

How to adapt in times of change

The story of b2match and Corona

ENRIIC Webinar
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How did the B2Match event management platform adapt to fully online or hybrid events?



Kurt Burtscher

Co-Founder

Kurt.Burtscher@b2match.com

M: +43 650 963 04 13

www.b2match.com




Who we are?

Facts & Figures

- 2013 Founded
- Offices in Vienna & Zagreb
- 30+ Employees
- 30% yearly growth rate
- 850 Events in 2020
- 1000+ Events in 2021

B2Match | THE Event & Networking Platform

**When 1:1 connections
should be more than only small-talk.**



1:1 connections should be about more than only small-talk – meetings based on rich content profiles promise more targeted requests



b2b Matchmaking Software

Your event, your rules. A customizable and powerful platform with potent features.



Smart Event Management

Fully create an event framework that maximizes connectivity – trusted event software of the EU Commission and GDPR compliant.



Participant Registration & Ticketing

Tailor your events registration process according to your needs and utilize flexible ticket options.



Event Communication & Marketing

Easily and professionally promote your upcoming event with essential marketing tools our platform includes.



Extensive Event Agenda

Represent any event agenda in a user-centred way that makes the program easily consumable and interactable.

Since 2013 we have...

helped create over

5'000

b2match events

facilitated over

800'000

matchmaking meetings

collaborated with over

800

event organizers

Indeed, Corona cause a huge change to how Networking Events are managed

2017

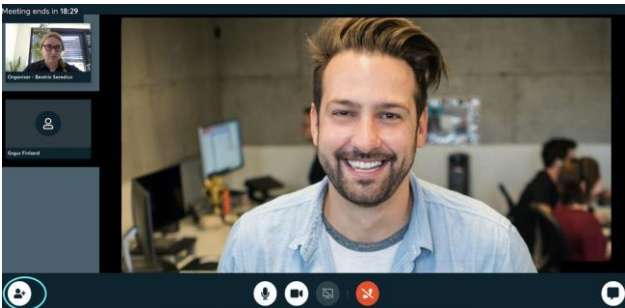
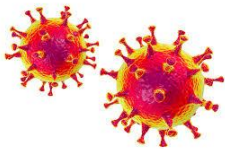
2018

2019

2020 Feb.

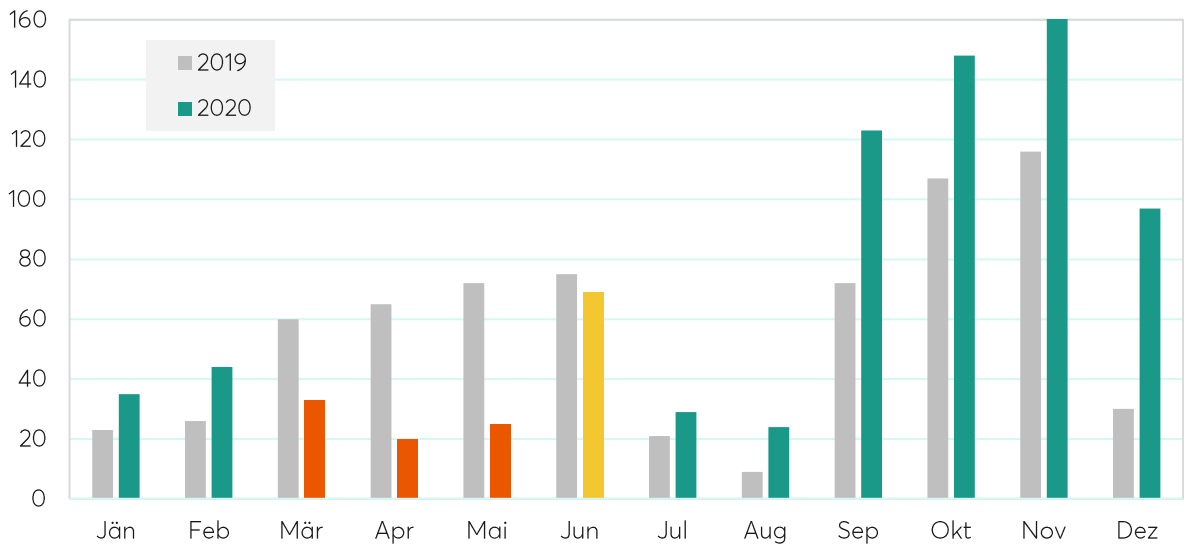
2020 Mar. – Jun.

