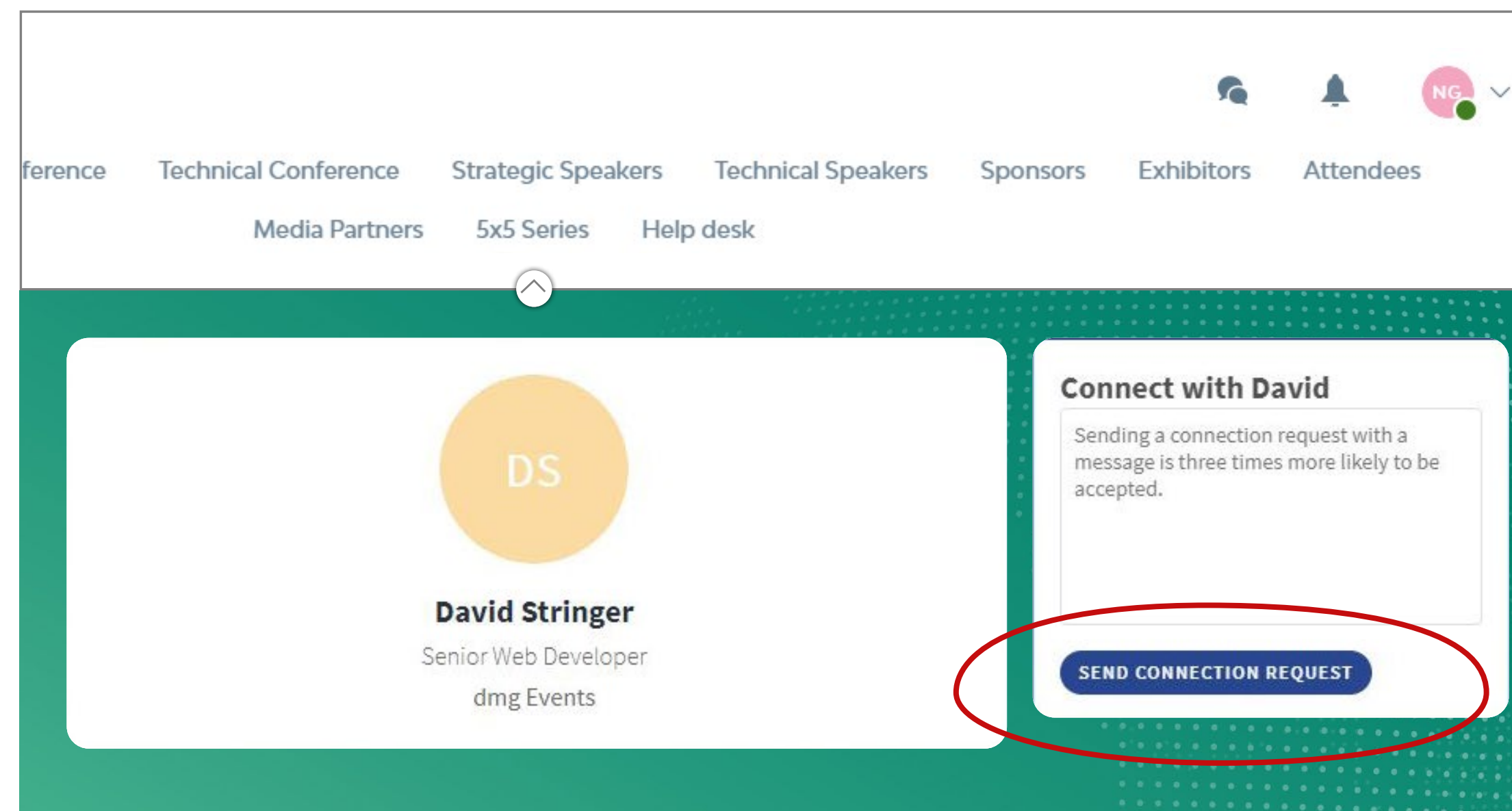


If you see time slots appearing on people's profiles, it means that the organiser has allowed you to scheduling meetings based on your badge type.

Ensure to book your meetings before the event with people of your choice before all their slots are booked.

You can manage your own availability from the **"My Event"** section of the platform.

