



BIZFAIR 2021

ATTENDEE GUIDE

Welcome to BizFair 2021!

This **Attendee Guide** provides an overview of how to access and use the Swapcard Virtual Conference Platform for BizFair 2021. To benefit the most from the event, we encourage you to log in as soon as possible and start using the platform!

We have the following options available to assist you:

- **Virtual Help Desk Page**

This is where you will find all content available to assist you, including our FAQ at www.bizfair.org/helpdesk.

- **Live Chat Help**

If you have specific questions, you can live chat with support staff on the platform during the conference. The [Live Chat Help](#) will be staffed on October 12th / 7am – 3pm. You must be logged into the Swapcard platform to use the link.

- **Email Support**

If you encounter issues getting on the Swapcard platform, please email gss-bizfair-helpdesk@scorevolunteer.org. Please note that on the day of the event, due to the volume of emails, response times may be slow. We encourage you to proactively ensure you can access the platform prior to the day of the event. That way you can utilize the resources listed above for a faster answer to your question.

Steps to Get Started

Please follow these steps to get started ...

Step 1: **Login** to the platform

Step 2: Build and edit your **profile**

Step 3: View the **Agenda**, select **sessions** to register and create your personalized agenda

Step 4: View the **Exhibit Hall** and build your list of favorites to visit during the event

Step 5: Start **connecting** with other attendees

Step 6: Download the Swapcard **app**

Step 1. Login to the Platform

1. Your Swapcard account has been created and pre-populated with information you provided at registration. You should have received an **email** with a button directing you to a login page. If you did not receive such an email in your Inbox, please check your Spam/Junk folder.



BizFair2021

Hello MeCarnat,

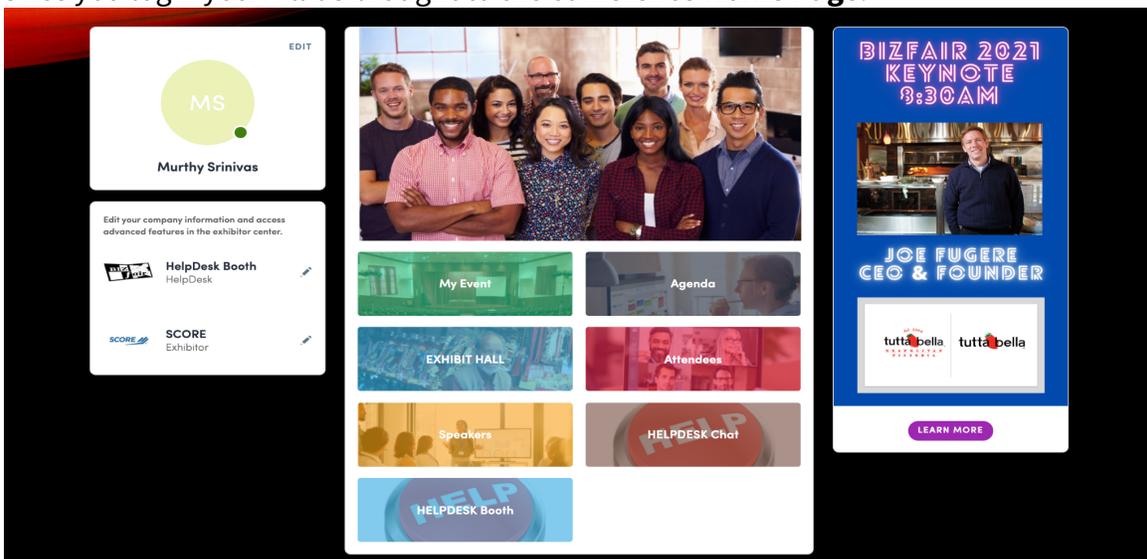
We are excited to welcome you to **BizFair2021**. Your Swapcard account has been created and pre-populated with the information you provided at registration.

Please download the Attendee Guide by clicking [here](#). Then click the login button below to login to the platform and get familiar with this year's event.

We look forward to seeing you online on Tuesday, October 12th!

[LOGIN TO BIZFAIR 2021](#)

2. You may also **login directly via a weblink** at <https://bizfair2021.login.swapcard.com/> using the email address you provided when you [registered](#) for BizFair2021.
3. After you enter your email, you will be prompted to create a **password**. Should you forget your password, you can request a “magic link” to be sent to the email address you provided during registration.
4. Once you login you will be brought to the conference **Home Page**.