2020 Jun. – Dec.



B2match – some quick facts

Events managed by b2match in 2020

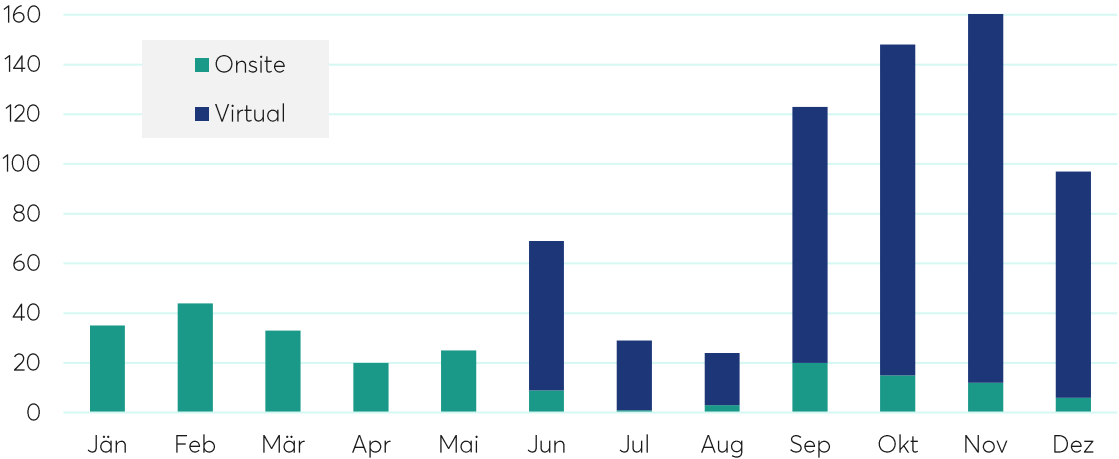


2020 in a nutshell

- Jan-Feb | 30%+ Promising figures
- Mar-May | EU wide Lock-down
70% decrease in Sales
- June | First Virtual Events go live
- Jul/Aug | Summer Season for Events
- Sep - Dec | Virtual Events → The new standard?

B2match – some quick facts contd.

Events Onsite vs Virtual



How Corona has changed the way to manage events

- Jan-Feb | 100% onsite Events
- Jun – Dec | 90% Virtual Events
- Oct – Dec | Some first Hybrid Events

How did the B2Match event management platform adapt to fully online or hybrid events?

Through innovative staff:

- Doing more than expected
- IT DEV Team worked 60 hours/week from March to June 2020
- A 70% decrease in turn-over can really mobilize hidden forces

Through Technology:

- Finding software replacements for
- 1:1 Meetings at tables
- Workshops
- Large Presentation

Switching from:

- 1:1 Tables meetings to 1:1 Video Calls
- Workshops to Video Conferencing (Webinars)
- Key-note presentation to Live-streaming

1) Switching 1:1 meetings from Tables to 1:1 Video Calls

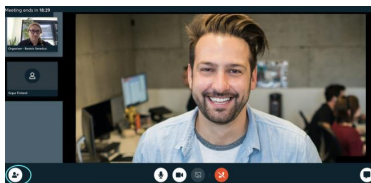
The targeted selection and management of 1:1 meetings based on meaningful company profiles is B2Match' DNA. That's why this was given the highest priority

Onsite



Tuesday 01.10.2019	
08:00 – 08:10	Pick up Hotels - Bus Transfer Hotel Lobby
08:30 – 09:00	Registration and Coffee Headquarter Wirtschaftskammer Osterreich
09:00 – 10:00	Opening Headquarter Wirtschaftskammer Osterreich, Julius Raab Saal
10:00 – 10:30	Meeting with Mario Goldbrich Managing Director at VinConsult & Partners GmbH
10:30 – 11:00	Meeting with Alfred Ploder Winemaker at Weingut Ploder - Rosenberg
11:00 – 11:30	Meeting with Daniel Benko, MBA Head of Export at Gasteiner Mineralwasser GmbH
11:30 – 12:00	Meeting with Alice Ticha Key Account Manager at Rupp AG
12:00 – 12:30	Meeting with Renate Nastl Export Manager at Nastl.Langenlois GMBH