HOW TO MAKE A CONNECTION REQUEST



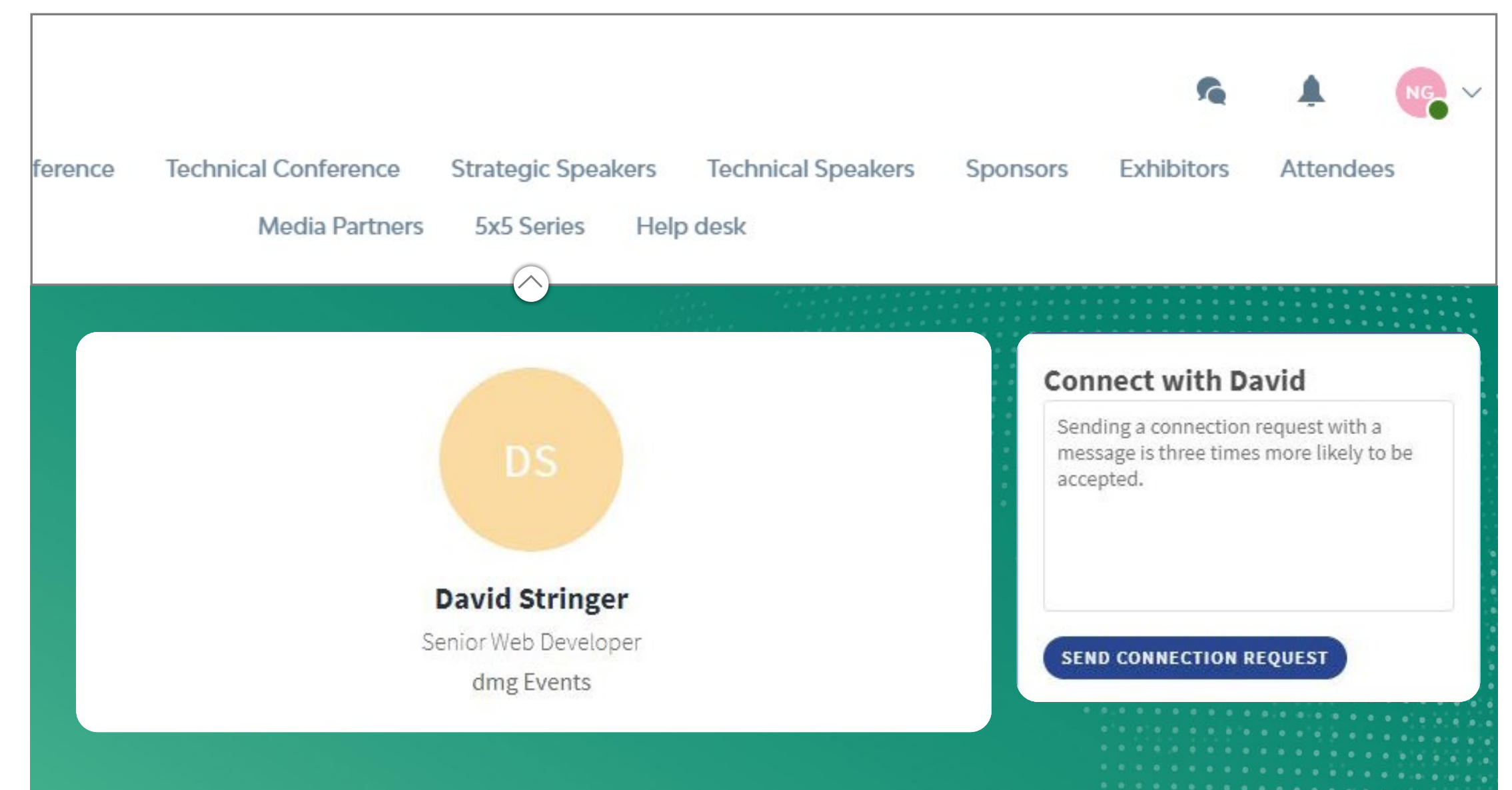
To send a connection request to an attendee, go to their profile (via any list of participants) and click on **SEND CONNECTION REQUEST**.

Tip: We encourage you to write a message before sending your connection request to introduce yourself and explain the reason for the connection.

You will be able to find all the people you have been in contact with during the event in the **"My Event"** button, **"My Networking"** tab.

HOW TO REQUEST A MEETING

- Step 1:** Go to a person's profile by going to the list of Delegates, Speakers, Exhibitors or a Sponsor's profile
- Step 2:** Click on one of the proposed meeting slots. If you want to see other slots, click "see more slots".
- Step 3:** After selecting a slot and the location, write a message to the person you want to meet. Once done, click send meeting request.
- Step 4:** In **"My Event"**, you can view your appointments, cancel them and manage your availability.

