



Welcome to CPHI Milan

The Event Planner – Exhibitor Guide

8-10 October 2024





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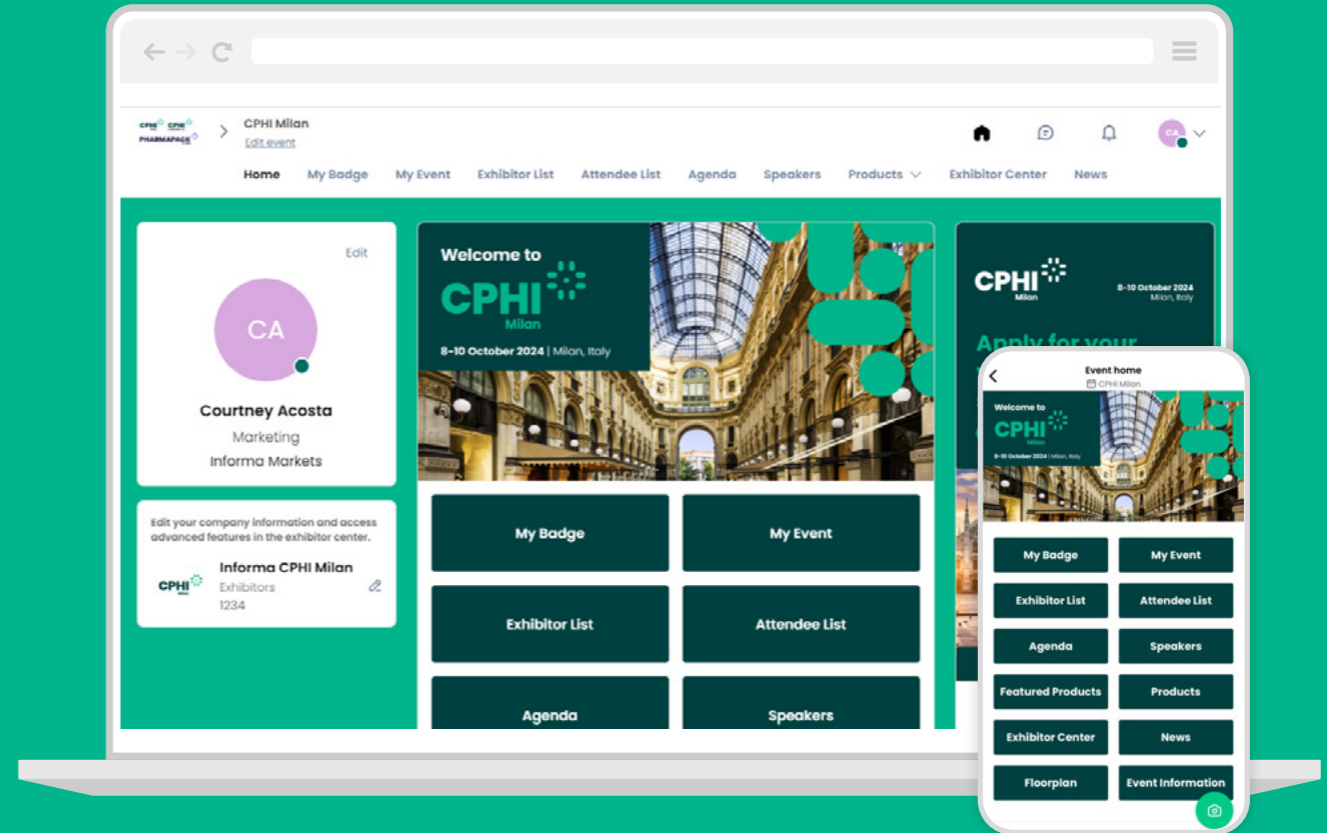


What is the Event Planner?

The Event Planner is your number one tool for increasing the efficiency and success of your event. Here you will find a suite of easy-to-use tools that extend your sphere of influence, facilitate deeper connections and increase your return on investment. All personalised to your needs and accessible at your pace.

On the Event Planner you can:

- Advertise your presence at the event through a company and personal profile
- Connect with professionally aligned contacts before, during, and after the event by messaging them or arranging meetings.





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Log in to the Event Planner

Log in for the first time

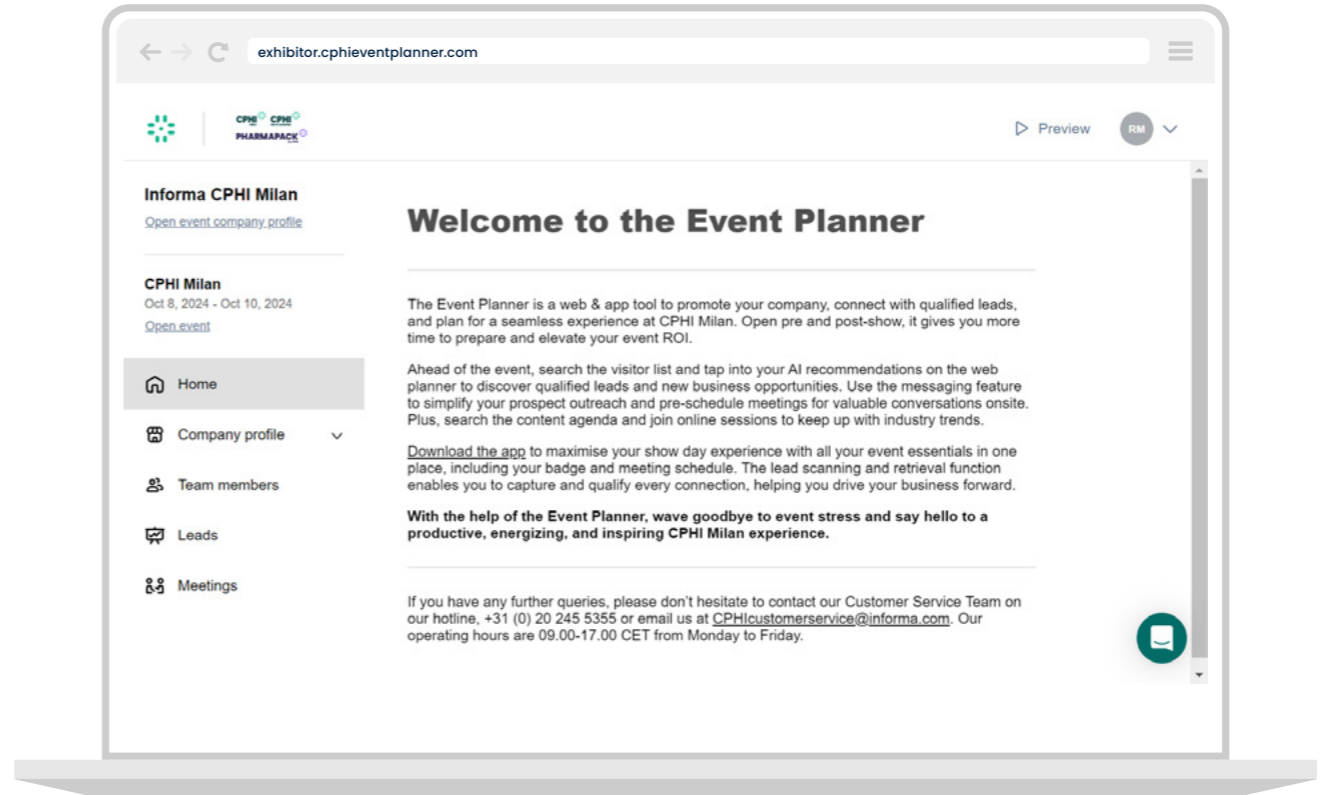
Step 1: You will receive an email* from servicesnoreply@eventsbycphi.com containing a link to the Event Planner. Click the link.

Step 2: A window will then prompt you to create a password for your account.

Log in to an existing account

Step 1: Go to exhibitor.cphieventplanner.com

Step 2: Enter the email you used to register for the event and your password** then click the arrow to log in.



*Check your spam folder if you don't get an email in your Inbox from servicesnoreply@eventsbycphi.com

**If you have forgotten your password, click "send me the magic link" after entering your email. You will receive an email to reset your password.



