
26-28 JUNE 2018
EXHIBIT CENTRE LIVERPOOL
LIVERPOOL, UNITED KINGDOM

SHETRADES GLOBAL 2018

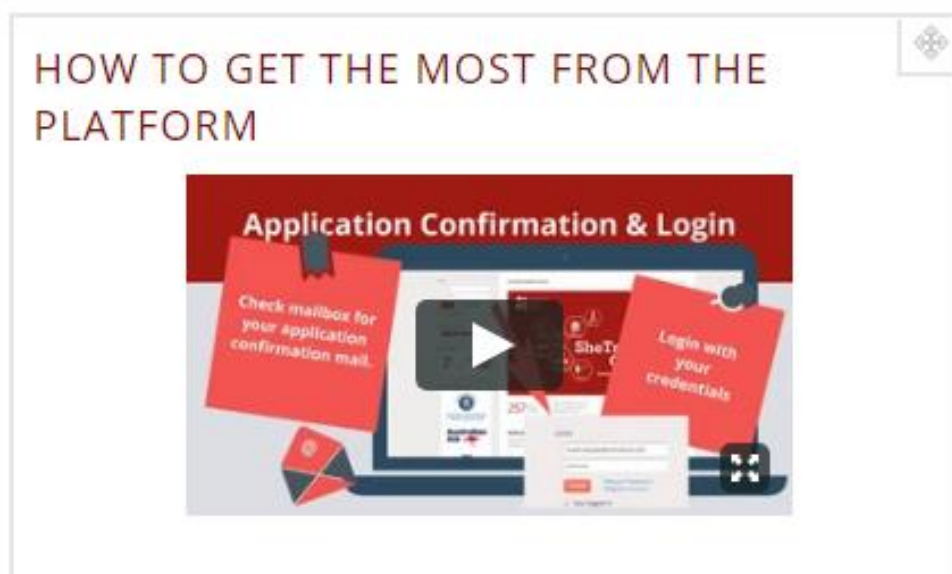
B2B USER GUIDE

OBJECTIVE OF THE B2B FUNCTIONALITY

- The B2B functionality enables participants of the SheTrades Global event to **identify potential business partners** on the basis of business interests expressed in company & product profiles.
- The tool allows participants to **request meetings** and explore business opportunities with other SheTrades Global participants.
- It allows **Buyers/Investors to request meetings with Suppliers/Women entrepreneurs**. It also allows **Women entrepreneurs to request meetings with each other**. Recipients of meeting requests can accept or decline the meetings. Be advised that the request will last only 7 days counting from the day the sender sends the request. Therefore, we kindly advise you to regularly login on your homepage.
- It also allows participants to establish direct linkages and to **exchange messages** prior to and during SheTrades Global.
- The B2B functionality is thereby minimizing the risk of “no-shows” and “mismatches” and maximizing the possibility for **effective one-on-one meetings** and for generating new business.

HOW IT WORKS VIDEO

Have a look at the interactive video that appears on the initial webpage when you log in on your CONVERVE profile. It explains how to use the B2B functionality.



HOW IT WORKS STEP-BY-STEP

1. Log in your CONVERVE account by clicking here
https://shetradesglobal.converve.com/index.php?page=ed_profile_pe
2. Confirm your participation to SheTrades Global

Attendance confirmation

Dear

please confirm you attendance for the SheTrades Global Liverpool. By clicking on the confirm button below.

CONFIRM



3. Complete your profiles.

Your profile consists of 3 sub-profiles: **company** profile, **personal** profile and **product** profile. Do not forget to:

Company profile:

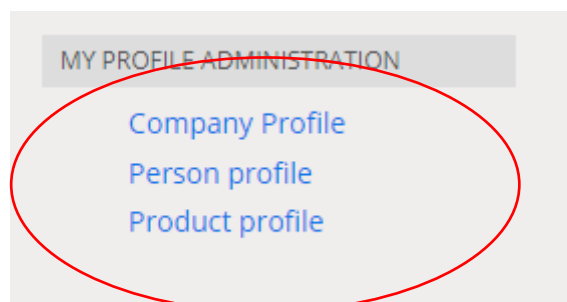
- Add a description of your company;
- Fill up the general and commercial information of your company (address, webpage, social media, employees, partners, etc);
- Upload a high quality picture of your logo.