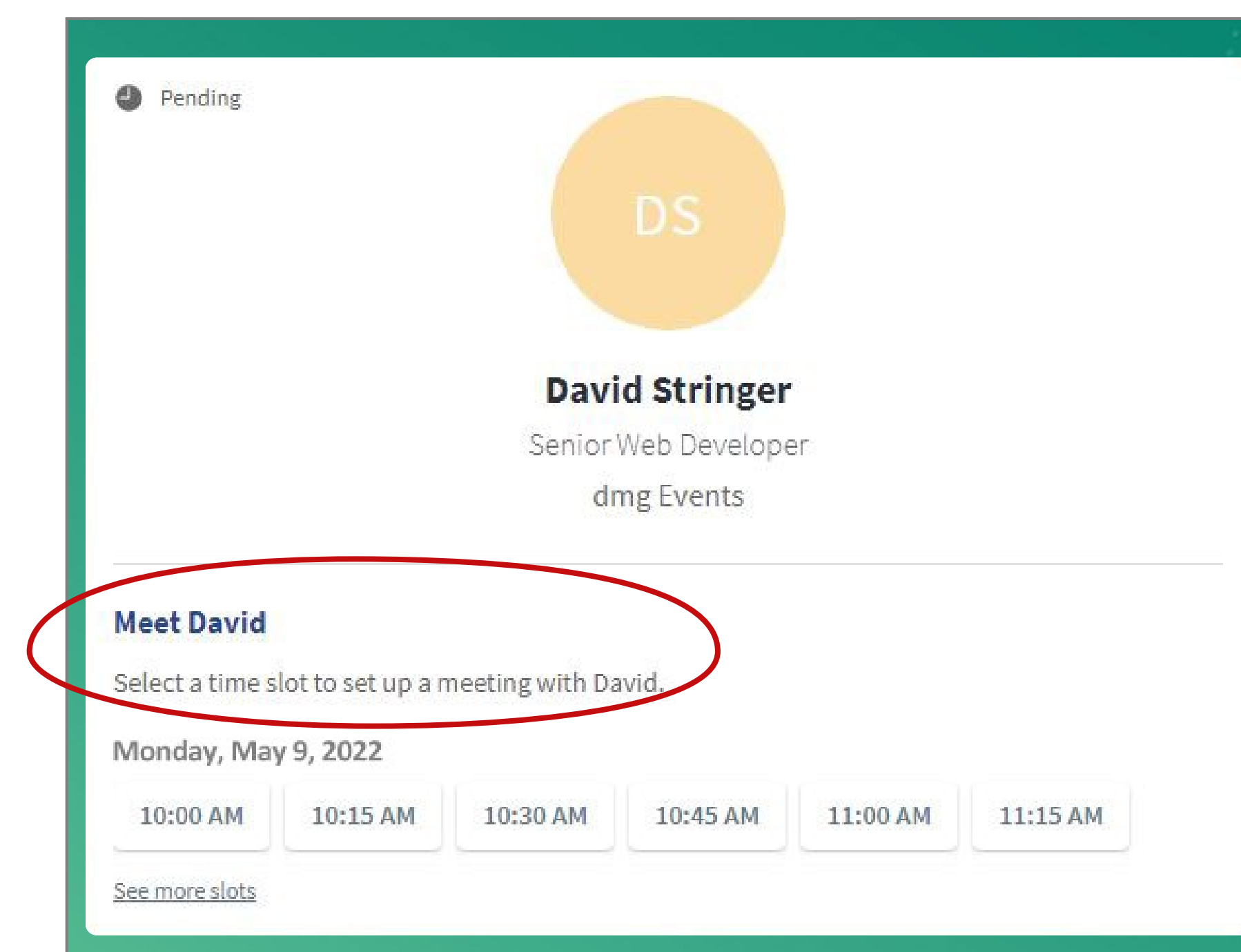


SEND A MEETING REQUEST

1

Select a slot

By clicking on a participant, you can view the appointment slots they have available. Select the time slot that you would like to meet with them.



SEND A MEETING REQUEST

2

Meeting

Once you have selected a time slot, the meeting will be set.

The screenshot shows a mobile application interface for sending a meeting request. At the top, there is a header bar with a back arrow, the title "Location", and a close button (X). Below the header, the contact information "David Stringer" is displayed with a person icon. Underneath, the date and time "Monday, May 9, 2022 10:00 AM to 10:15 AM (Asia/Dubai)" are shown with a location pin icon and an "Edit" link. A horizontal line separates this section from the next. The next section is titled "Costa Coffee" and contains a text input field with the value "Costa Coffee". Below this, the text "Me" is partially visible. Further down, the instruction "Select a time slot to set up a meeting with David." is shown. Below this, the date "Monday, November 15, 2021" is displayed. At the bottom, there is a row of six time slot buttons: "10:00 AM", "10:15 AM", "10:30 AM", "10:45 AM", "11:00 AM", and "11:15 AM". A link "See more slots" is located at the very bottom.

SEND A MEETING REQUEST

3

Send a message

It is **very important** to send a personalised message to the participant you wish to contact so that the meeting can take place.

The screenshot shows a mobile app interface with a modal dialog titled "Add a message". The dialog has a back arrow on the top left and a close "X" button on the top right. Inside the dialog, the following information is displayed:

- Profile icon and name: David Stringer
- Calendar icon and date/time: Monday, May 9, 2022 10:00 AM to 10:15 AM (Asia/Dubai) 'Dubai' (with an "Edit" link)
- Location pin icon and address: Costa Coffee - Costa Coffee (with an "Edit" link)
- A text input field labeled "Message (optional)" with the placeholder text "Introduce yourself and the purpose of the meeting". Below the field is a character count: "0/1000 Characters maximum".
- A blue button at the bottom right labeled "SEND MEETING REQUEST".

Below the dialog, a portion of the meeting schedule is visible, showing time slots: 10:00 AM, 10:15 AM, 10:30 AM, 10:45 AM, 11:00 AM, and 11:15 AM. A link "See more slots" is also present.