Create your personal profile

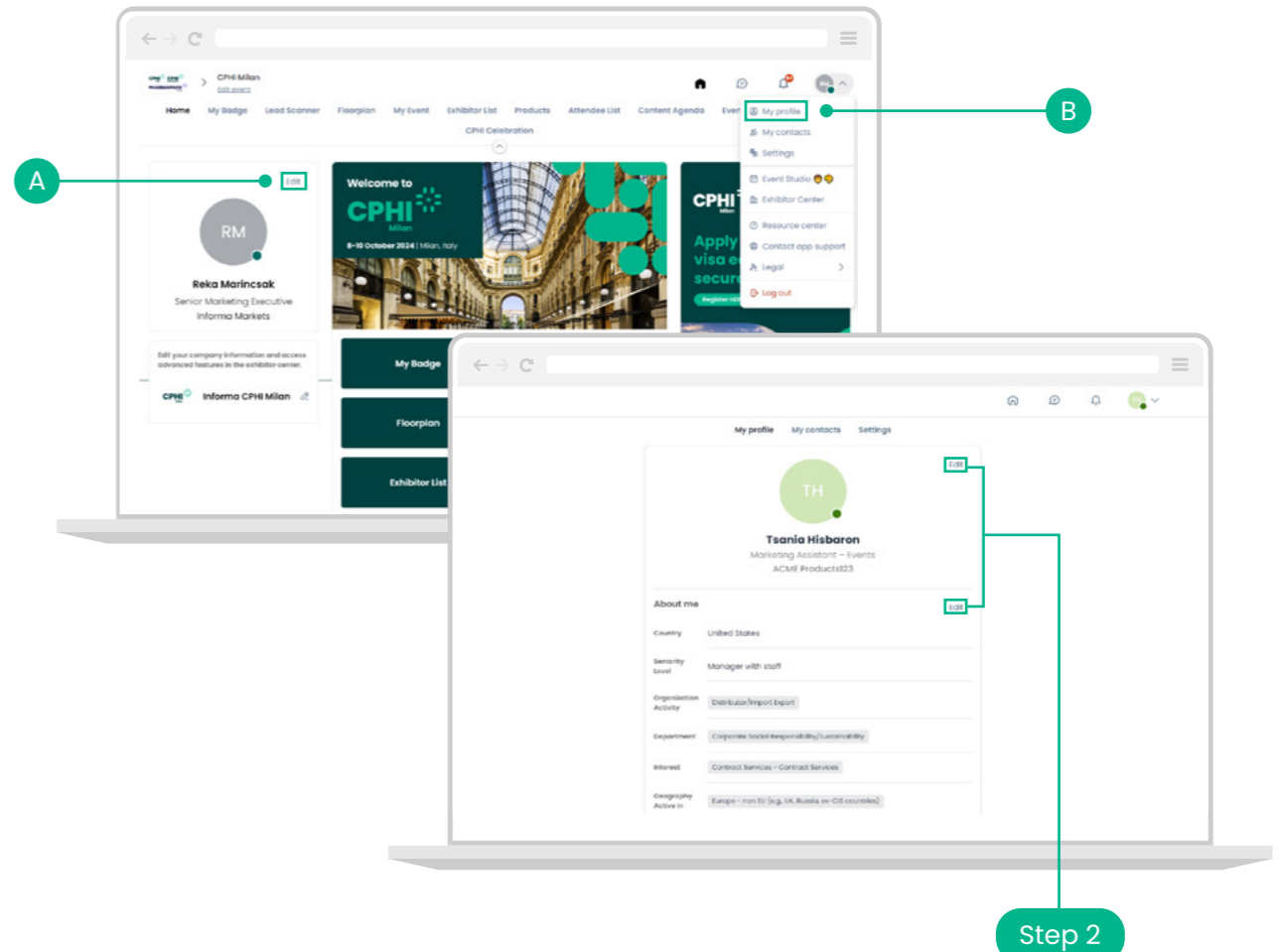
Make a great first impression by taking a few minutes to set up your personal profile. A complete profile is more attractive to attendees and gives you a boost to connecting with the right people.

Step 1: Access your profile. There are two ways to access your profile:

- A** Click **“Edit”** at the top-right of the profile picture box.
or
- B** Click **“My Profile”** from the drop-down menu to the right of the page.

Step 2: Once in your profile, proceed to click on the **“Edit”** buttons to make relevant changes or updates.

Step 3: Complete all sections. Fuller profiles will help you to get matched with the most relevant attendees.





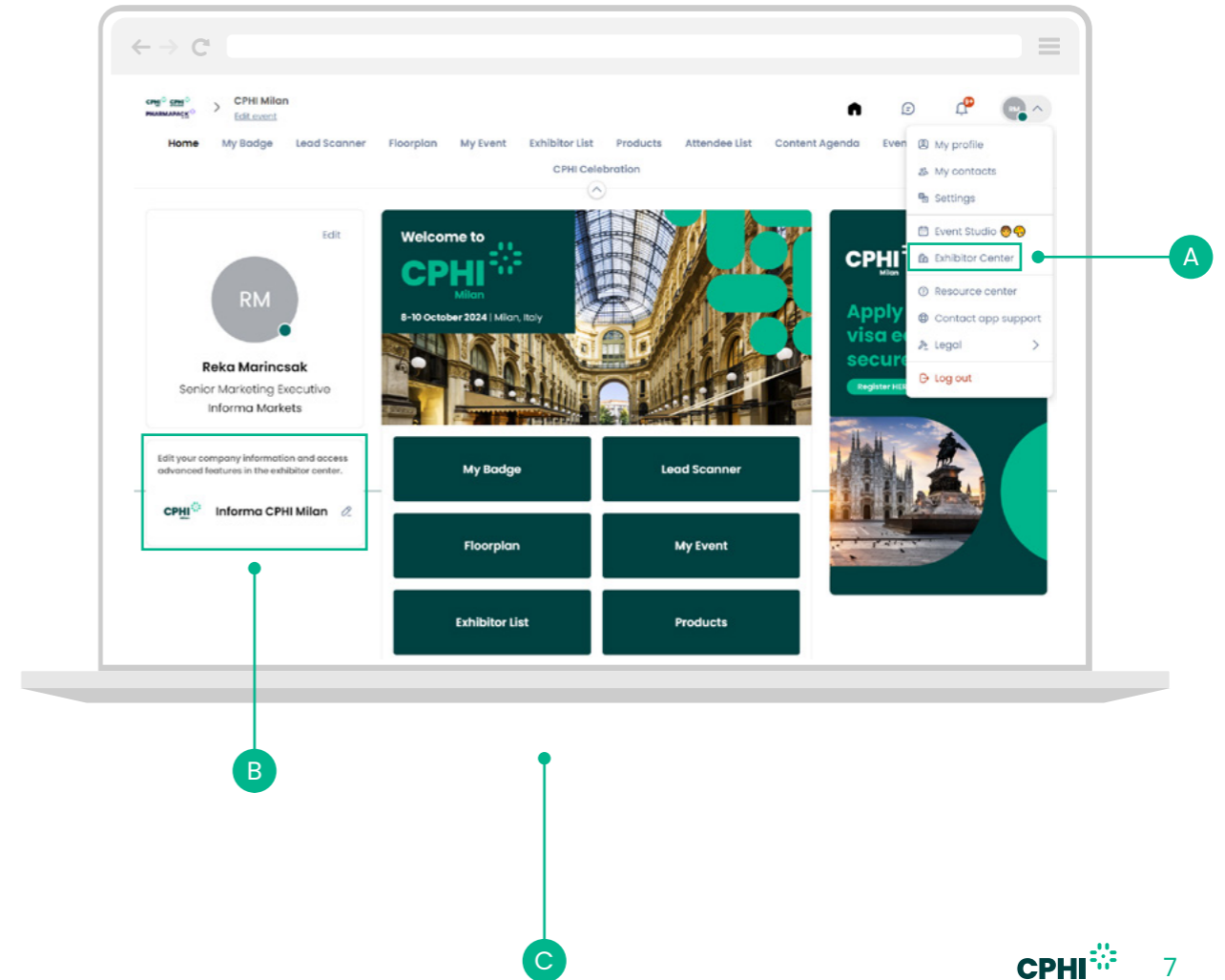
Access the Exhibitor Centre

The Exhibitor Centre is your company's hub. Here you can update your company profile, add products and marketing content, review meetings and so much more.

There are two ways to access the Exhibitor Centre:

- A** Click your picture in the upper right corner and select **"Exhibitor Centre"** from the menu.
or
- B** Click your exhibitor booth on the left-hand side of the homepage.
or
- C** Click on the Exhibitor Centre button on the homepage.

To exit the Exhibitor Centre, select **"Open Event"** from the left hand menu.





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Creating your Company Profile



Enrich your company profile

Think of your company profile as your online stand. It's an opportunity to increase your company's discoverability and give visitors a reason to reach out to you.

73%

of buyers have said that they are more likely to contact a company that has detailed product and company information!