Person profile:

- Upload a profile picture of yourself in a professional and high definition format;
- Fill up all the personal information details (name, last name, position in the organization, languages, phone number, skype, company email, etc).

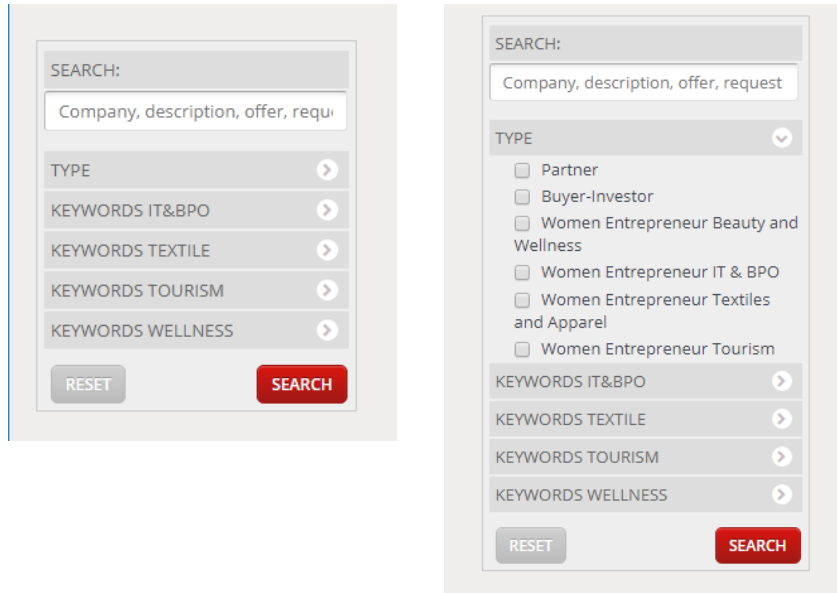
Product Profile:

- Upload pictures that reveal the quality of your product (s)/service (s);
- Upload a brochure of your product (s)/service (s);
- Fill up the general information requested.



4. Find matching profiles either using the “Search Features” or with our “Matching Tools”

Search Features



Matching Tool



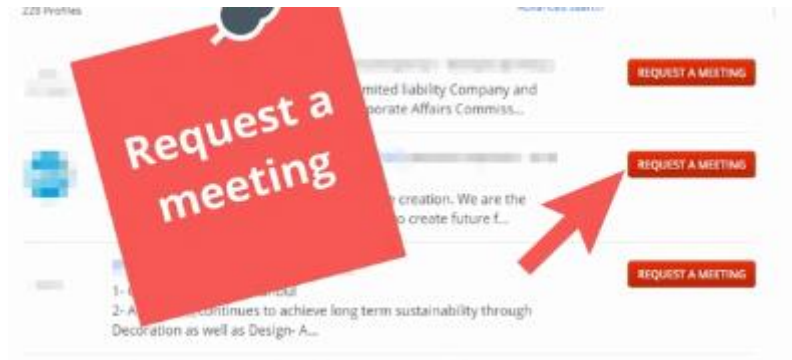
5. Schedule B2B Meetings

Women entrepreneurs requesting meetings with each other: Both parties can request, accept and decline meetings. These requests must be confirmed (status accepted) by both sides in order to be scheduled. In your personal login area, you will find an overview of requested and confirmed meetings.

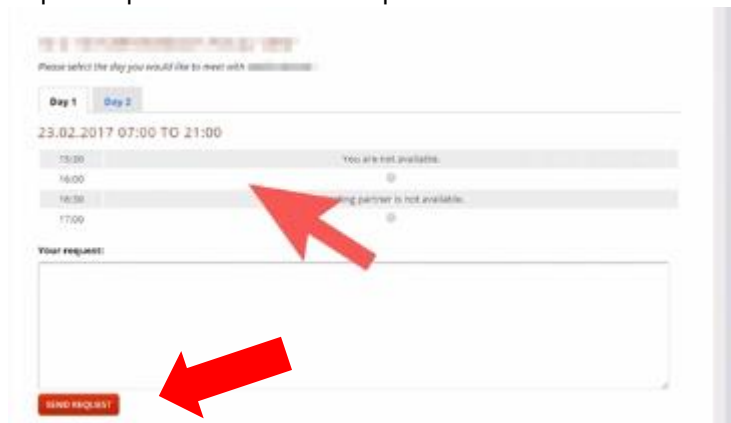
Buyers/Investors requesting meetings with Suppliers/Women entrepreneurs: Buyers/Investors can request meetings with women entrepreneurs. Women entrepreneurs cannot request meetings with buyers, but can accept and decline meetings.

