

**SCHOOLS &
ACADEMIES
SHOW 2023**
BIRMINGHAM NEC
22ND NOVEMBER

ConnectEd

Guide



What is ConnectEd?

ConnectEd is a complimentary, pre-event networking platform available for visitors and exhibitors alike, enabling them to search for, connect with & arrange 1-2-1 meetings with their target market ahead of The Schools and Academies Show.

Explore the functionality of ConnectEd



Company exposure to all attendees prior to event! Complete your company profile page & ensure all Team Members have accessed & updated their personal profiles to maximise the company's full potential



Meet engaged audiences – schedule pre-confirm meetings with your target market by using the specialist AI powered matchmaking which generates recommended visitors to you and your team. Review Inbound Leads consistently as visitor traffic increases to see which visitors are interested in you



Grow your business - connect & network with leading industry experts and download all your confirmed connections contact details prior to, during & after the event. Attend your meetings on-site either in the ConnectEd Lounge or at your stand



Gather instant leads – NEW THIS YEAR - use ConnectEd (GovNet App) to generate leads on-site & scan badges for instant connections

How to Gain Access to ConnectEd?

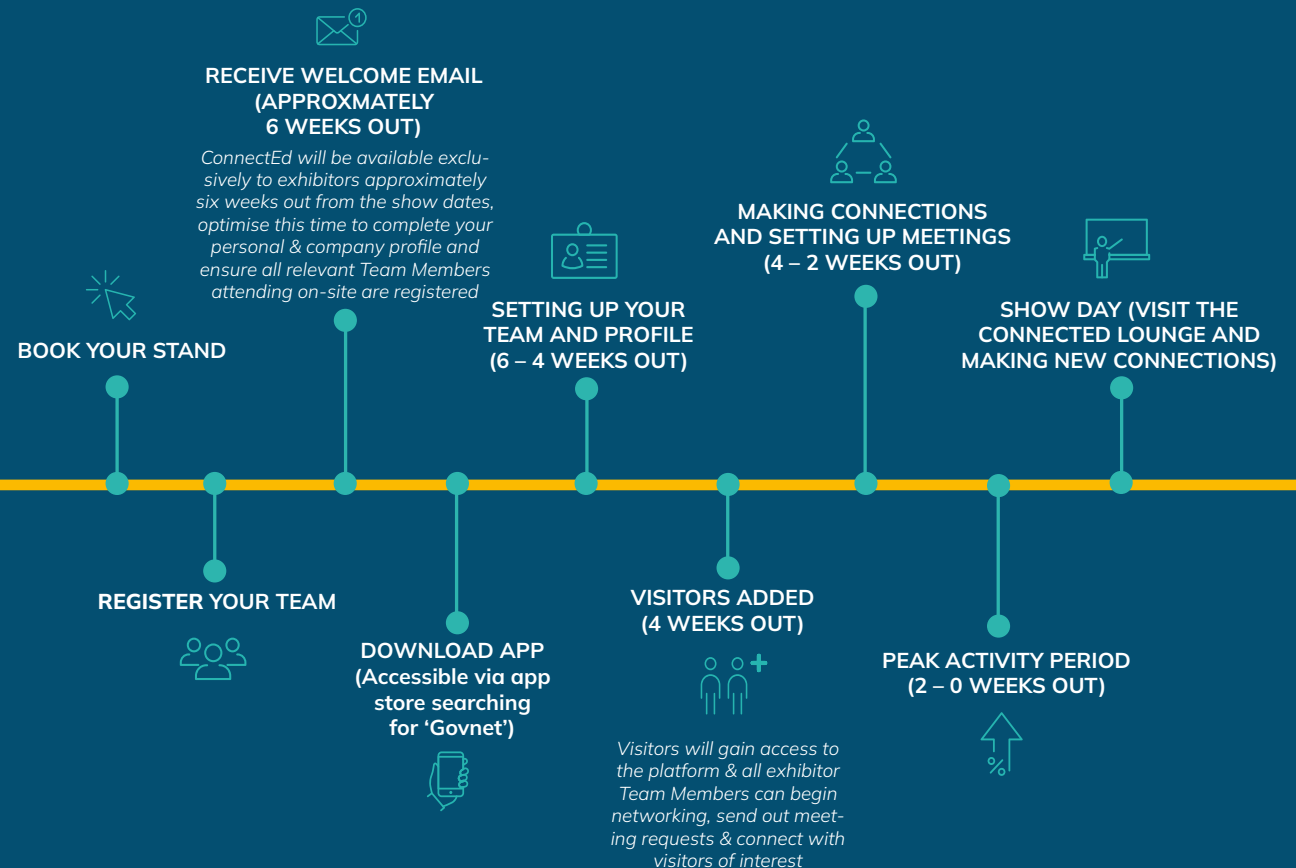
The ConnectEd platform can be accessed online via the URL below or via the GovNet App, which can be found in the App Store by searching 'Govnet'.