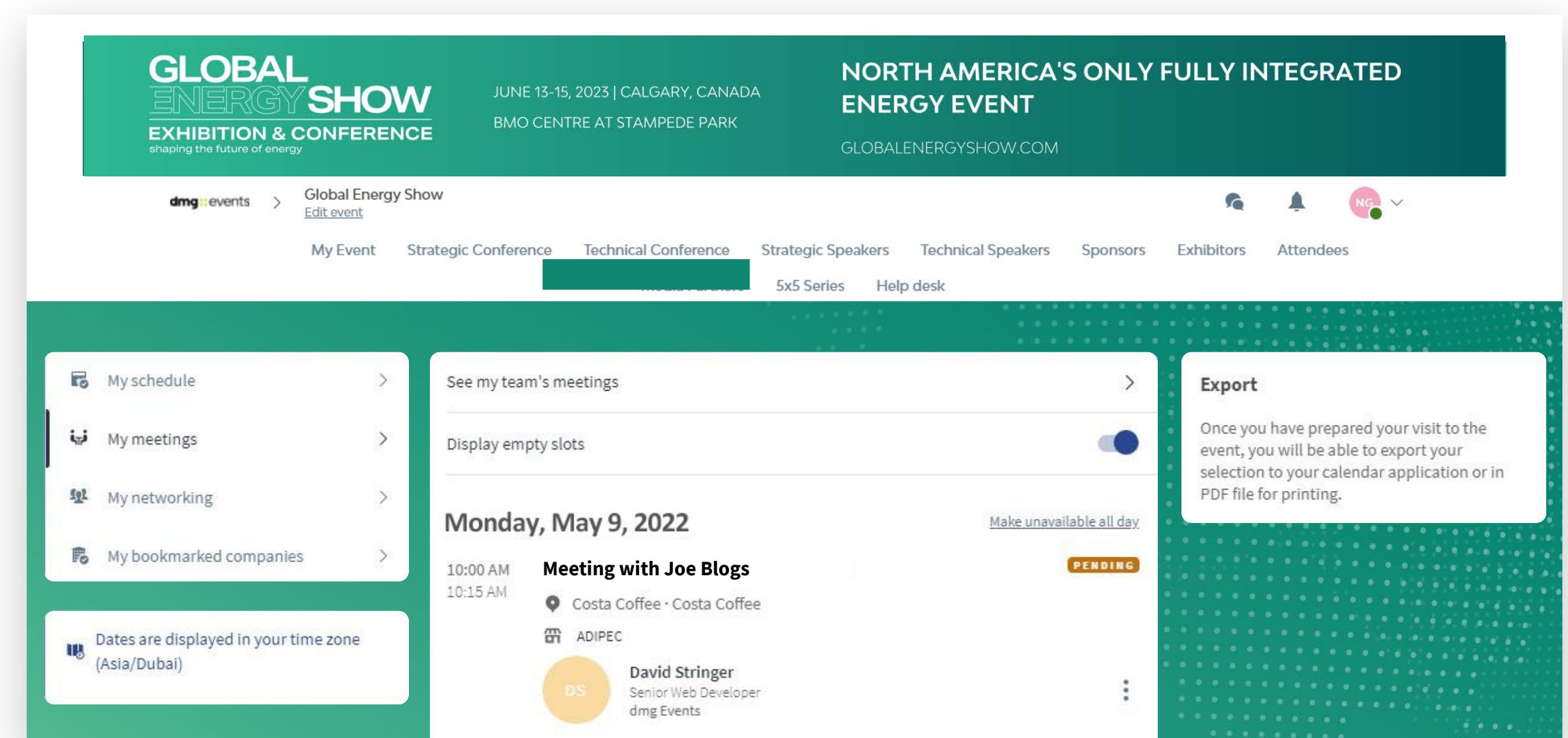
SEND A MEETING REQUEST

4

Manage your meetings

In **"My Event"**, you can view your appointments, cancel them and manage your availability.

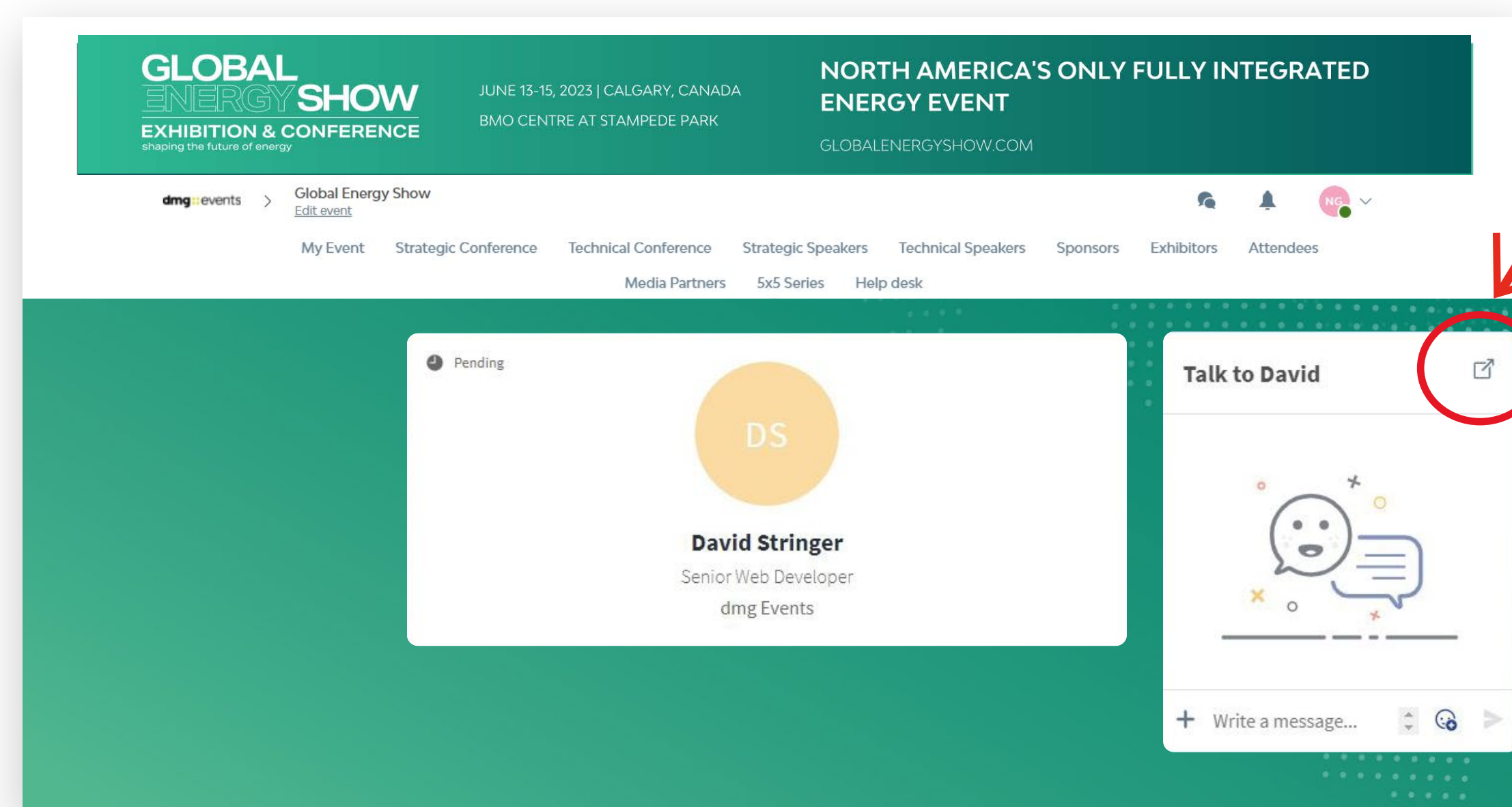
Be careful! A meeting slot is blocked when a request is made or received, even if it is not validated.