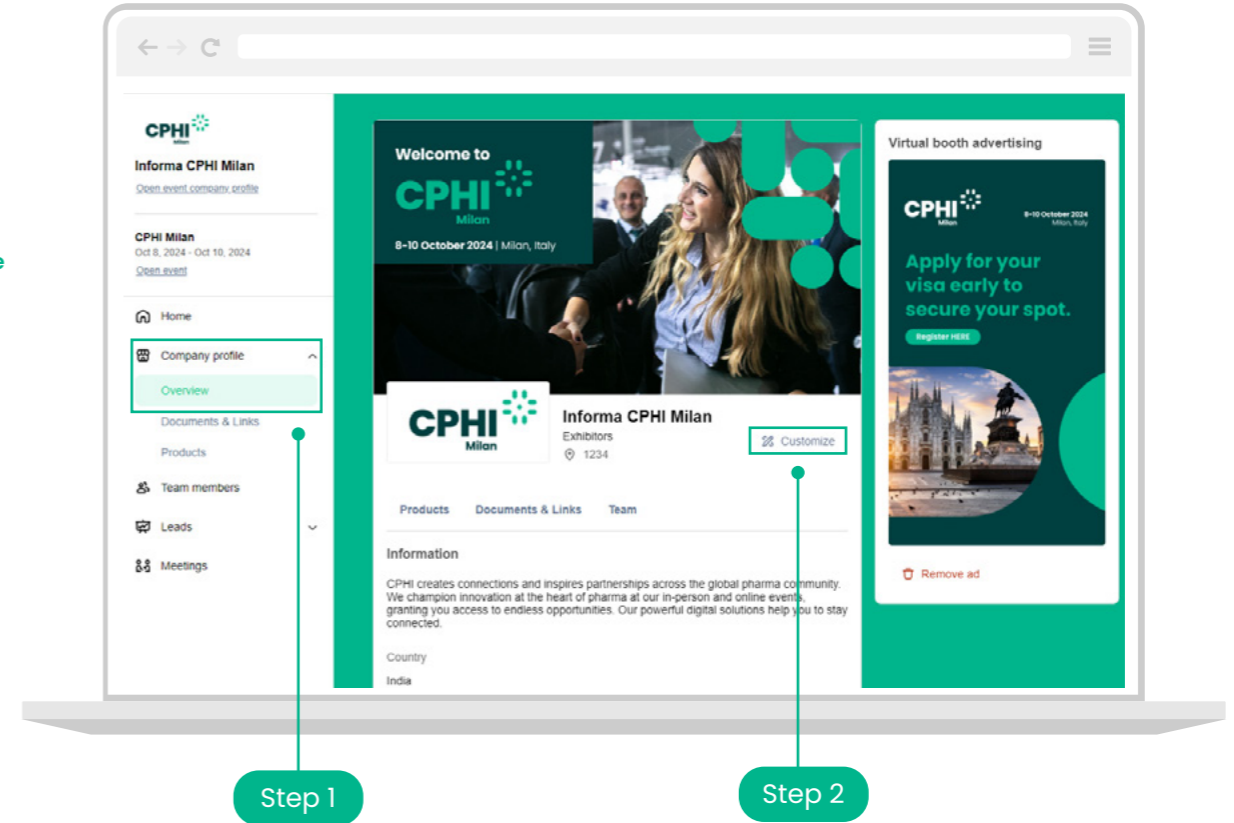
We've made updating your event profile a breeze by prepopulating it with your company's CPHI Online information. Simply verify the details and make any fine-tuning needed. It's that easy!

The navigation bar on the left side will help you access different sections of the Exhibitor Centre.

Step 1: This is the way to edit your company profile:

Click on "Company profile" in the navigational panel to set up each section individually. Then click on "Overview".

Step 2: Click the "Edit" buttons located on the right of each section to make relevant changes or updates. The platform saves your changes automatically. Check that you have updated all sections of your profile to give your company the representation it deserves.



*For any information that is incorrect but cannot be edited in the platform, please contact cphicustomerservice@informa.com or your company admin/marketing representative, who can update it directly on CPHI Online. Depending on your package, you may be able to add more information to your profile. More premium packages enable additional features such as adding a company header.



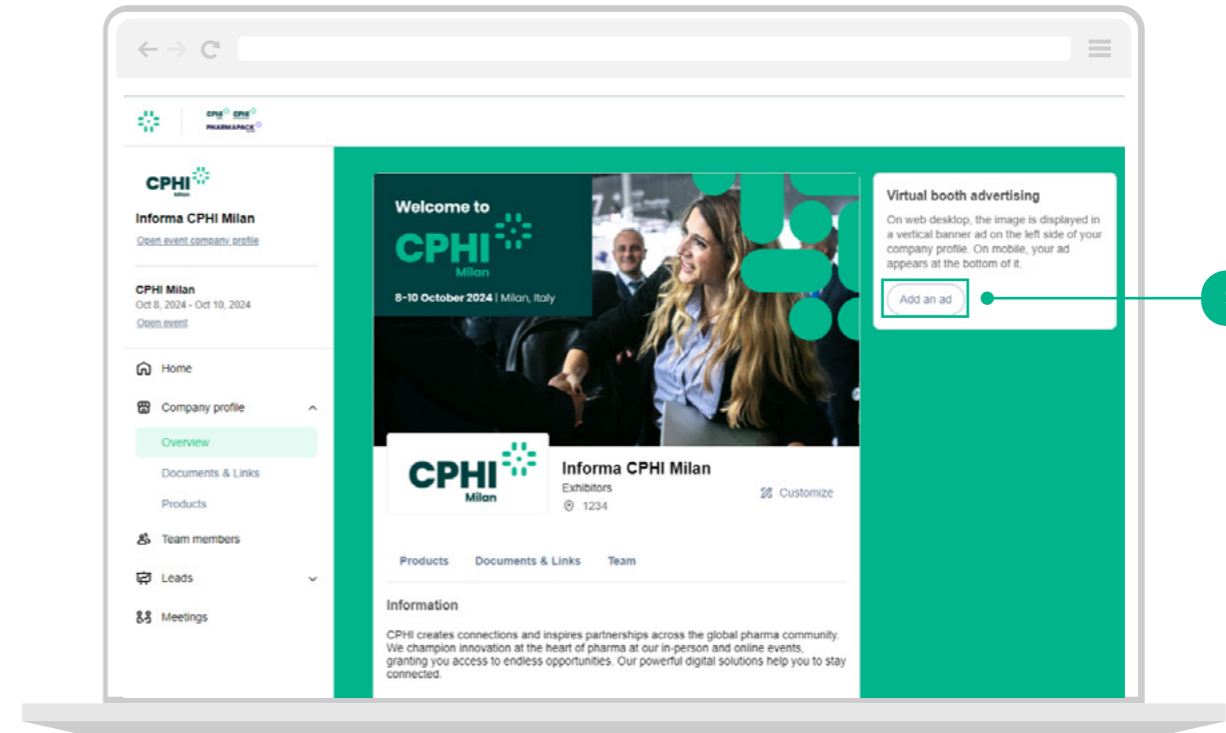
Customise your company profile*

1. Add an advertising banner to your company profile*

- Click on “Add an ad” located on the right of the page
- Upload a banner in the dimensions **1080x1920px (9:16 ratio)**,
no larger than 1MB
- Choose from the redirection drop down to link the banner to the URL/document of your choice

2. Add a background image to your company profile*

- Click on “Add background” located on the right of the page
- Upload an image in the dimensions **2560x1600px (16:10 ratio)**,
no larger than 1MB



*Depending on your package, you may be able to add more information to your profile. More premium packages enable additional features such as adding a company header. For more information on how to enhance your digital presence on CPHI Milan, reach out to your account manager



Review and add your products

Just like the rest of the information, we've made things easier by prepopulating products with the details your company admin added to the "My Event" section on CPHI Online. Simply confirm the products you want to showcase and make any necessary adjustments.

Promote your offerings & solutions to the entire show universe by adding products to your company profile. Give your products a name, unique description and image to help them reach your target audience.

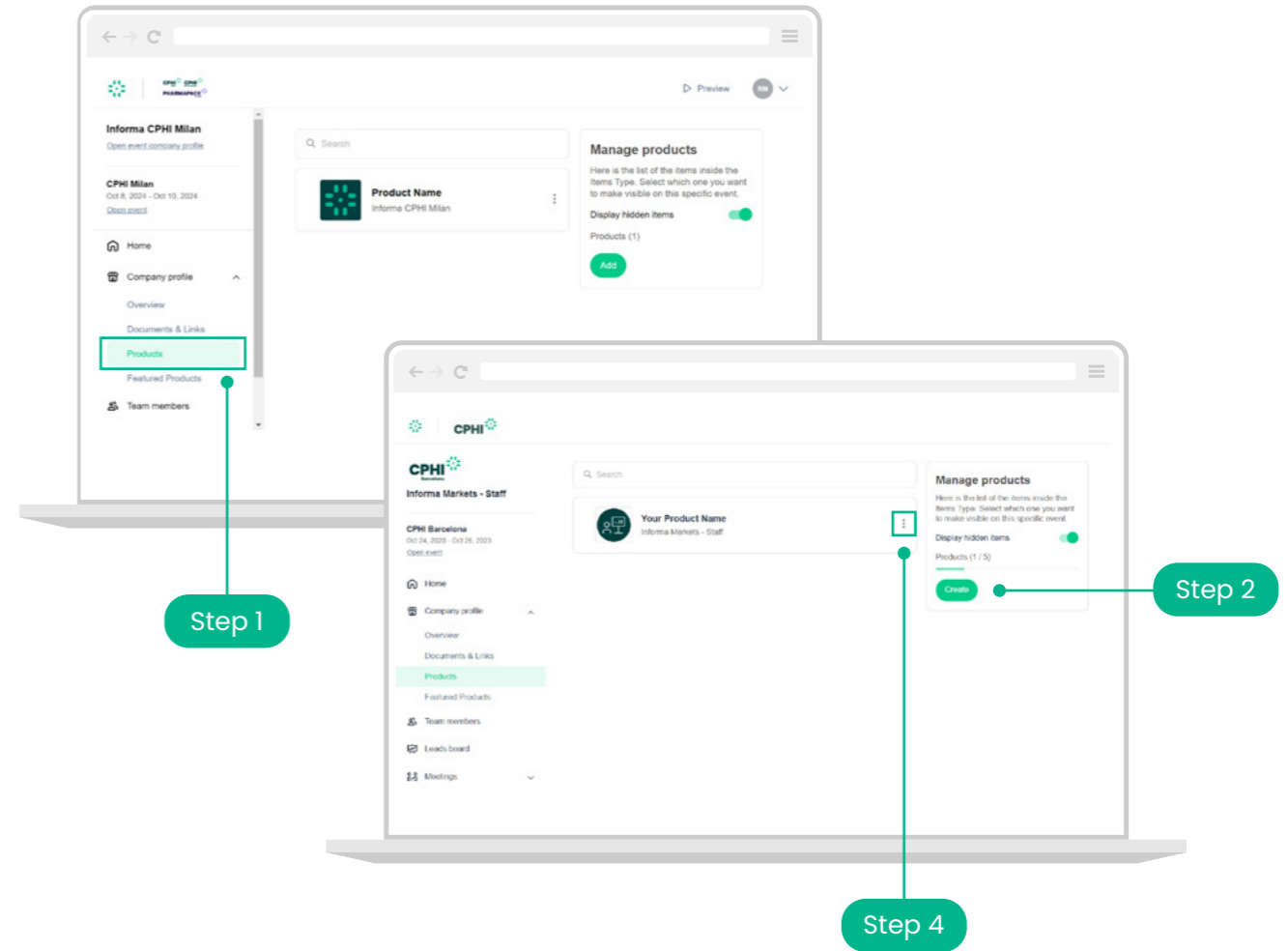
At previous events, companies who added products to their profile more than **DOUBLED** their number of leads!