Virtual



1x1 Meetings		Camera and microphone test
ALL CONFIRMED PENDING CANCELED AVAILABILITY		
The meetings and sessions schedule is displayed in the Europe/Berlin time zone (the current time is 09:25). Change		
Next meetings		
Thekla Dr. Kurz, General Manager at Civo Tergsundheil Kiems GmbH		09:30 – 09:50
Kornel Paulitsch, Senior Director Strategy and Corporate Development at BioTech SE		Monday, March 29
		Online Video Meeting
MEETING SCHEDULED		Cancel Reschedule Invite guests Starts in 3 minutes
Markus Limberger, CEO at QUASAR GmbH		10:10 – 10:30
Thekla Dr. Kurz, General Manager at Civo Tergsundheil Kiems GmbH		Monday, March 29
		Online Video Meeting
MEETING SCHEDULED		Cancel Reschedule Invite guests Starts in 45 minutes

Technology used for 1:1 Video Calls

- [Twilio.com](https://www.twilio.com)
A world wide premium Provider for Video Calls providing a server Infrastructure around the globe
Don't re-event the wheel. Integrate 3rd party software tools and speed-up innovation where it makes sense.

1:1 Meeting Features

- 1:1 Video Call 100% Browser operated
- Invite up to 6 Guests in a 1:1 Video Call
- Sharing screens / Chats
- Re-scheduling

Lessons learned

- 20 min works best
- More meeting as no table number limitations
- 20% more no-shows as a Virtual meeting is not that much binding than a physical one
- Video Call's have proven well for a first Go/No-go decision for potential future collaboration

2) Switching from Workshops to Video Conferencing (Webinars)

Onsite



Video Conferencing | Webinars

B2match offers 2 options how
Video Conferencing can be managed:

- Build-in Solution via [Daily.co](#)
A 3rd party provider offering easy integration of Webinars on any website
- Easy integrating of external Webinar tool provider
e.g. Zoom, Teams, Webex, GoTo, ...

Lessons learned

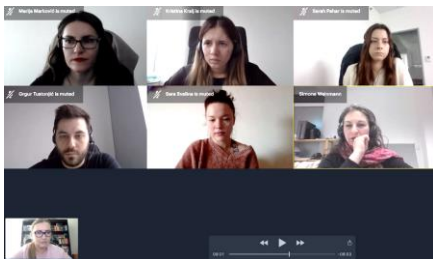
[Daily.co](#)

- max. 20-30 participants
- 1-click activation
- No external costs
- For typical breakout session

[Zoom](#), [Teams](#), [Webex](#), [GoTo](#)

- For up to 100-200
- Many more options
- Moderator/ Speakers role management

Virtual



Edit Location

NAME *

Live stage day 1

☒ This location is a **virtual** live stage

If enabled, this location is a live stage for virtual or hybrid events. Live stage means, that participants can watch a video stream online here. Below you can define, how the video stream will be applied:

☒ Embed Code ☐ Live stream (RTMP)

Enter the embedded code in the field below

VIDEO EMBED CODE *

```
<iframe width="560" height="315" src="https://webcast.ec.europa.eu/european-hydrogen-forum-17-06-21" allowfullscreen> </iframe>
```

3) Switching from large key-note presentation to Live-streaming

Onsite

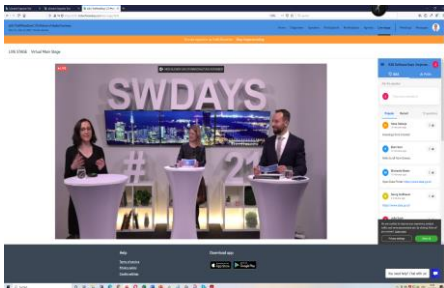


Live-streaming

B2match offers 2 options how live-streams can be managed:

- Integrating of external providers Vimeo, YouTube-Live & other players
- Build-in Solution via [MUX.com](https://mux.com) RTMP streaming on b2match platform