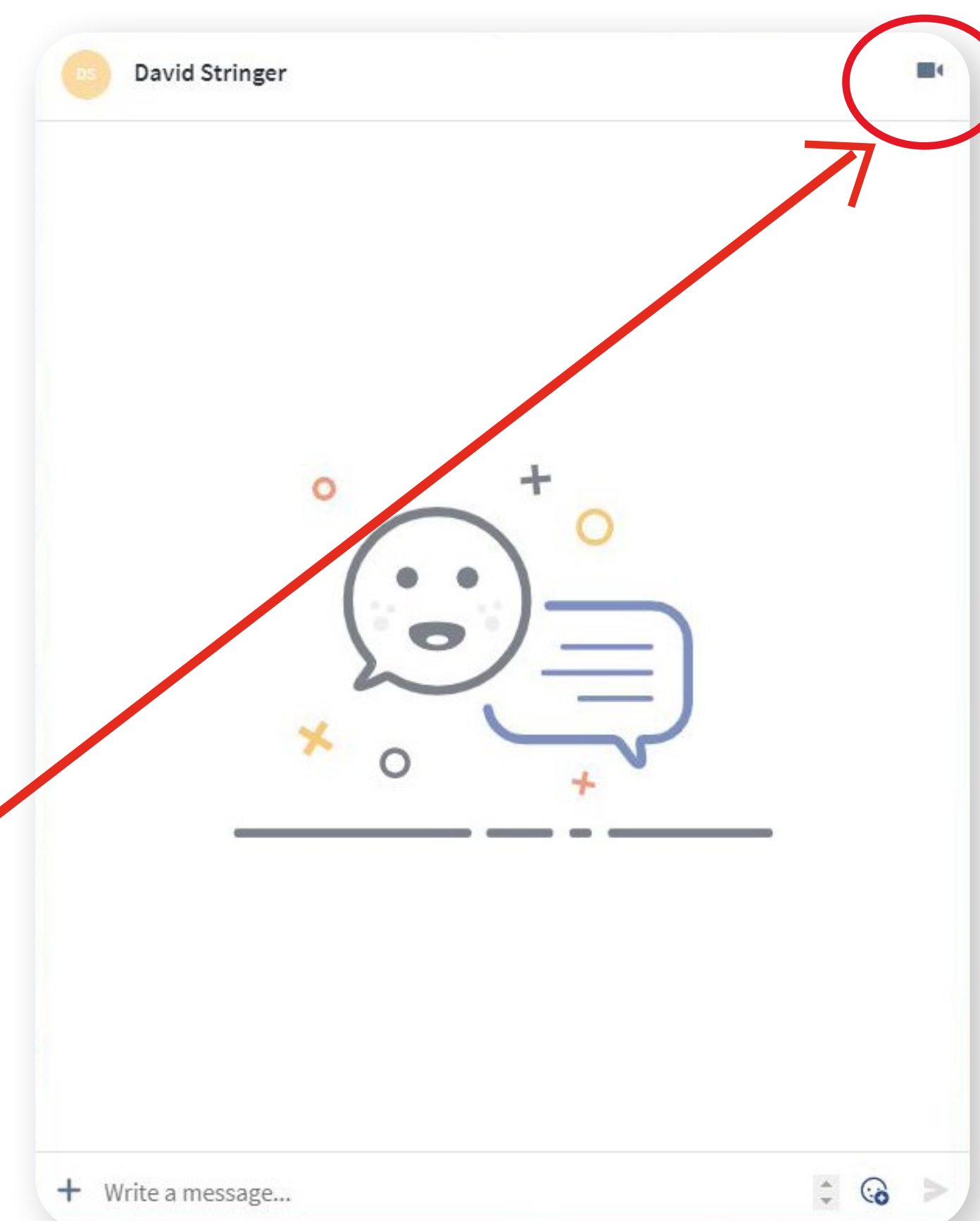
HOW TO MEET WITH A CONNECTION

You can also request to connect with attendees and if they accept you can instant message and have video calls outside of the Networking Programme.

Click the top right icon in the message box to open the messages page.