Step 1: Select products from the navigation panel

Step 2: To add a product click on **"Create"**, located on the right of the page

Step 3: To edit a product, hover over it in the list and select the **pen icon** to make changes

Step 4: Select the **3 dots** at the side of each product to hide it from attendees





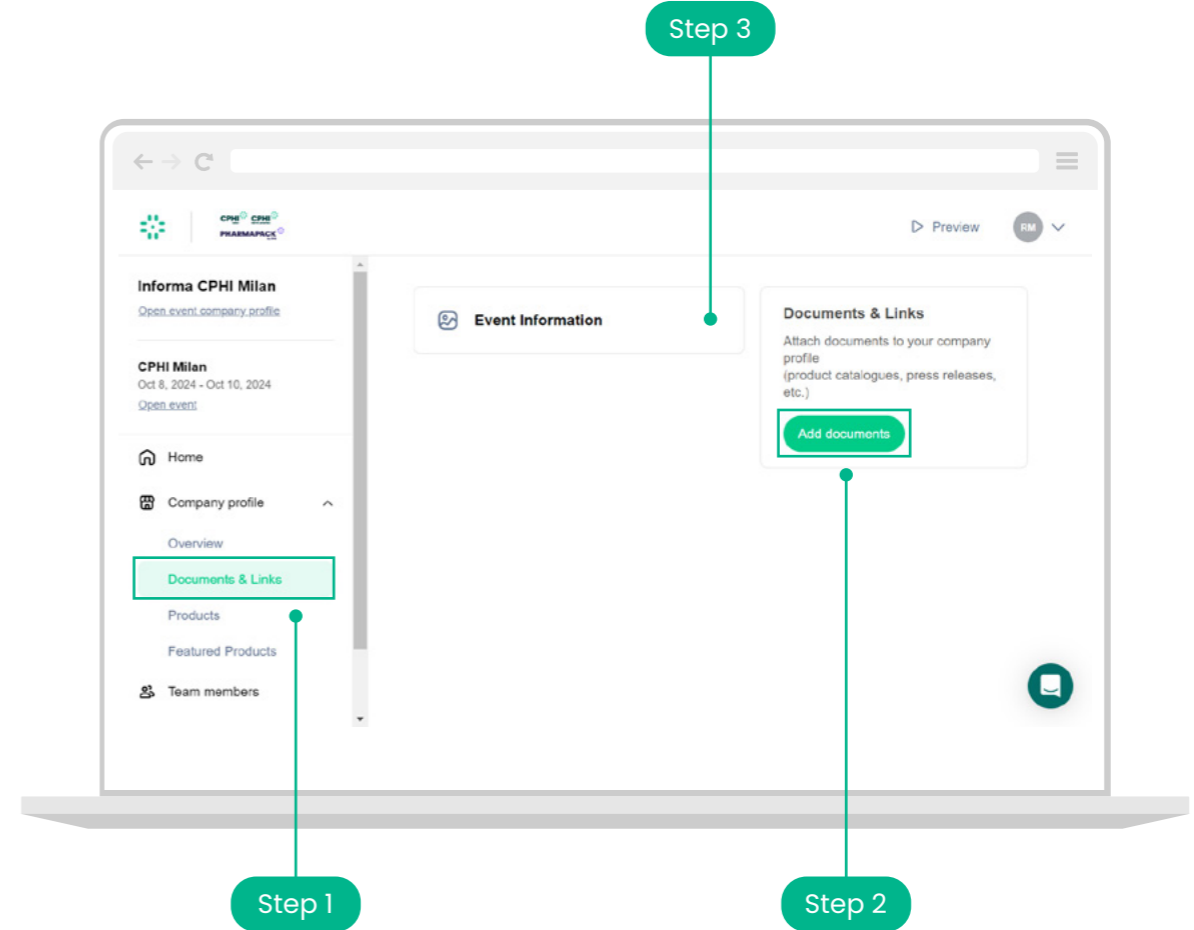
Add extra promotional material

Give potential clients a greater insight into your business by adding extra promotional material to your company profile. Upload documents such as sales brochures or provide a link to a video highlighting your newest innovations.

Step 1: Select “Documents & Links” in the left-hand menu

Step 2: Click “Add documents” on the right of the page

Step 3: To edit a document, hover over it in the list and select the **edit icon** that appears





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Find your next client on the attendee list

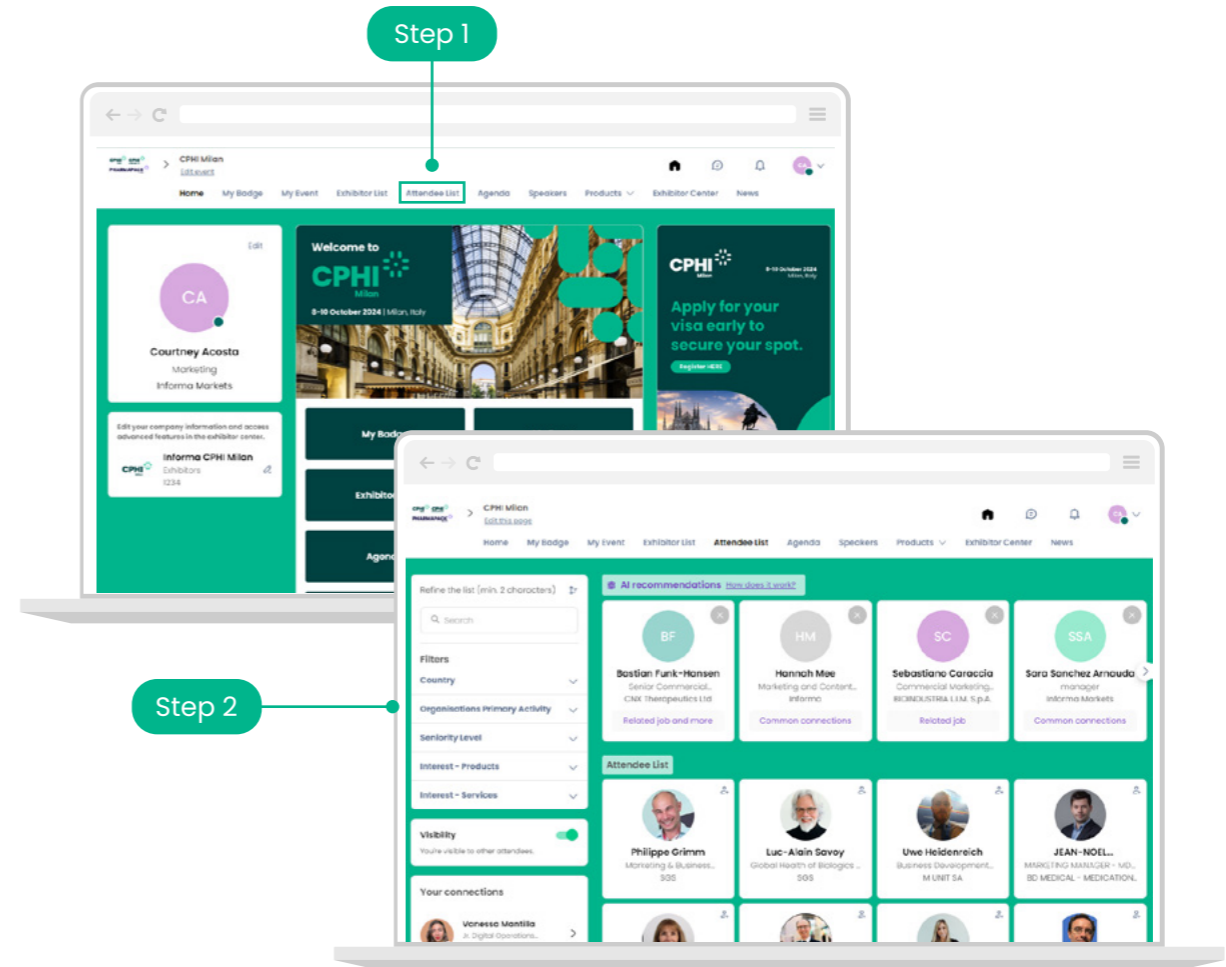
All Informa Markets online platforms provide exhibitors with the official attendee list. **This list will be available mid-September**, and includes everyone who has registered for the show, thus vastly increasing the target market size for exhibitors. It is the place to start building your pipeline of future valuable contacts. Make sure to brief your teams on how to search through attendees with the easy-to-use filters and tools.