How to do it:

- a) You can request a meeting by first clicking on the “Supplier” or “Buyer” profile and then clicking on the “REQUEST A MEETING” red bottom to your right.



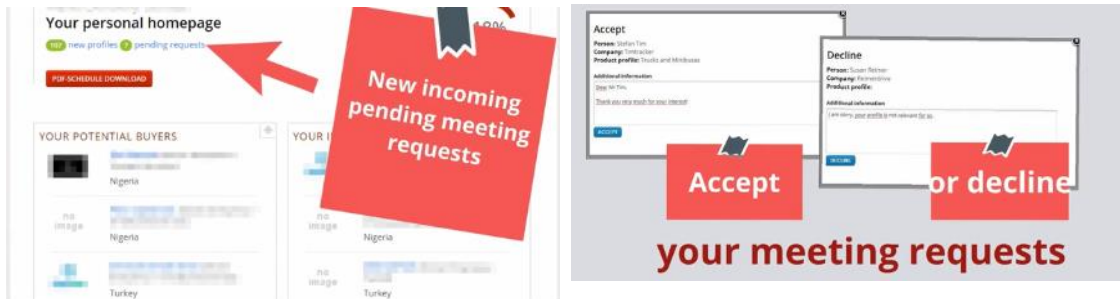
- b) Choose date and time of the meeting and enter your meeting topics in the “Your request” space. To save this request click on the red button that says “Save Request”



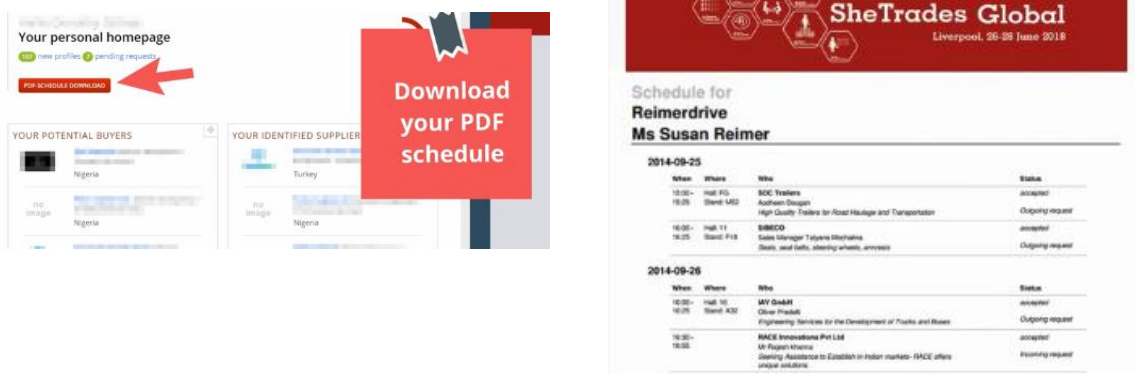
NOTE: Any meeting request will be valid only for **7 days**. If you do not accept or decline the pending request, it will expire automatically after the 7th day. A reminder of “pending request” will be send after 5 days of being send. On the 7th day, the meeting request will expire automatically.

We kindly inform you that pending meeting requests will be blocking your free time-slots on your calendar. Therefore, we kindly advice you to login on your CONVERVE account frequently, so you do not miss any chance of identifying potential business partners. So please login to your profile frequently to accept or decline pending meeting requests.

6. **Verify your pending meetings** by clicking on “pending request” in your homepage. After clicking here, you will be able to “Accept” or “Decline” the Meeting request.



7. Download and manage your meetings.



We look forward to seeing you in Liverpool!

Best regards,

The SheTrades Global Team