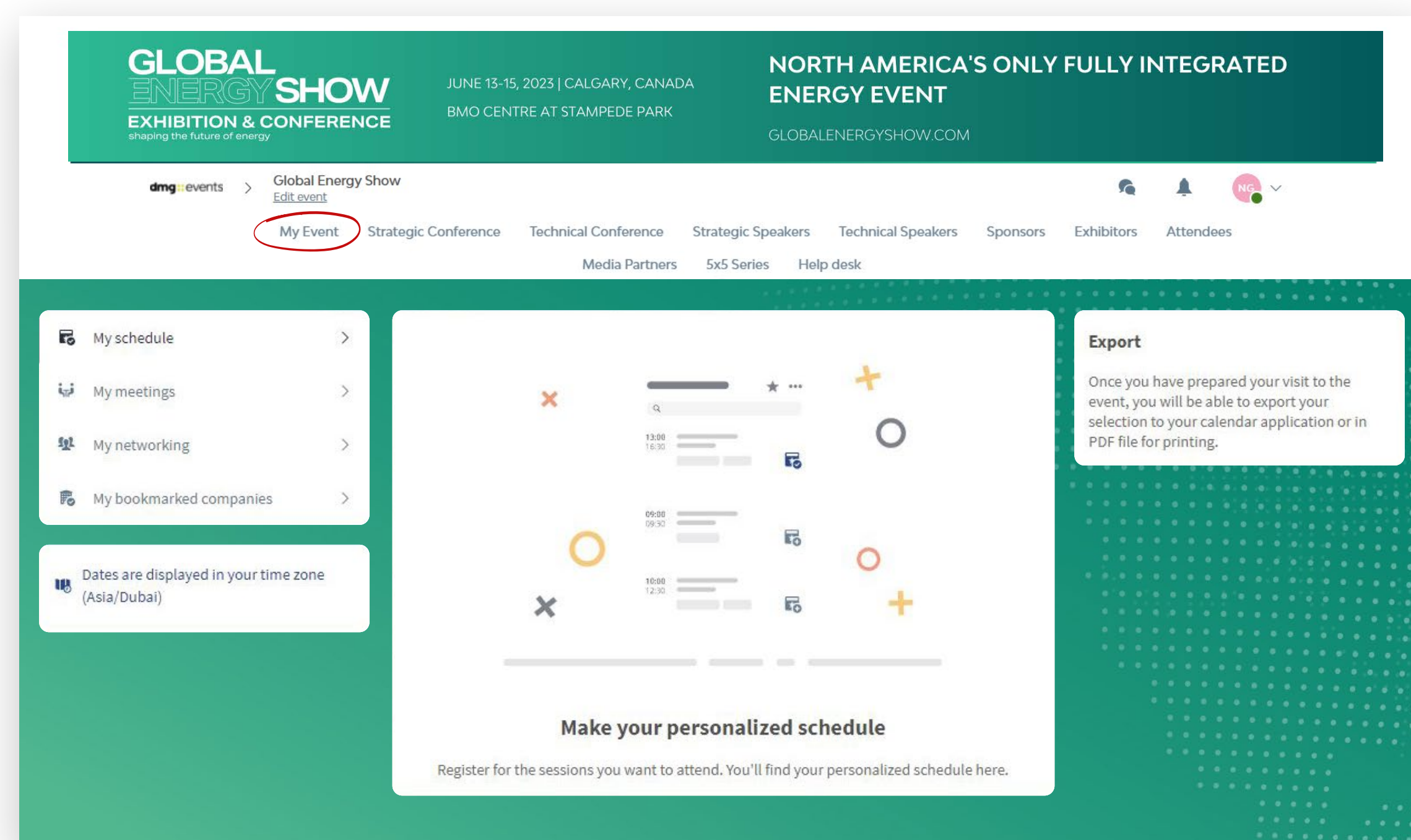


Then click the video icon in the top right to a start video call.



HOW TO PLAN YOUR EVENT

MY EVENT



My Event

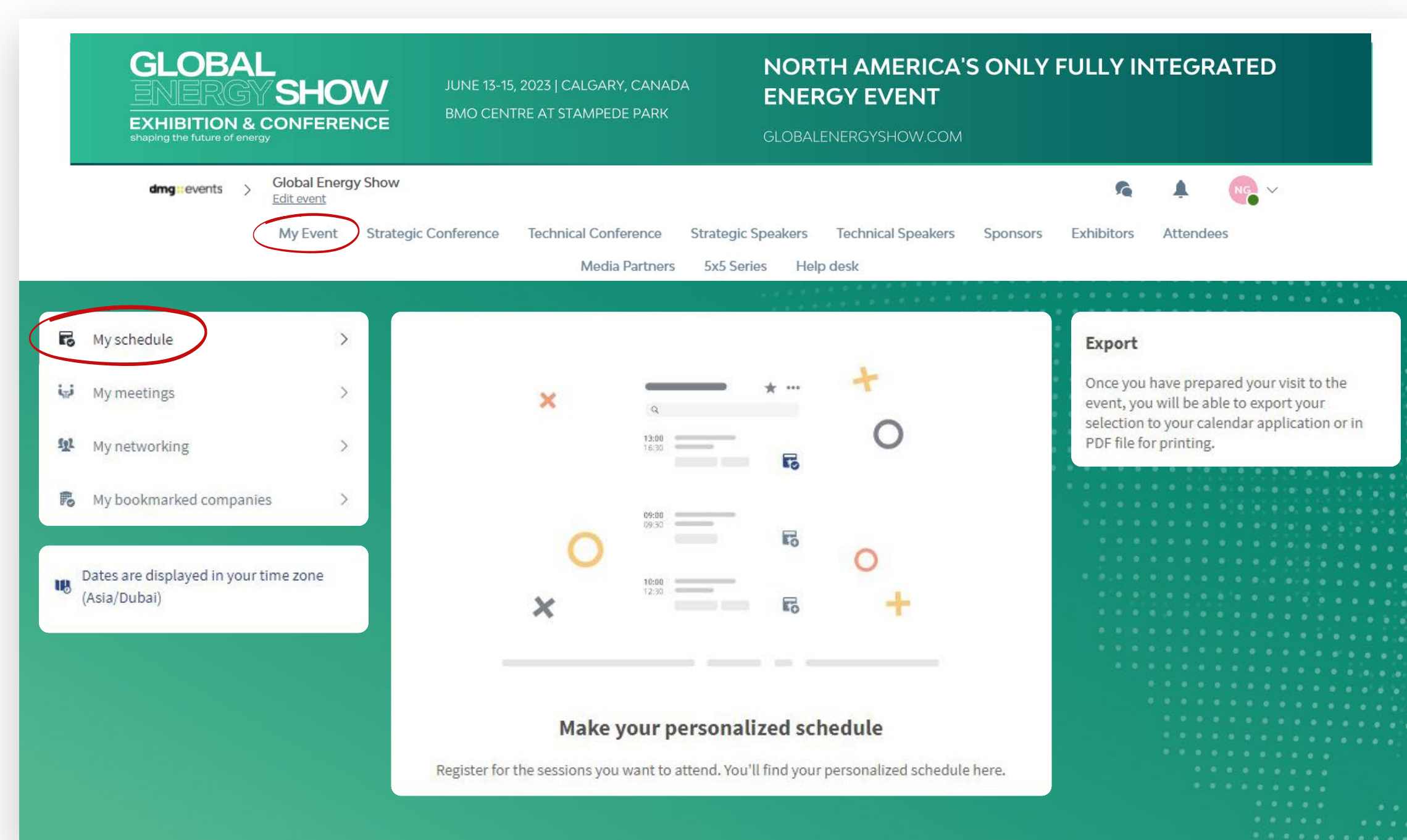
Plan your day at The Global Energy Show

By clicking on “My Event” on the top right of the menu bar you can access your personal event agenda and meetings schedule.



