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?

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Co-Founder

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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
B2match – some quick facts

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?

Events managed by b2match in 2020
B2match – some quick facts contd.

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

Events Onsite vs Virtual

Events

Jan  | Feb  | Mär  | Apr  | Mai  | Jun  | Jul  | Aug  | Sep  | Okt  | Nov  | Dez  |
-------------------------------
Onsite | 40   | 50   | 20   | 30   | 60   | 50   | 30   | 40   | 80   | 100  | 120  |
Virtual| 20   | 20   | 10   | 10   | 10   | 10   | 10   | 10   | 10   | 10   | 10   |

Values in the chart are approximate and subject to change.
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

Technology used for 1:1 Video Calls
- 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

Virtual
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
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 RTMP streaming on b2match platform

**Virtual**

<table>
<thead>
<tr>
<th>Video Conferencing</th>
<th>Streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scope of application</strong></td>
<td>Workshops</td>
</tr>
<tr>
<td><strong>Interactivity</strong></td>
<td>Medium Chat &amp; Voice</td>
</tr>
<tr>
<td><strong>Size of audience</strong></td>
<td>20-200</td>
</tr>
<tr>
<td><strong>Tools</strong></td>
<td>Zoom, Webex Teams, GoTo, ...</td>
</tr>
<tr>
<td><strong>Requirements</strong></td>
<td>Low e.g. Zoom</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Onsite</th>
<th>Virtual</th>
<th>Hybrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2019</td>
<td>~ 100%</td>
<td>~0%</td>
<td>~0%</td>
</tr>
<tr>
<td>3/2020 – 6/2021</td>
<td>~10%</td>
<td>~90%</td>
<td>5%</td>
</tr>
<tr>
<td>Q3-4/2021 +</td>
<td>~30%</td>
<td>~30%</td>
<td>~40%</td>
</tr>
<tr>
<td>Effort &amp; Costs</td>
<td>High</td>
<td>Low</td>
<td>Very High</td>
</tr>
<tr>
<td>Participants</td>
<td>100%</td>
<td>200-300%</td>
<td>200-300%</td>
</tr>
<tr>
<td>Camera Crew &amp; Video Studio</td>
<td>No</td>
<td>No</td>
<td>Larger conferences</td>
</tr>
</tbody>
</table>

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

Onsite

Virtual

+300%

+200%