Step 1: From the main event page, click on **“Attendee List”** in the top of the navigation bar of the homepage.

Step 2: Search the list for visitors that align with your business goals using the filters on the left-hand side of the screen.

Step 3: Click on an attendee profile to find out more about them and start networking by sending a connection request or booking a virtual meeting.

Don't miss your perfect match! At the top of the attendee list, you will also see your **AI-recommended attendees**. These are matched specifically to you based on your profile and behaviour on the platform.





Send a connection request

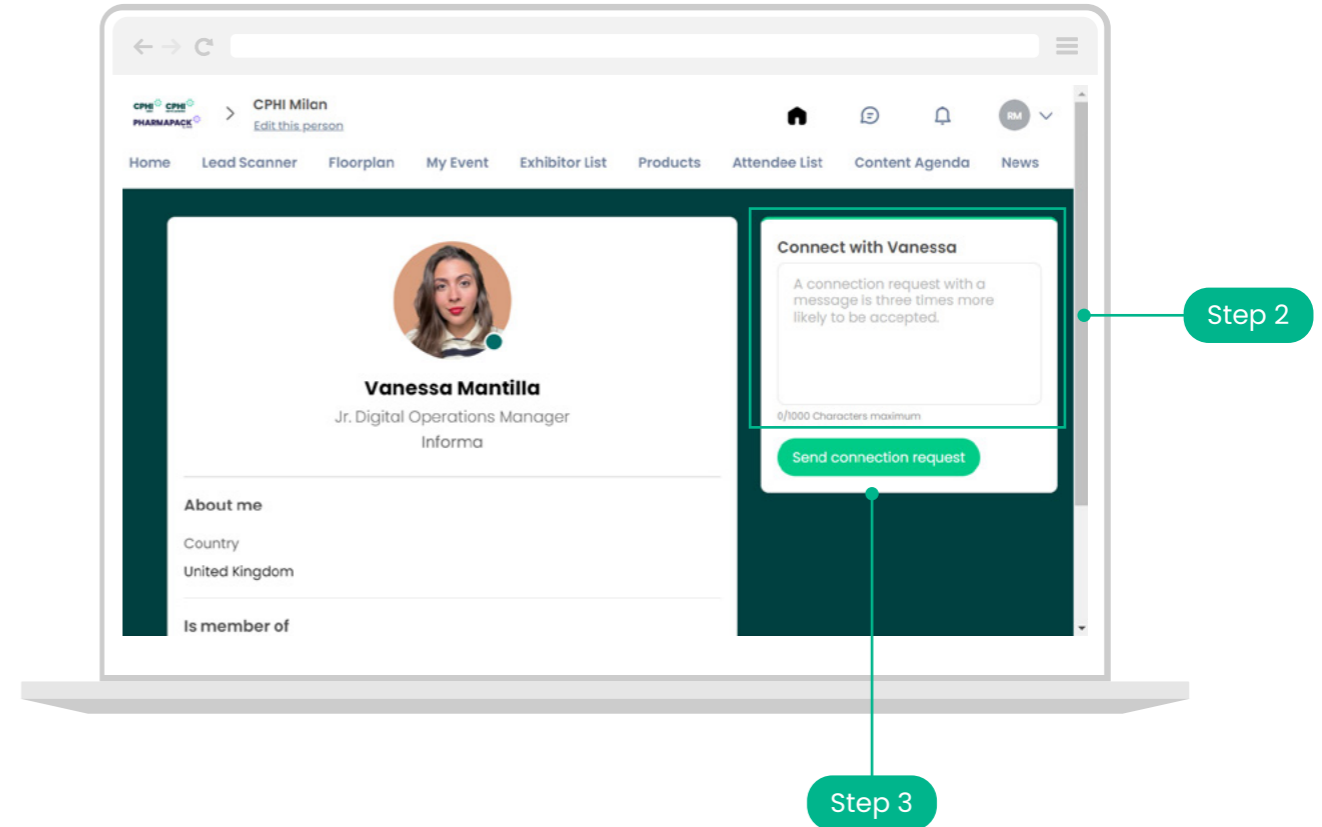
You can send a connection request to an attendee, speaker or another exhibitor. Once someone has accepted your request, you will be able to exchange messages on the platform and they will appear in your list of leads.

Step 1: Click on an attendee profile from the attendee list, speaker list, or the members under a company profile.

Step 2: Add an introductory message about yourself, your company and reason to connect.

Step 3: Click “Send connection request”.

Note: You will be able to find all the people you have been in contact with from “My contacts” tab under your profile picture, or in the “My Event” button under My Networking tab.





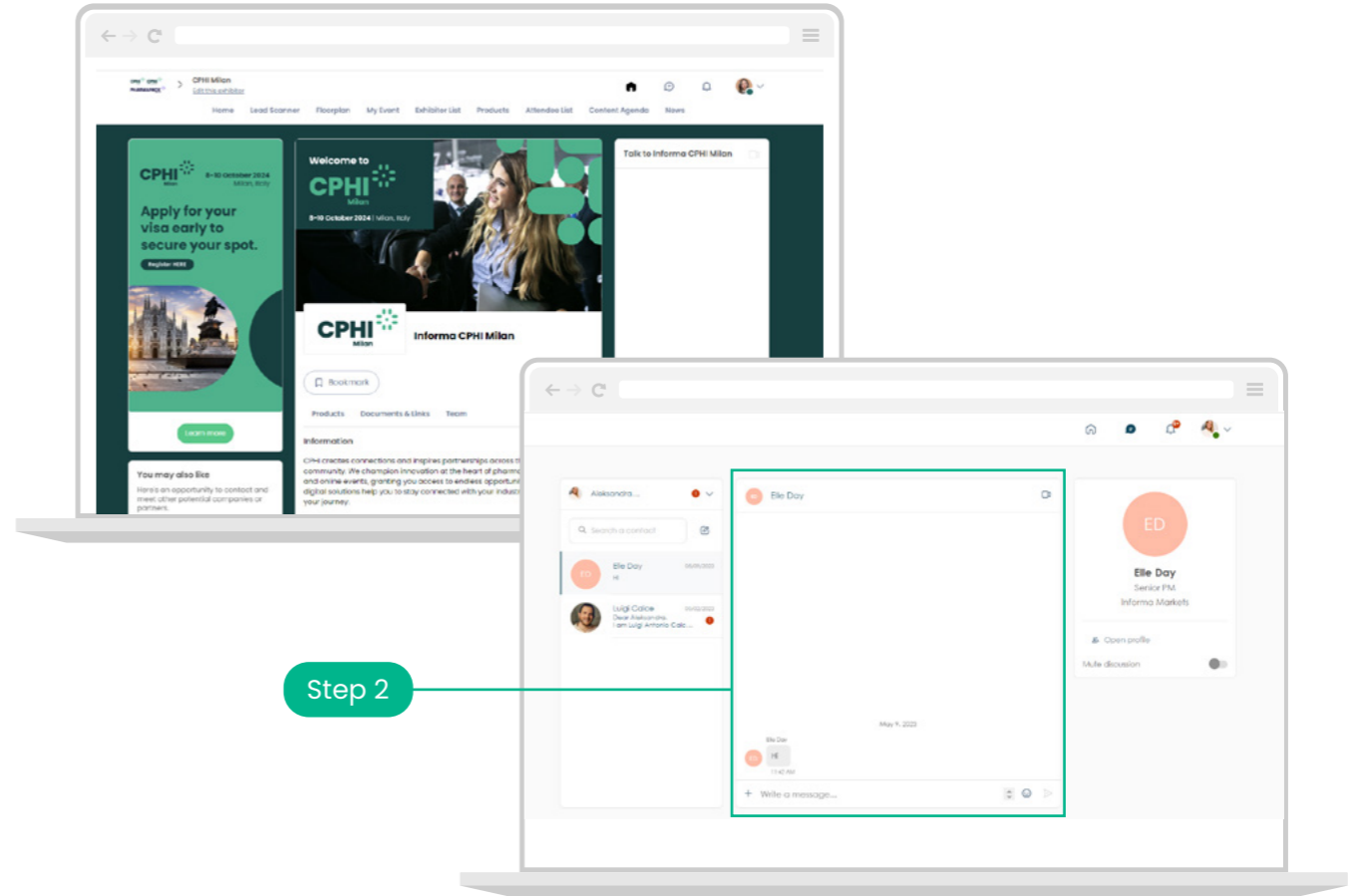
Send a message

Engage with prospective clients by sending and responding to messages. It's a great way to check-in during the event and follow-up on any outstanding issues after you've met in person.

Exhibitors who used the messaging feature at a previous event increased their number of leads by more than 300%.

Step 1: Head to the profile of the attendee you wish to message.