Virtual



Edit Location

NAME *

Live stage day 1

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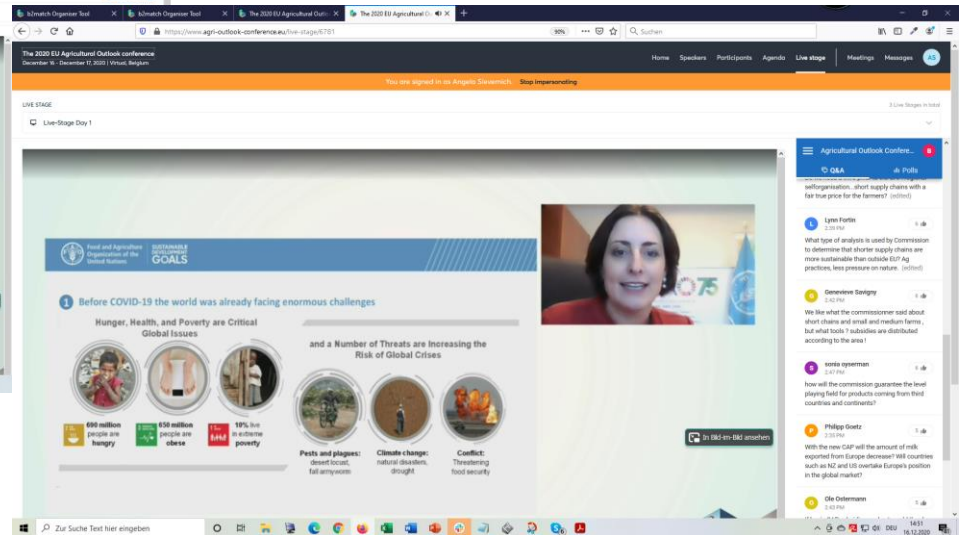
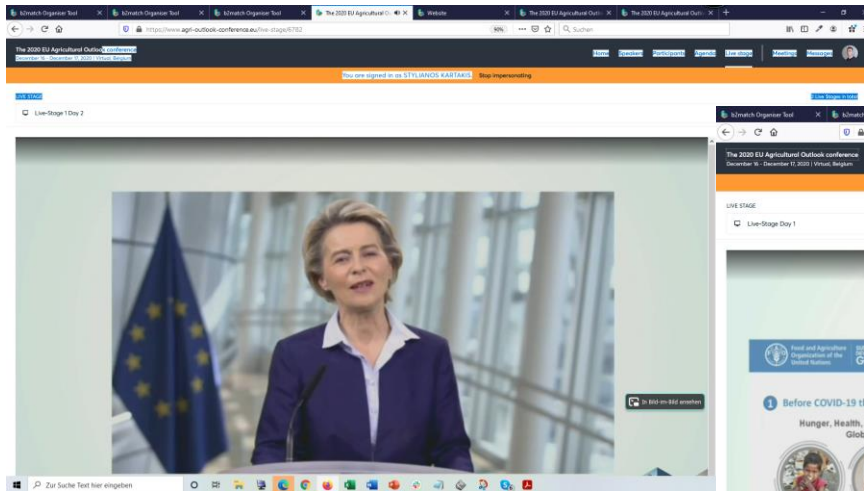
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```

Video Conferencing

Streaming

Scope of application	Workshops	Large Plenary sessions
Interactivity	Medium Chat & Voice	Low Chat only
Size of audience	20-200	200-10,000
Tools	Zoom, Webex, Teams, GoTo, ...	Vimeo YouTubeLive, etc
Requirements	Low e.g. Zoom	Medium e.g. Zoom & Vimeo

Live-streaming | Integration in b2match



Streaming for large & important Conference

Behind the scene | How it looks like if you want to make it perfect



Camera Crew & Studio
10,000 - 30,000 €

How did the B2Match event management platform adapt to fully online or hybrid events?

Direct integration of 3rd party Software tools into the b2match platform to speed-up development

- [Twilio.com](#)
Managing 1:1 Meetings Video Calls
- [Daily.co](#)
Providing a Webinar infrastructure
- [MUX.com](#)
Offering integrated streaming

Providing simple interfaces allowing connection to popular Video conferencing tools

- [Teams](#), [Zoom](#), [Webex](#), [GoToWebinar](#)
- [Vimeo](#), [YouTube Live](#), [Re-stream](#), etc

Simple setup & customisation

1) Asking for type of attendance

- How do you want to join this event?
- Onsite
- Remote
- Don't know yet

2) Workshop Sessions are customized as onsite, remote or hybrid session

Based on this setup b2match determines who can sign-up for which sessions. e.g. A remote participant can not sign-up for a not streamed onsite session

3) 1:1 Meetings

- Both meeting partners are onsite
-> Meeting scheduled on a Table
- One or both attend from remote
-> Meeting scheduled as Video Call

Onsite | Virtual | Hybrid

Some findings and impressions

	Onsite	Virtual	Hybrid
2015-2019	~ 100%	~0%	~0%
3/2020 – 6/2021	~10%	~90	5%
Q3-4/2021 +	~30%	~30%	~40%
Effort & Costs	High	Low	Very High
Participants	100%	200-300%	200-300%
Camera Crew & Video Studio	No	No	Larger conferences
Main advantages			
Participants & Composition		More participants from remote regions Higher internationality	
1:1 Meetings	A more personal touch	More 1:1 meetings More possible business deals	