matchmaking.grip.events/connected

When the platform is ready, you will be sent an email to activate your account and complete your login details. If you have not received an email at six weeks out from the show, please contact our dedicated team by emailing client.relations@schoolsandacademiesshow.co.uk

Timeline

Whilst on-site, the Meetings Team help facilitate confirmed meetings located in the dedicated ConnectEd Lounge. All meeting participants will receive a text message* reminder 10 minutes prior to their meeting with the time, location & who they're meeting included in the message. Meetings can also take place on the Exhibitor Stands.



Creating Your Team

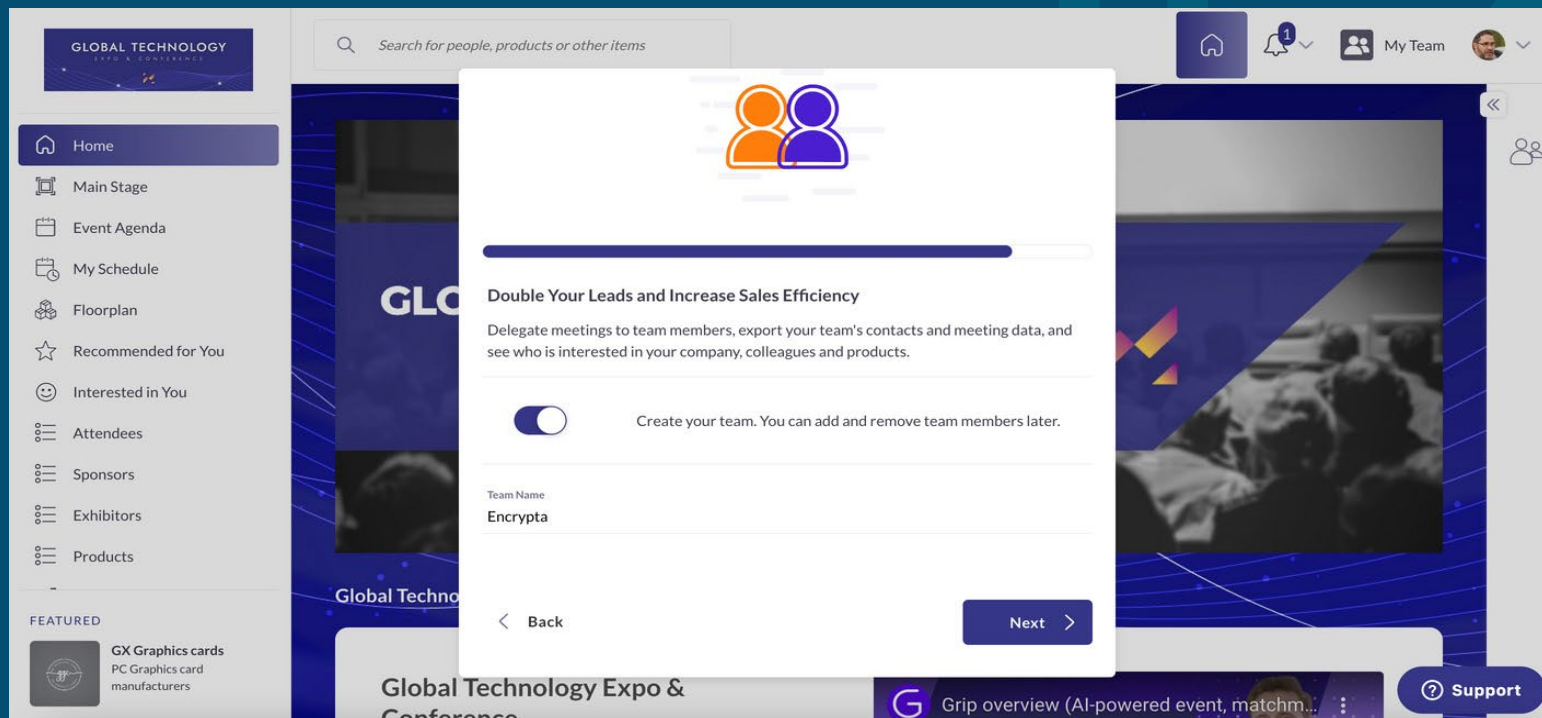
We automatically email an access link and create a profile for all exhibitor staff that have completed the exhibitor registration form.