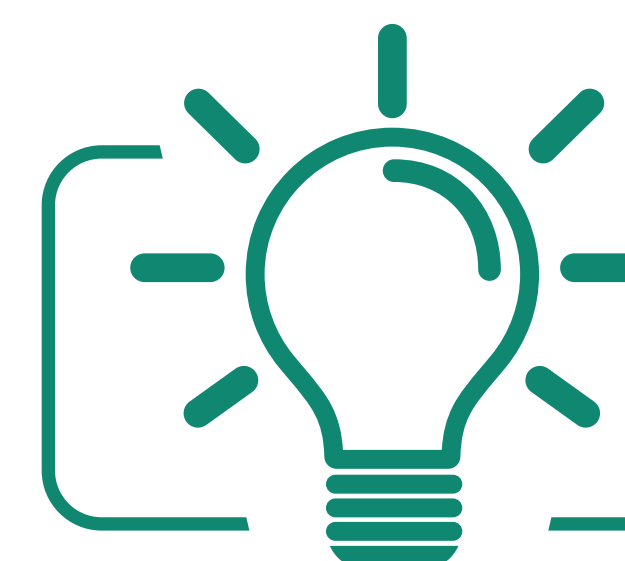
You can export your meetings and your personalised agenda directly into your calendar by clicking **EXPORT TO MY CALENDAR.**

MY EVENT – MY SCHEDULE



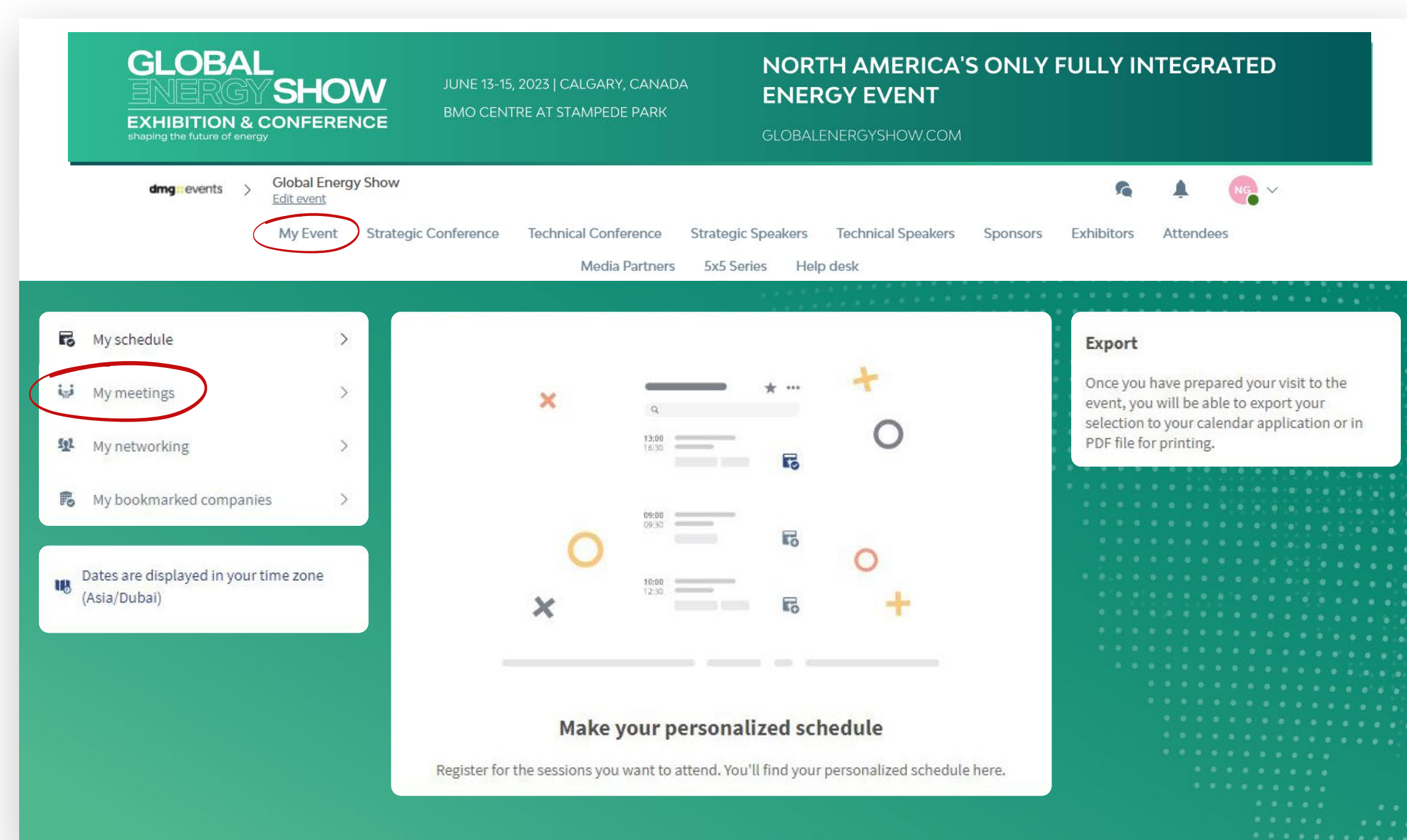
My Schedule

Click on “My Schedule” button to find your full conference agenda (if you have registered as a delegate) and meetings schedule.



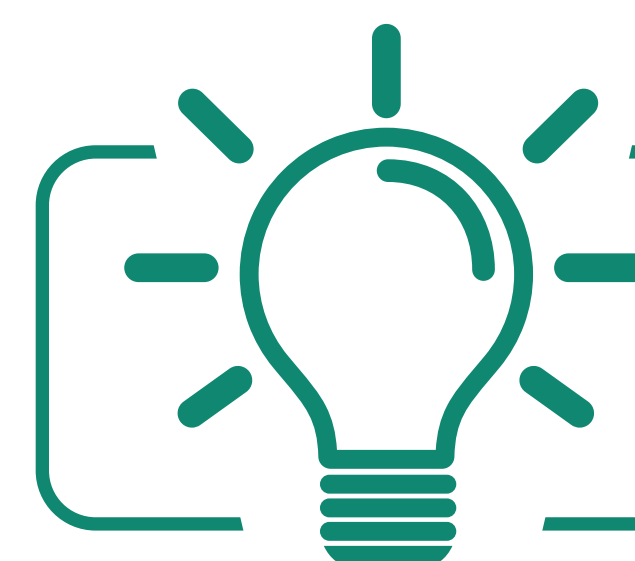
You can export your meetings and your personalised agenda directly into your calendar by clicking **EXPORT TO MY CALENDAR**.