Step 2. Build your profile

1. From the **Home Page**, look on the left side of the screen where you will see a box with your name, title, company, and headshot (if provided).
2. Click the **Edit** button in the top right of that box.
3. This will take you to your **profile**. Once you are in profile view you can edit a variety of information:
 - Personal Information
 - Biography
 - Social Media
 - Contact Details
 - Company/Business
4. Click any of the **Edit** buttons to edit that section.

Note: *We highly recommend making your profile as complete as possible. This will make it easier for you to make connections with other attendees and for the platform to make recommendations!*

Step 3. Create your personal agenda

1. From the **Home Page buttons** or **Top Menu**, click on **Agenda**.
2. This will take you to the **Agenda** page. Here below the Top Menu, you will see the list of 7 tracks...**Keynote, New Business, Digital Marketing, Services, Employees and More, Special Sessions** and **Diversity & Inclusion**. You can scroll between the tracks using the left and right arrows. Clicking on a specific track (e.g., **New Business**) gives you the list of sessions in that track.

The screenshot shows the BizFair2021 Agenda page. At the top, there's a navigation bar with the event name 'Greater Seattle SCORE BizFair2021' and various utility icons. Below this is a secondary navigation bar with tabs for different tracks: Keynote, New Business, Digital Marketing, Services, Employees and More, Special Sessions, and Diversity & Inclusion. The main content area is titled 'October 12, 2021' and features a session grid. On the left side of the grid, there are filter options: a search bar, a 'Refine the list (min. 2 characters)' field, and dropdown menus for 'Filters', 'STAGE', and 'TOPICS'. Below the filters, there are two informational boxes: one about time zones and another about registering for sessions. The session grid contains six cards, each with a play button icon, a title, a seat availability indicator (e.g., 'Only 1000 seats left'), and a time slot. The sessions include: 'Create a Quick Business Plan with the Lean Canvas', 'Choosing the Best Entity for your Business', 'Register, License, Go' (from the Washington Department of Revenue), 'Federal Taxes and the Small Business Owner', 'Funding your Business', and 'Small Business Drilldown - Startup to Now and Beyond...' (from numours).

3. Once you are in the Session Grid View you can scroll if necessary to **browse sessions** or use the **Search / Filter** field on the left.
4. Find any session and then **click on it** to view details. As suggested (on the left), click on the icon  to **register**, to **reserve** your place and **add** it to your schedule which will be maintained in **My Event**. On the day of the event, you can switch to **My Event** view from the **Home Page** or **Top Menu** to find the sessions you added earlier and attend.

Step 4. Build your list of Exhibitor Booths to visit during the event

1. From the **Home Page** click on the **Exhibit Hall**.
2. Browse the exhibitors or use the **Search / Filter** field on the left to find specific exhibitors.
3. Click on any **Exhibitor** to view details about them. As suggested on the right, you can click and bookmark any of the exhibitors and they will show up under **My Event**. On the day of the event, you can visit any of the bookmarked exhibitors directly from there.

[Home](#) [Agenda](#) [My Event](#) [Exhibitors](#) [Attendees](#) [Speakers](#) [HelpDesk Chat](#) [HelpDesk Booth](#)

The screenshot shows a web interface for an event. At the top, there is a navigation bar with links: Home, Agenda, My Event, Exhibitors, Attendees, Speakers, HelpDesk Chat, and HelpDesk Booth. Below the navigation bar, the main content area is divided into three sections. On the left, there is a search and filter panel. It has a search bar with the placeholder text 'Refine the list (min. 2 characters)' and a search icon. Below the search bar is a 'Filters' section with a dropdown menu labeled 'TYPE'. The middle section is titled 'Exhibitor' and lists four exhibitors: Business Impact NW, KeyBank, ORCA HR Solutions, and Port Of Seattle. Each exhibitor entry includes their logo, name, and the word 'Exhibitor', followed by a small icon of a booth. On the right, there is a white box with a black border containing the text: 'Click [booth icon] to bookmark your favorites'. Below this text, it says: 'Bookmark companies that interest you ahead of the event. You'll find your selection on the app when it's time to connect on-site or online during the hybrid or virtual event.'

Step 5. Build your list of Attendees to connect to during the event

1. From the **Home Page buttons** or **Top Menu**, navigate to **Attendees**. The attendee list also includes the Speakers and Exhibitors at BizFair.
2. Once you are in the Attendee list you can **browse, search**, or use **filters**. Note that the Swapcard platform will automatically suggest people for you to meet based on your profile and a variety of features.
3. To view someone's profile and/or connect with them, click the  icon next to their profile. After you click on a person's **Profile**, you can send them a **Connection Request** (like a 'friend request' on social media). Once they accept your connection request, you can chat and/or have a video meeting. Click the **Chat Message icon**  in the top right area of the menu/navigation and begin typing in the chat box.