My Team is the exhibitor section of the ConnectEd Platform (GovNet App), where you can manage and maximise your event experience.

How are Teams Created?

A team is created automatically by the first person from your company who logs into the ConnectEd Platform (via the URL or App). When you login, you will see the below screen.

Please make sure the toggle is selected before pressing 'Next'.



Adding Team Members

The first member of your team to login creates the team and is the team admin. You can ask them to make other team members an admin (or ask us if you're struggling!)

You can invite team members by clicking 'Invite Members'. Team members added via the Exhibitor Registration Form will be uploaded for you.

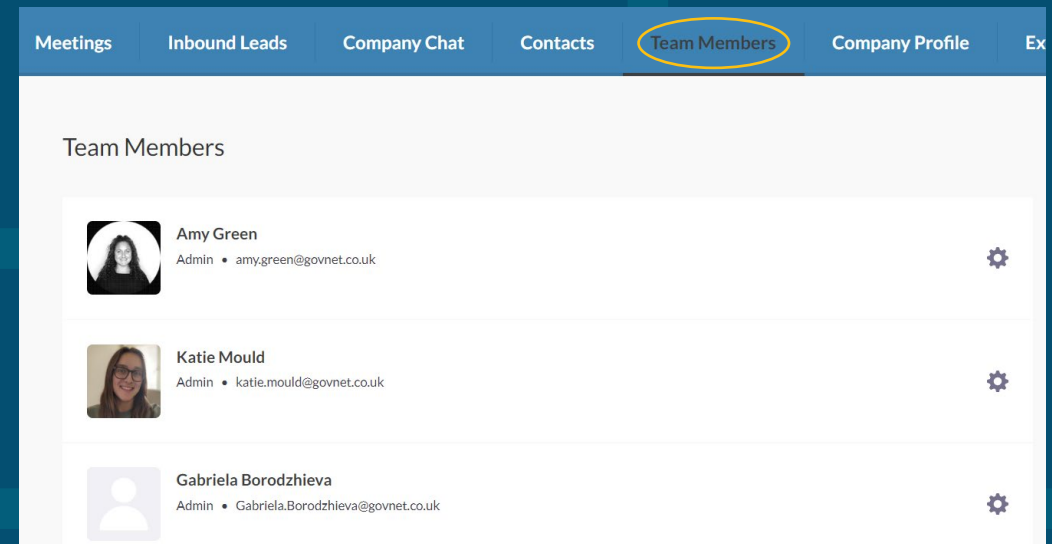
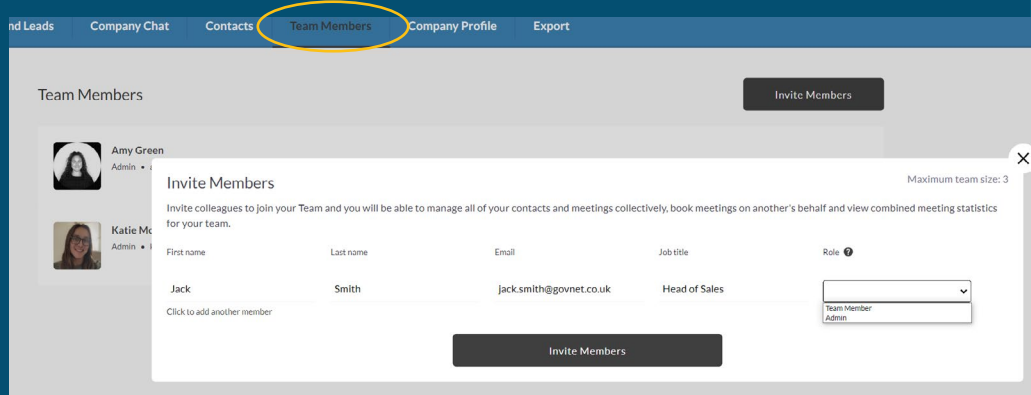
The number of team members you're able to add depends on your sponsorship package. It is only necessary to add the team members attending on-site.