MY EVENT – MY MEETINGS



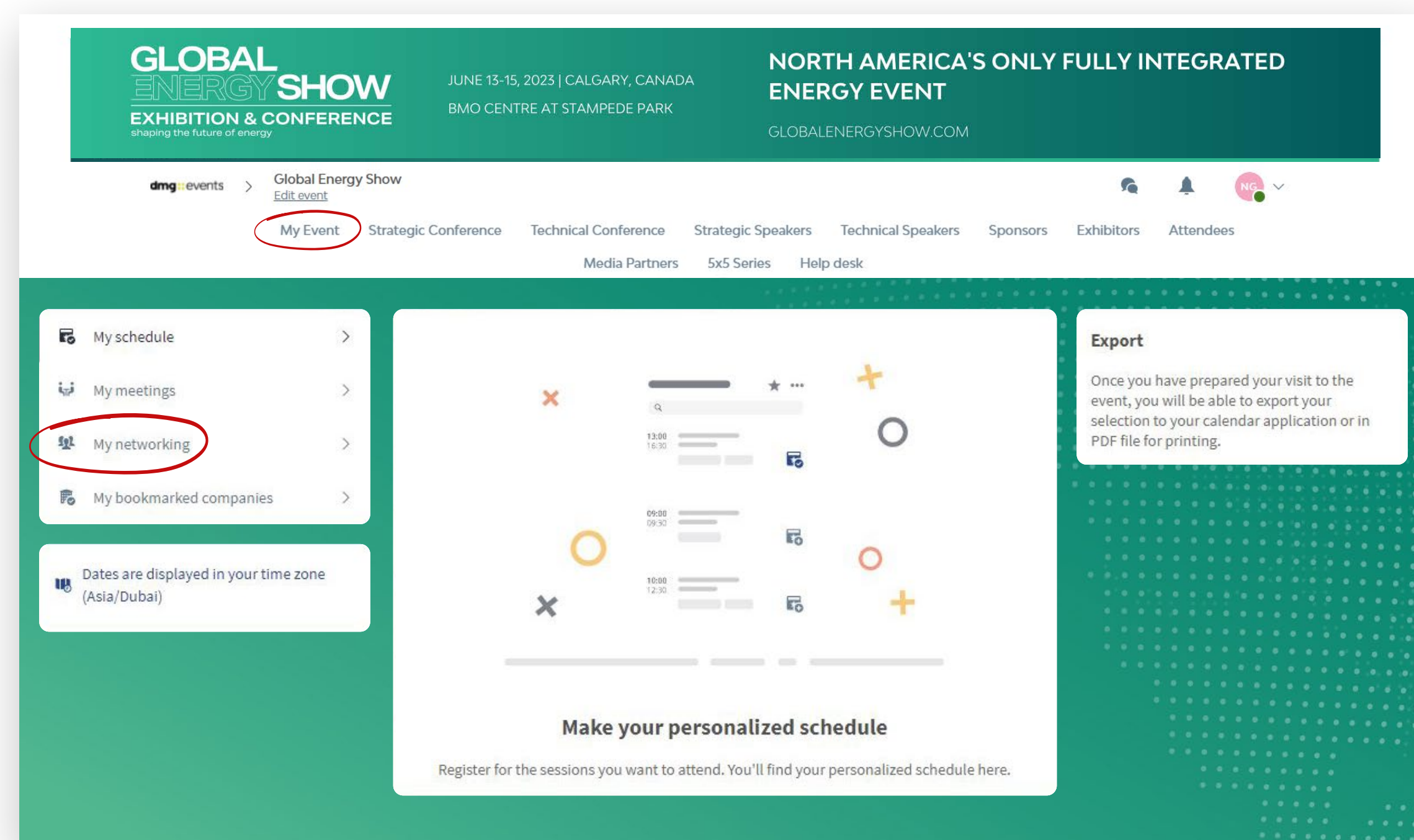
My Meetings

Plan your meetings using the “My Meetings” button where you'll find your personal meetings schedule.



You can export your meetings and your personalised agenda directly into your calendar by clicking **EXPORT TO MY CALENDAR**.

MY EVENT – MY NETWORKING



My Networking

Target and contact people you want to meet with during the event, once you have connected with another person you can find them within your network.

You are able to request meetings with individuals at any time once you have connected with them or after they have accepted your request.



You can export your meetings and your personalised agenda directly into your calendar by clicking **EXPORT TO MY CALENDAR.**

BEST PRACTICE

RECOMMENDED CHECKLIST



Before the event

- 1 **Edit** your profile & add your products
- 2 **Connect** with qualified attendees
- 3 **Send** your first meeting requests
- 4 **Respond** to your first meeting requests



During the event

- 1 **Add notes & tags** against your new contacts on the platform. You can do this by visiting your contact's profile and adding relevant tags to organise your contacts and notes to remind you of specific details and how you met them
- 2 **Chat with them on the platform.** You can also request to connect with attendees and if they accept your request, you can instantly message and conduct video calls



After the event

- 1 **Ensure a follow-up** with your new contacts
- 2 **Export your contact list.** You can do this by visiting the 'My Networking' tab in the 'My Event' section and select the option 'Download' listed under the 'Export My Contacts' section
- 3 **Qualify your leads** for better ROI

GLOBAL ENERGY SHOW

EXHIBITION & CONFERENCE

shaping the future of energy

SUPPORT - WE ARE HERE TO HELP YOU!

For any mobile app related enquiries,
pre-event, email the support team at
app@globalenergyshow.com