Step 2: On the right-hand side of their profile, you will find a chat box. Type your message here and click the send icon ➤





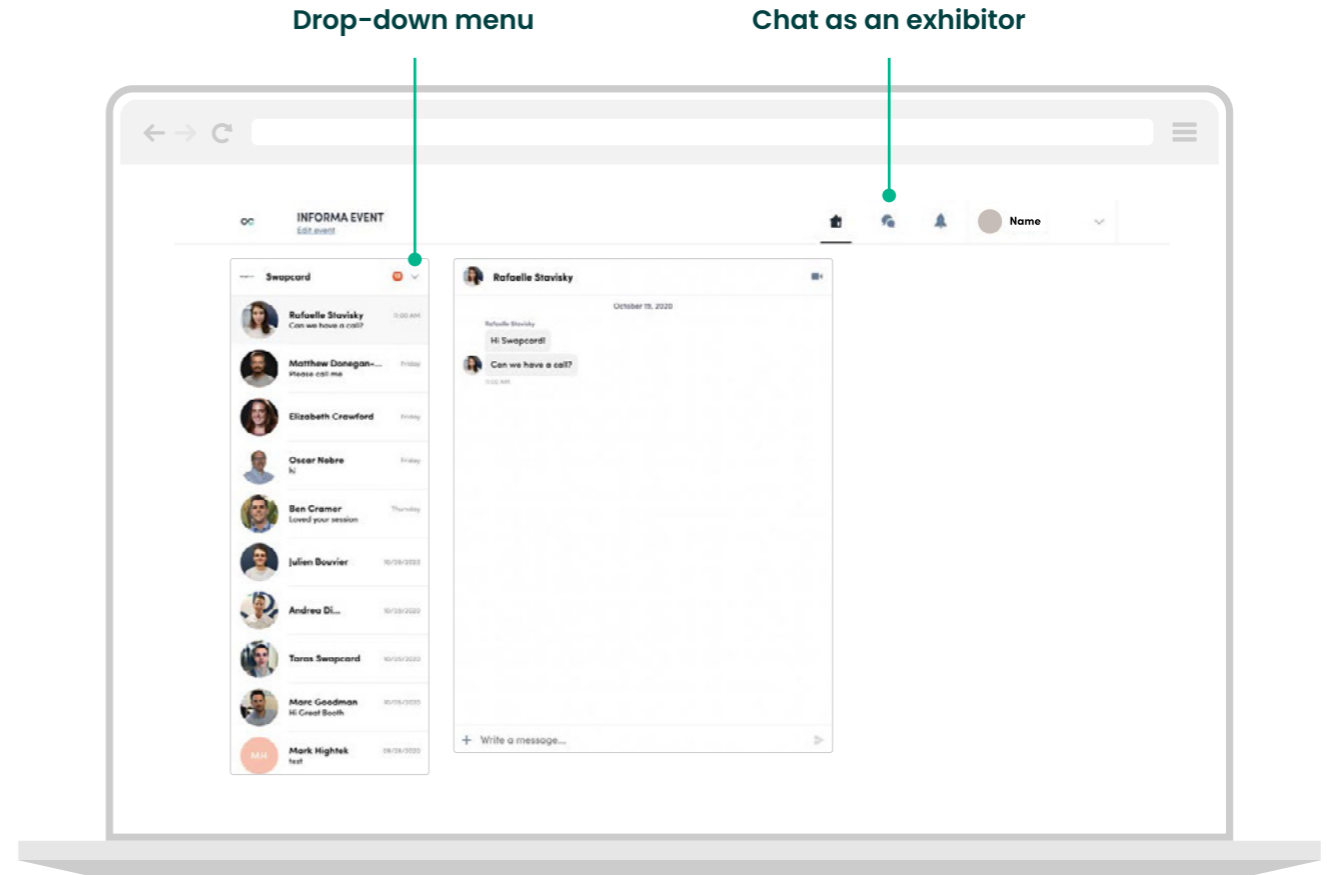
Manage your messages

Step 1: When you receive a new message, a red circle will appear over the chat bubble icon along the top of the screen.

Step 2: Click the chat bubble icon  to view your inbox.

Step 3: You can switch between your personal inbox and the company inbox using the drop-down menu at the top of your messages.


Step 4: Click on a message to view it and respond.





Create a group chat

Create a group chat for discussions with up to 10 people. You can send messages, share files and arrange group video calls for those topics that cannot be conveyed in a message.

Step 1: Head to your message inbox by clicking on the chat bubble icon .

Step 2: Click the new message icon  at the top of your messages.

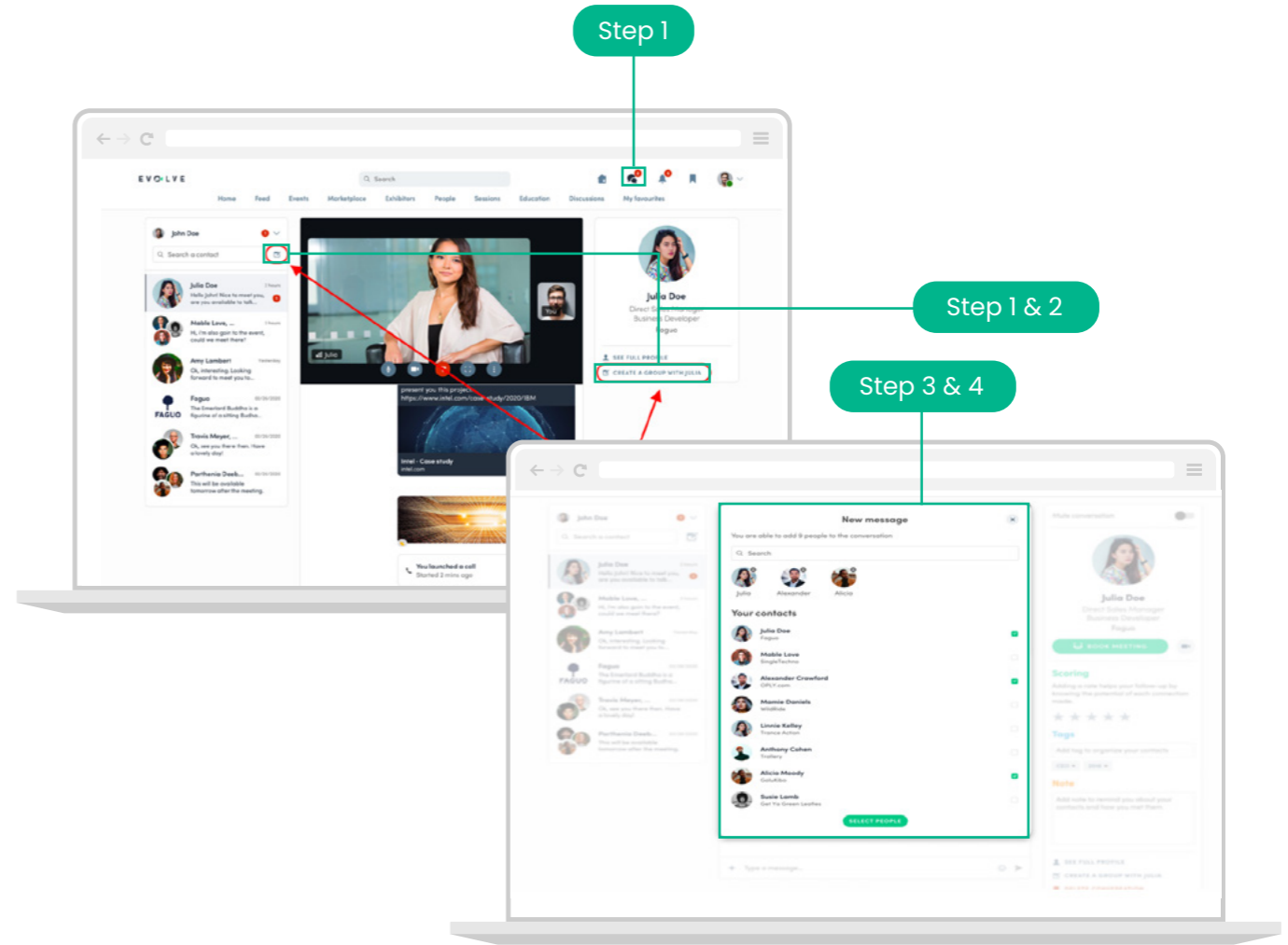
Step 3: Add people from your contact list to the group by selecting the checkbox next to their name.

Step 4: Click “next” to start your conversation.

By default, the person creating the group chat is the admin.