Please contact your sales rep if you'd like to purchase additional team member places.

Team Members

All team members will be displayed on this page. As previously stated, the first person to create the team will be the admin. As opposed to a Team Member the Admin(s) has/have the right to:

1. Edit the role of team members, they can decide to make other people Admin(s) or Team Member
2. Edit other team member profiles
3. Invite additional team member(s)



Completing Your Company Profile

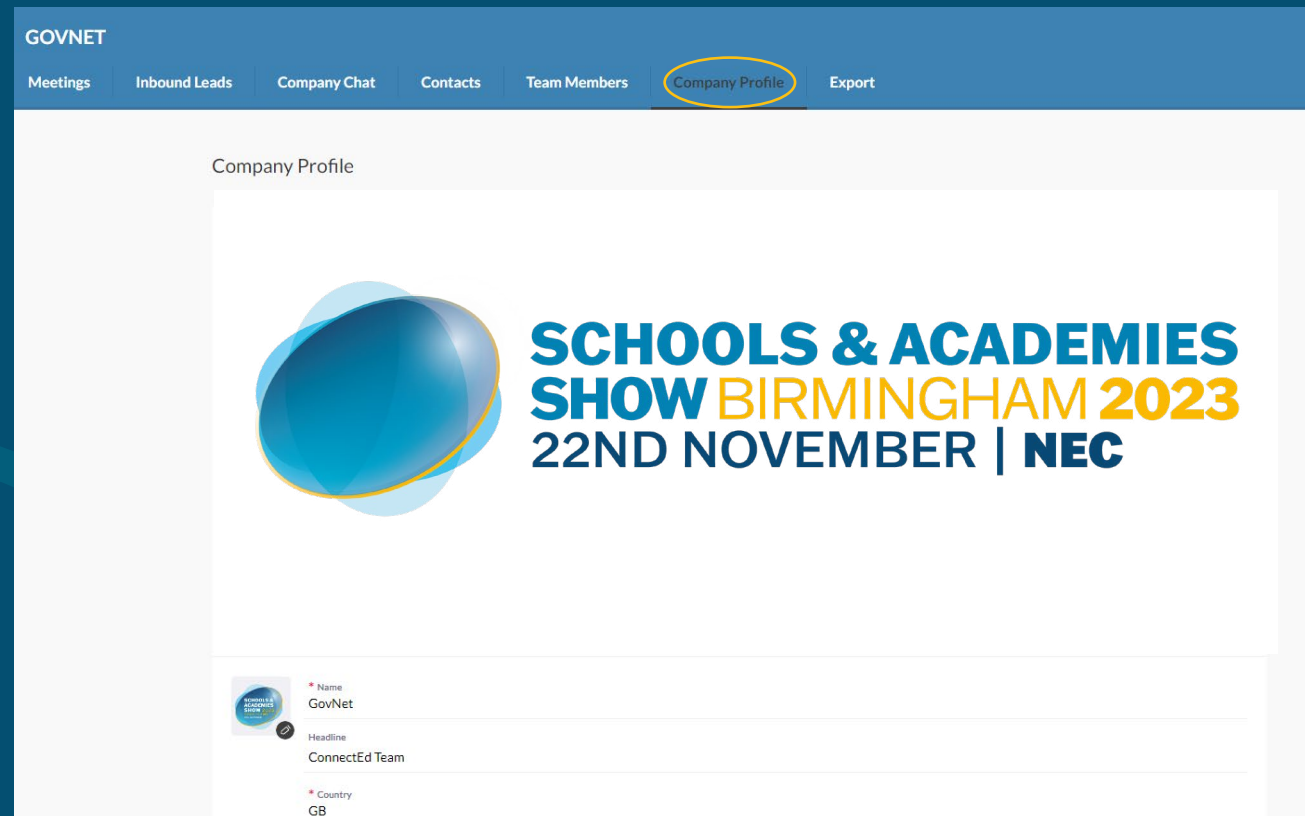
Please complete your company profile before attendees are added onto the GovNet App.

