



COMPANIES - SECTION 10

**EXPORT GROWTH IN A VIRTUAL WORLD:
A STEP-BY-STEP GUIDE**

A Good Profile for the Virtual Trade Event

2021 EDITION

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A well-written profile is an effective tool to break through the clutter – to stand out and quickly engage with a potential target customer. It is your digital elevator pitch. Start with your best product (or service) offering, name the problem it solves and the kind of customer who needs it. Communicate the benefits your product conveys to the customer. This is not the time for telling your whole company history.

As virtual event organizers are pressed to provide more new-customer interaction to maintain exhibitors and attendees, there is significant growth in Artificial Intelligence (AI) Matchmaking for B2B meetings.

Artificial Intelligence (AI) systems use extensive lists of keywords to suggest B2B matches, so companies should think through the appropriate keywords for each of their customer segments and work them into the second part of their profile. The first



part of the profile is for humans. The second section (often not visible unless you click more info) is for AI bots as well as people. Work the keywords into your description. Brella, a leading virtual event management platform that was used by TechCrunch, has re-purposed some terminology from the computer networking and the on-line marketing space. Brella uses the terms Contextual Networking and Intent-Based Matchmaking, which challenge an attendee to identify subjects they are interested in during the registration process and pre-event quizzes, so that others can see them as a buyer or strategic ally with common interests, and not simply a seller.

This is a significant step in AI-based matching. Work with these new approaches. Business is a two-way street, and even someone who wants to sell you something can provide valuable links to good buyer prospects or, in fact, be one themselves. Contextual networking is a good step toward simulating coffee break networking as it lets you start with some common interests.



Checklist for a Good Profile

Start listing all the keywords that attract customers to you. Think about them as search terms that could be combined to profile your company. These will be your handy reference when you prepare your VT Event Profile.

Company Name, only include a parent company if the affiliation is very significant.

Include your **booth number**.

The **title(s)** of the **senior executive(s)** who will be in attendance.

optional: link to delegate(s) LinkedIn profile(s). Make sure LinkedIn profiles are current.

email@identifiable-address-for-this-event.ca

Cell phone number: the mobile number to be used on site, often for text messages
re: meetings.

Company Logo: often square, 100 pixels x 100 pixels like size used in most social media;
jpg or png

Photo: often a square or rectangular head shot about 150px x 150px, or 100px x 150px;
jpg or png

Short description: the essential two lines (25 words) often visible next to your company name or logo in a directory of participants. Should be informative and compelling enough for others to click *for more information*. The *more information* is the full profile which follows.

The full profile should also be concise, compelling and informative; 100-300 words.

Your Product/Service and the Need it addresses, or Problem it solves for a Particular Customer.

If you have more than one product or serve more than one customer type, you can repeat the process for another one or two segments.

If different customer segments like and use your product for different reasons, celebrate that a bit. Durability, economy, compatibility, accuracy, ease of use are good benefits to acknowledge.

If you are not well known and need to establish credibility as a priority, identify a choice accolade – “*top new product as selected by industry leader X*”, or “*certified by Y for use in harsh environments*”.

At a government procurement show, you could declare as a minority supplier because its relevant, but it could come later in the conversation. This is not where you tell your “origin story”, there is a place for that, but not in your virtual trade activity profile.

No need to say how big or small you are unless it is relevant. Virtual is a global market.

Call to action: visit our website at: www.here.ca/your-custom-landing-page-for-this-event;
See you at the BigTradeShow booth # 777

After this point, you may have used up the space that will be visible on a trade mission or trade show profile page. Maybe there is an option to get more info by clicking. Have you said the right things to get a human buyer's attention? Maybe you have the option to add digital brochures, videos, white papers. You can have a more extensive (but still targeted to this event) profile page as the custom landing page on your own website.

Meeting Objectives might be different for each target. Specify your targeted objectives in the profile, or in each meeting request, as appropriate.

Remember that there are **technical buyers, economic buyers, and user buyers** who all approach the process from different perspectives (although they will want to ensure the product meets all specifications before buying).

Now you can list the **keywords: market segments, customer activities, features and benefits** that would be noticed by AI bots scanning your whole profile to match with the interests of potential buyers.

It is helpful to include keywords like *low maintenance, best value, easy to deploy, compatible with most systems*, if the space you are allotted allows for more text. Bots will see them, and so will keen prospects.