This gives them the right to:

- Add and remove members
- Assign and demote new admins
- End the conversation

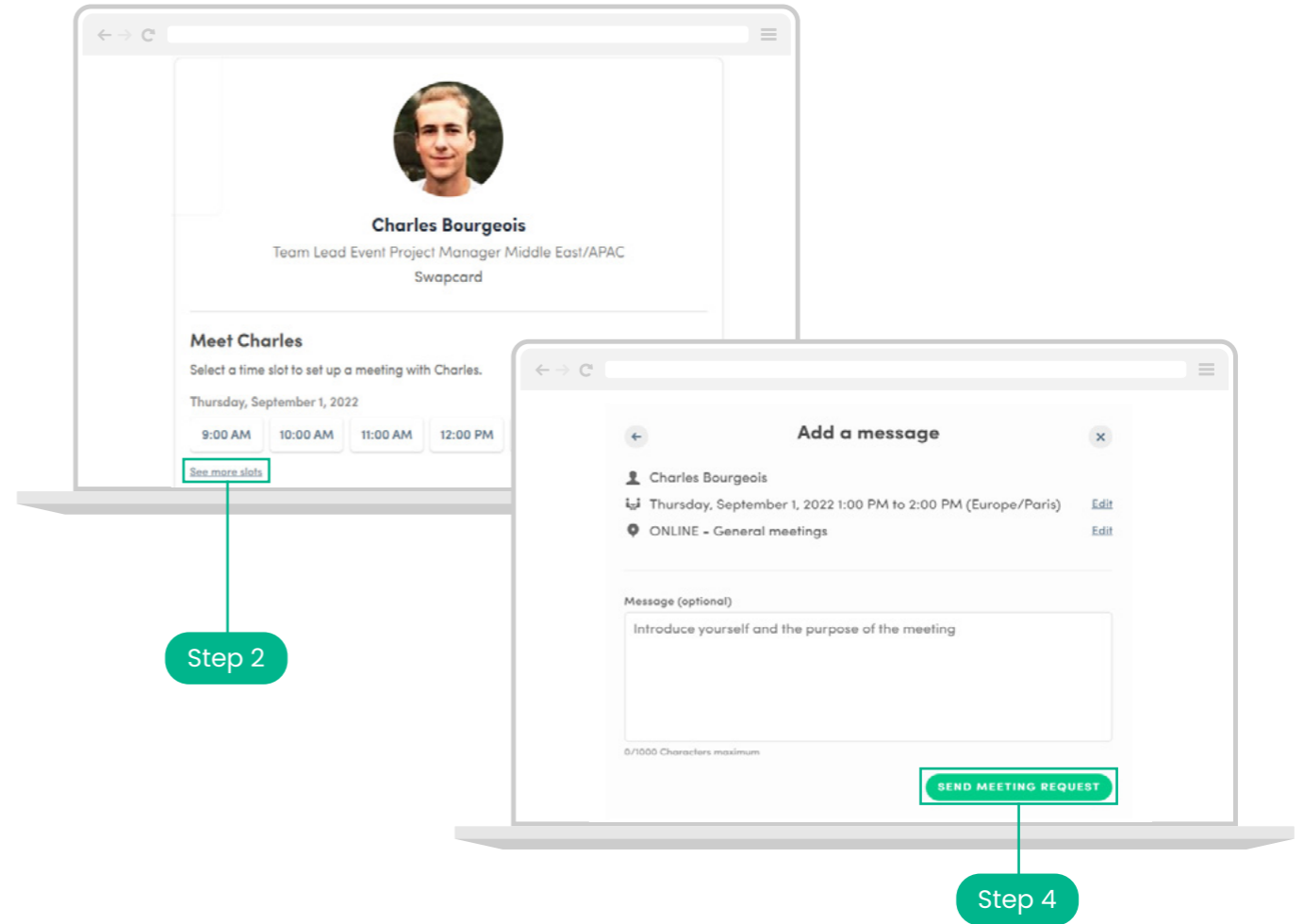




Request a meeting

Arrange meetings once the visitor list is available in mid-September! Move your business relationship further and make time for those important face-to-face discussions. Meetings can be held online or in-person at the show.

- Step 1:** Visit an attendee's profile from the attendee list, speaker list, or an exhibitor's profile
- Step 2:** Select one of the suggested time slots or click "see more slots" for all available times
- Step 3:** Select a meeting location, and add participants if required
- Step 4:** Add a message and send your meeting request



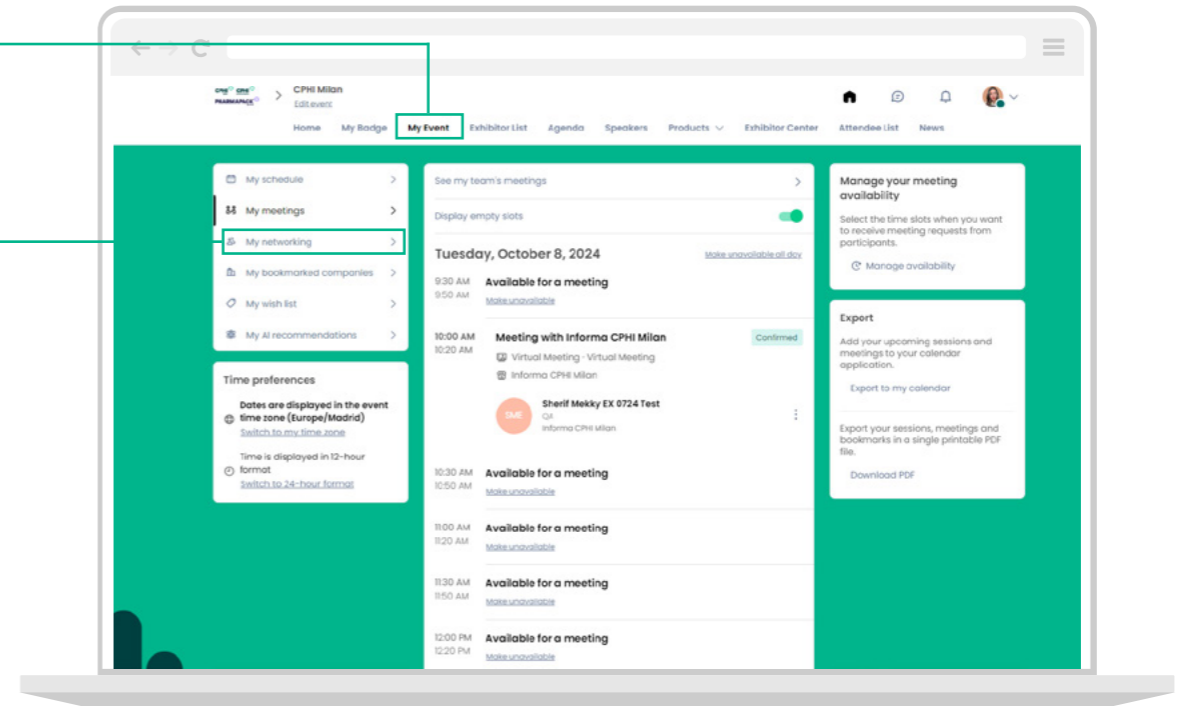


Manage your personal meetings

Step 1: Click on “My Event” in the top navigation menu then select “My Meetings” in the left navigation bar

Step 2: Here you can manage all the meetings that have been assigned to you. To edit, confirm or cancel a meeting, click on the **edit icon**

Step 1





Manage your company meetings

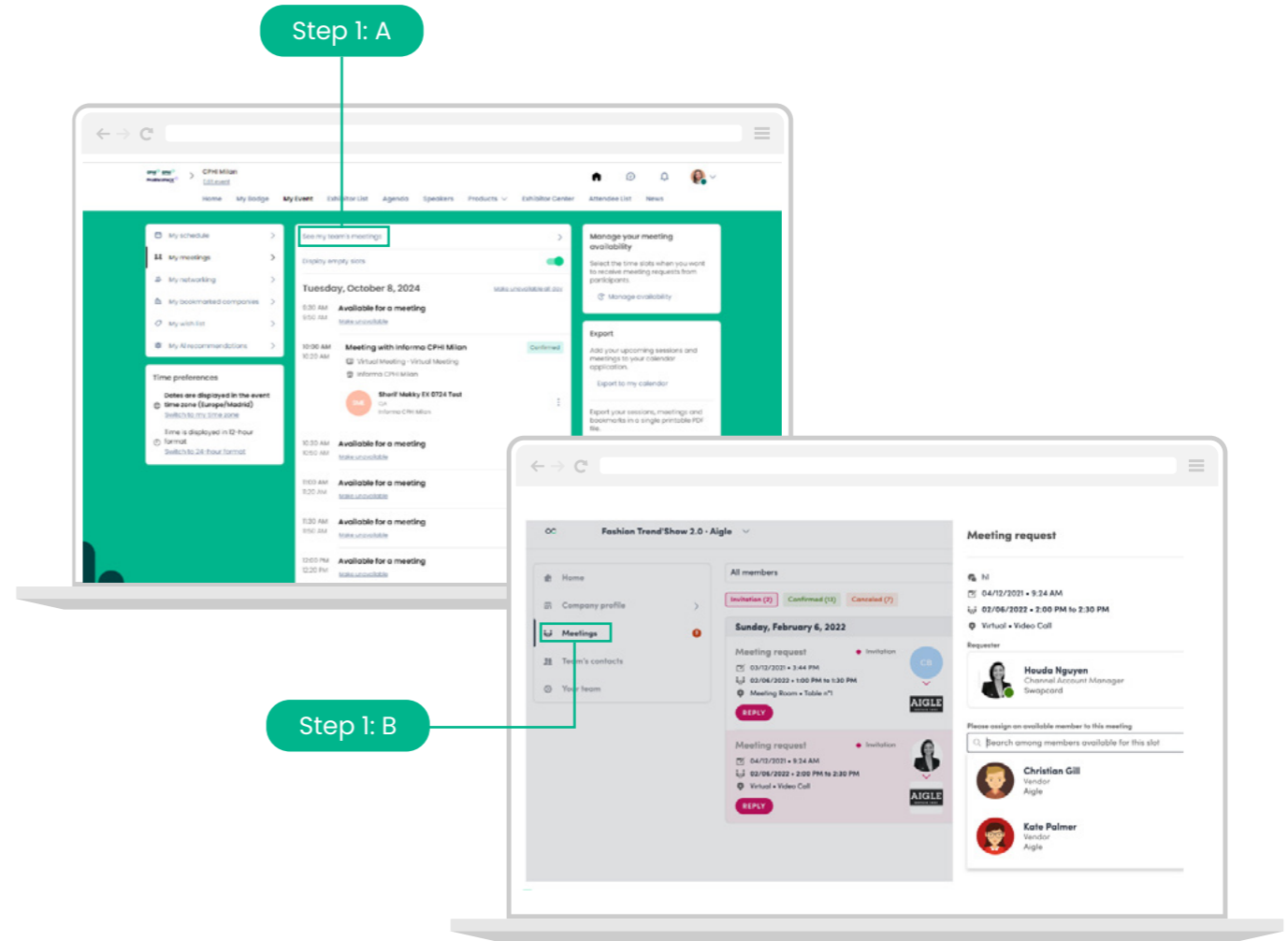
Step 1: There are two ways to view your company meetings:

- A** From the top of your personal meetings page select **“See my team’s meetings”**.
- B** Enter the Exhibitor Centre (see page 8) and select **“Meetings”** from the left navigation bar.