Step 6. Download the Swapcard app

You can also access the event from your **smartphone** by downloading the Swapcard app ([iOS/Android](#)). While the viewing area is smaller, the app can be especially useful if you are on the go on the day of BizFair.

Now you are ready for your BizFair event!

If you wish to further explore the Swapcard platform and its features, here are some videos to help you.

- [90 second introduction video by Swapcard for Attendees](#)
- [Longer video by Swapcard for Attendees](#)
- [Finding exhibitor booths](#)
- [Networking with other attendees](#)
- [Requesting meetings and making video calls](#)

Typical operations on day of event

My Event

If you followed the “Steps to Get Started” above, almost everything you need on the day of BizFair should be in **My Event**. On the day of the event, login to the Swapcard platform which will take you to the landing page. Click on the “My Event” button. There you will find:

- Sessions you bookmarked for attending. You can also export them to your calendar for reminders.
- Scheduled Meetings
 - With companies you bookmarked for learning more about them. You can reach out to them via messages and schedule meetings with them.
 - With Attendees or Speakers that you reached out to and scheduled meetings with.

Attending Sessions

You can access a session either from the **Agenda** or **My Event** tabs. Once the session start time is reached, the session will start streaming. You can watch the session in **full screen mode** or continue to browse the app while the session continues streaming in a **pop-out** window.

Once the session time is past, it is available to be watched on-demand.

Live Discussion

Every session has a **Live Discussion** associated with it and should be open when the session is ongoing. If you don't see it, click on the Live Discussion  It has 3 tabs:

1. **Chat** to chat with other attendees

You can initiate a message or react to another attendee's message. You can delete your message by clicking on the three dots next to it.

2. **Questions** for asking questions of the speaker(s)

Please post your questions for the speaker in this tab (rather than Chat tab). Questions can be upvoted.

3. **Polls** to answer polls posted by speakers or organizers

Networking

If you didn't do it in Step 5, from the event landing page, you can access the **Attendee** and **Speaker** lists to search and find people to connect with. You can chat, have video calls and book meetings. Attendees can indicate their availability for meetings by going to **My Meetings** in **My Event**.

- Sending a connection request

To send a connection request, go to their profile and click on the **Send connection request** button. Including a note of introduction and explaining the reason for the connection would be helpful. All of your connections will be in **My Event** under **My Connections**.

- Requesting a meeting

To request a meeting, go to the person's profile and select one of their suggested meeting slots. Select a slot and the (virtual) location, write a note and send the request.

- Virtual Meeting

Prior to the meeting you will receive a reminder and you can access the meeting from the reminder. Clicking on the "Meeting Call" will initiate a video call.

Messages and Notifications

You can see all your messages under the **Messages** icon  and all your notifications under the **Notifications** icon  on top of the web app page.

Exhibit Hall

Before, during and after the sessions you can visit the **Exhibit Hall** and the exhibitor booths. If you bookmarked **Exhibitors** in **Step 4** above, you can access them through **My Event**. If you didn't, you can go to the **event landing page** and click on the **Exhibit Hall** button, select an **Exhibitor** and visit their booth.

Contacting and Booking a Meeting with an Exhibitor

Go to the **Exhibitor** page of the company you are interested in and click on one of the proposed meeting slots. After selecting a slot, pick a (virtual) meeting place, optionally write a message and click on **SEND MEETING REQUEST**.

Post Event

Access to BizFair 2021 will be available until June 2022. Registered attendees can return to the event to view sessions, reconnect and download content as often as they would like.

BIZFAIR 2021

WELCOME
ADDRESS

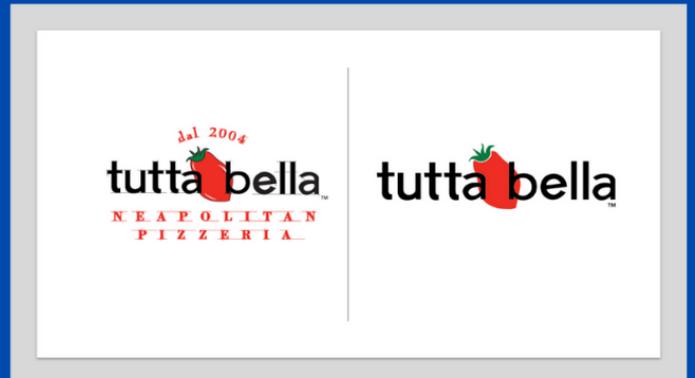
KEYNOTE



MARILYN SCOTT
REGIONAL VP



JOE FUGERE
CEO & FOUNDER



Turning 25