We consider the following compulsory:

- Company Name
- Company Logo (100 x 100px)
- Company Headline
- Hero Image (1476 x 634px, 500kb)
- Location
- Website

The following is recommended to show your brand:

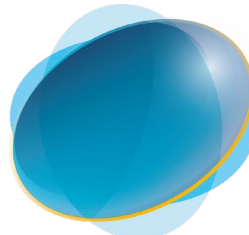
- Embedded Video URL - Will display a video on your company profile.
- Social URLs
- Address





GOVNET

Meetings Inbound Leads Company Chat Contacts Team Members **Company Profile** Export

Company Profile

 **SCHOOLS & ACADEMIES
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 * Name
GovNet

 * Headline
ConnectEd Team

* Country
GB

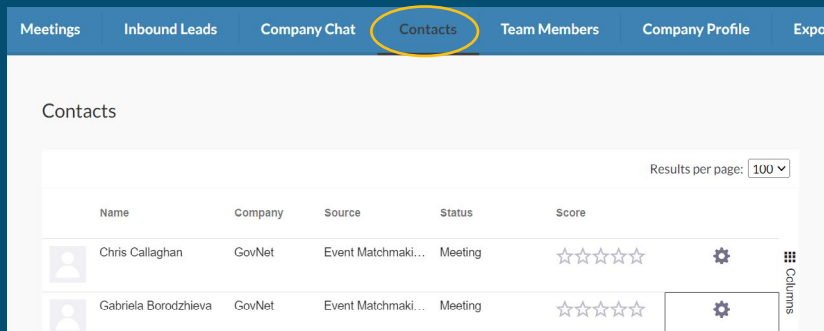
IMPORTANT: Supplier Areas - this field will drive the recommendations you see in the App and your company being recommended to attendees. Please select a maximum of 5 options.

My Team Section

Once you are on your Team section, you will have a number of sub-menus below:

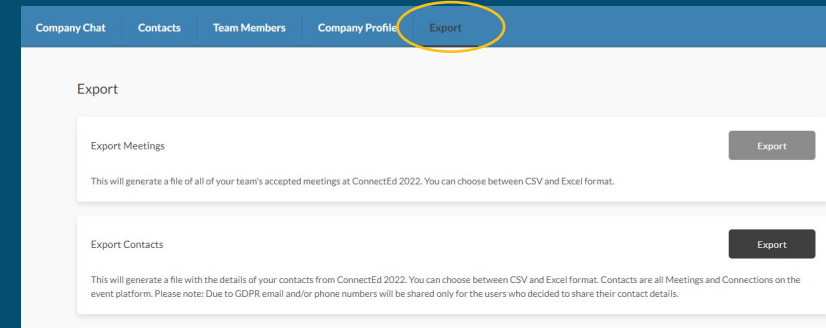
Contacts

The Contacts page allows team members to view all contacts obtained by all team members. This shows participants relating to users who have connections and/or scheduled meetings with the team. You can click the settings cog to view lead notes.



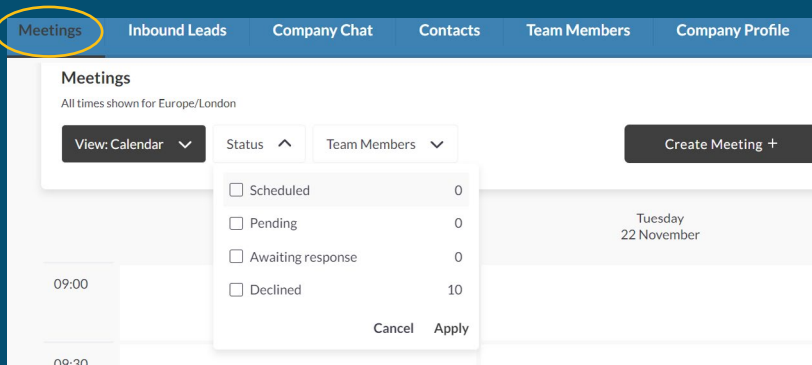
Export

Download all your confirmed meeting partners, mutual connections & leads generated on the day of the event directly within My Team. Please note, this function is only available via the Desktop version of ConnectEd