Step 2: Here you can manage all the meetings requests sent to your company. To edit, confirm or cancel a meeting, click on the **edit icon**.

Step 3: Once you have clicked on a meeting, you can use the search bar title **“participants”** to find your team members and assign the meeting to them.

Step 4: To manage your company’s meeting availability, select manage availability from the right hand side of the page.





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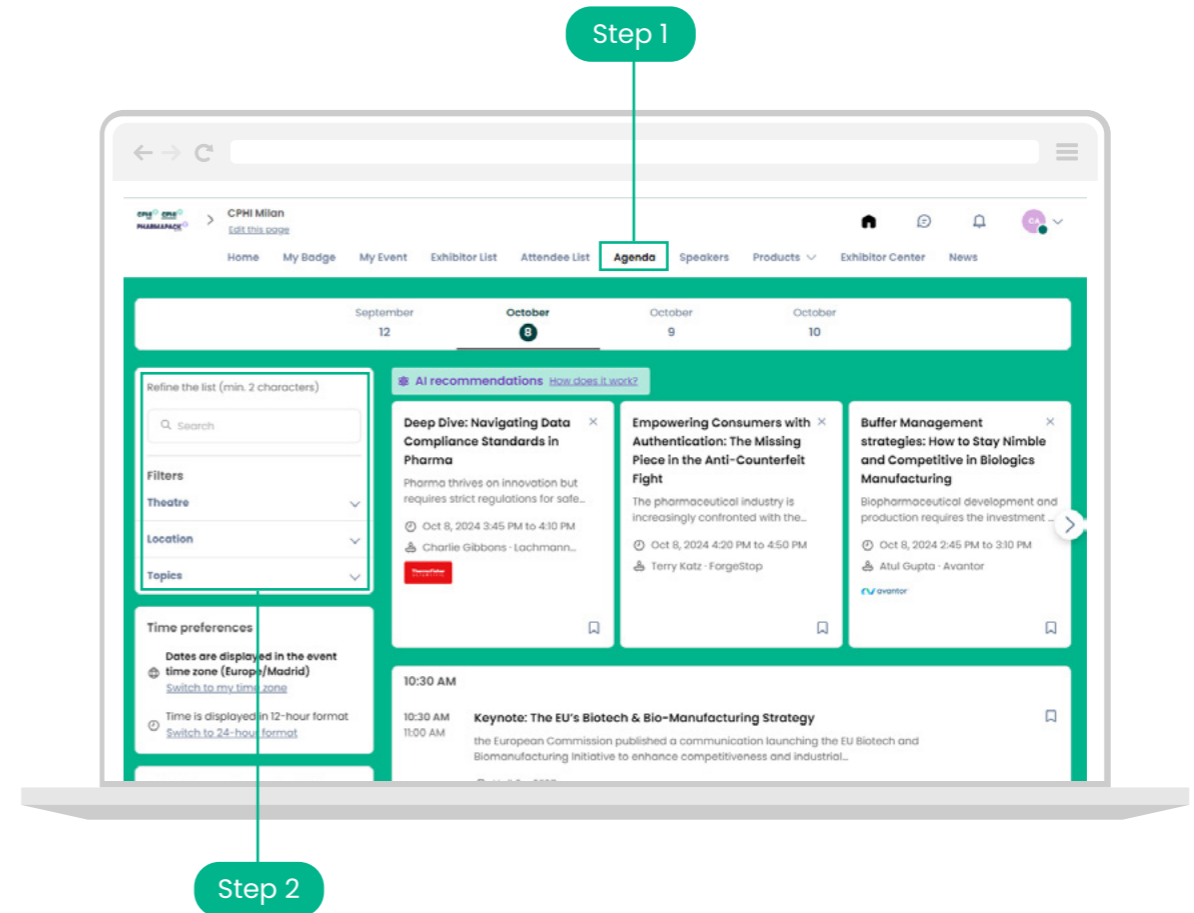
Register for sessions

Keep up with industry trends, get inspired by new innovations and learn the secrets of sector leaders. There is something for everyone in the event content agenda.

Step 1: From the homepage of the platform, click on **“Agenda”** in the top navigation bar to find an overview of all the sessions taking place at the event.

Step 2: You can search using the filters on the left-hand side to find the most relevant sessions for you.

Step 3: To register your attendance at a session and add it to your calendar, simply click the  icon to the right of the session name.



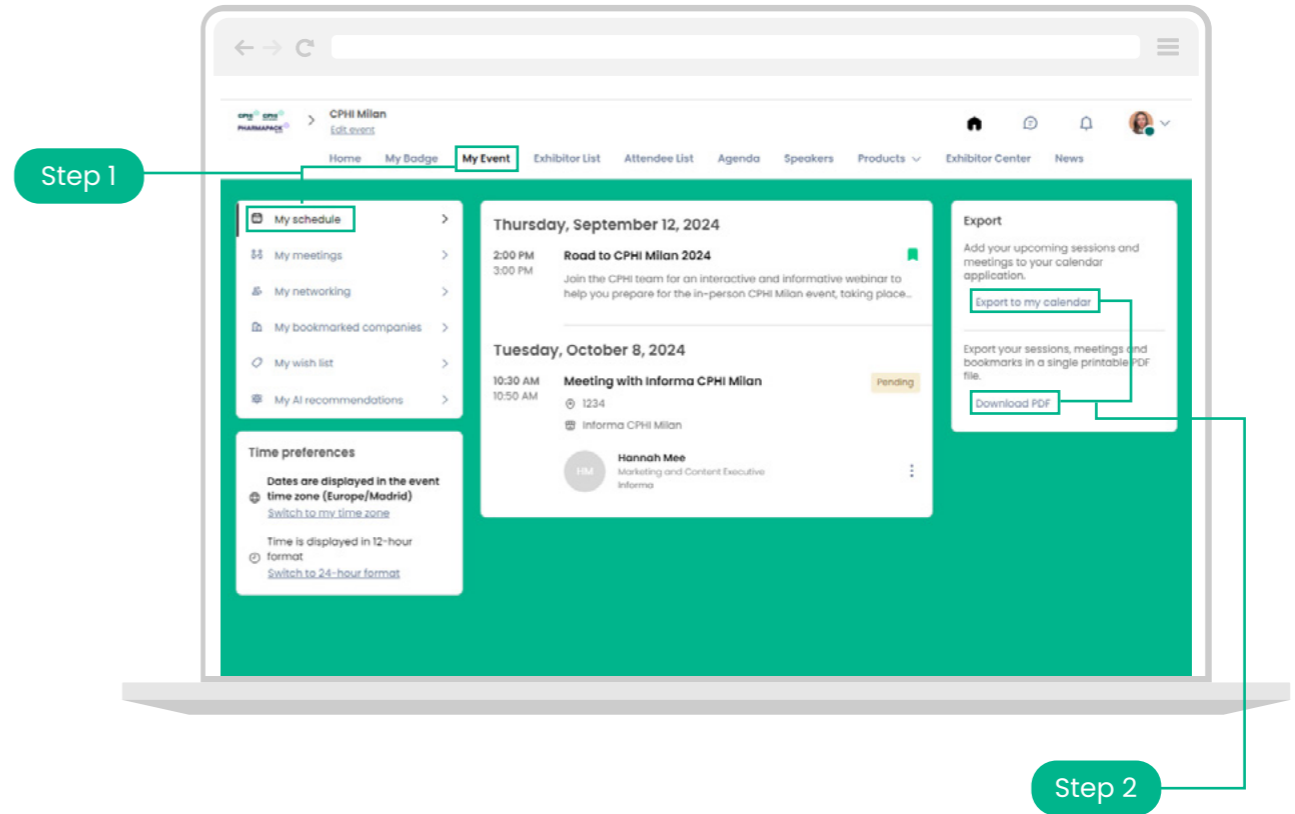


View and export your schedule

Keep track of the sessions you want to attend in your schedule. You can even add them to your digital calendar of choice to keep all your important dates in one place.

Step 1: Click the **'My Event'** tab from the top menu then select **'My Schedule'** from the left navigation bar to view the sessions you have signed up to.

Step 2: On the right-hand side click **"Export to my calendar"** or **"Download PDF"** to export your full schedule of sessions and meetings.





**More information on our
Lead Retrieval tool will be
shared soon**