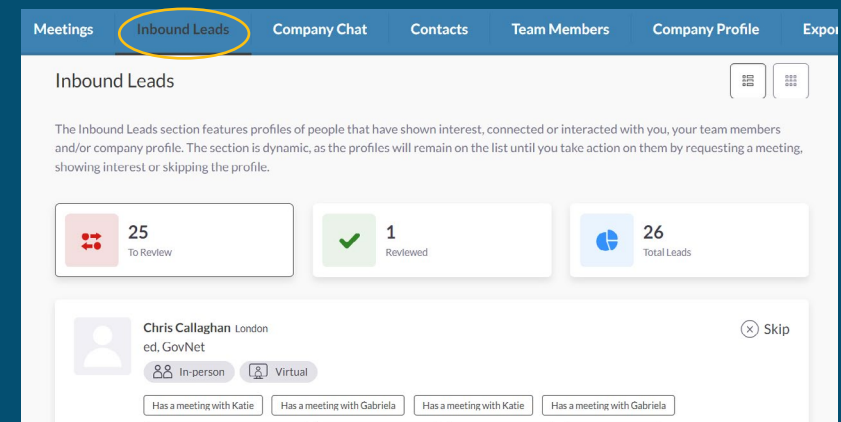
Meetings

The first page you land on when clicking 'My Team'. From here you can filter by scheduled, pending, awaiting response and decline meetings as well as filter by Team Members.



Inbound Leads

The Inbound Leads page features profiles of participants that have shown interest, connected or interacted with you, your team members, and/or company profile.



Finding Attendees

There are 3 primary ways to find people of interest to connect with:

1. Filtering the Attendee List
2. Reviewing your Inbound Leads in 'My Team'
3. Reviewing your Recommendations

Attendee List

Sort: Name | Location | Company Name | Job Title | Status | Reasons For Attending

Sector

Search

Top Results | Alphabetical

Select all | Clear

- Director
- Head Teacher
- Sendco
- Lecturer

4 Selected | Apply

Attendees:

- a amenda, pa, Kent College Pembury (In-person, Virtual) Unskip
- a appear, vice chairman, the learning alliance (In-person, Virtual) Unskip

Company Chat

Event attendees can send messages directly to your company through its profile page. Any team member can reply to these messages as the company.

GOVNET

Meetings | Inbound Leads | Company Chat | Contacts | Team Members | Company Profile | Export

Chris Callaghan London, ed, GovNet (Skip)

Has a meeting with Katie | Has requested a meeting with Katie | Has connected with Katie | Katie showed interest | Interested in Katie

Summary: The Portfolio Director for Education at GovNet Communication, running events including the Higher Education Conference, Schools & Academies Show, EdTech Summit, National Schools Awards and more!

View Lead Notes | Connect | Request a meeting

Quinton Farrell London, Head of Sales - Govnet (Skip)

Personalise your request by adding a note.

Message (Optional): Hi Chris, Thanks for your interest. I specialise in a product that would work in perfect harmony with your institution. Let's connect & discuss.

Send | Request a meeting

Recommended for You

Itzelle Medina Attendee, Research Associate, The University of Sheffield (Skip)

Education Area of Interest: Artificial Intelligence

Education Organisation Type: University

Connect

Emma Jones Attendee, Digital Learning Technologist, University of Wales Trinity Saint David (Skip)

Connect

Navigation: Home, Attendee List, Exhibitor List, Event Agenda, Speaker List, Floorplan, ConnectEd Support Hub

My Schedule, My Connections, My Recommendations, My Interested In List, Interested In Me List (1), My Skipped List

Making Connections

Once you have found someone you would like to connect with, you have two options:

Request a Meeting

This will send the invitee a request for them to accept. It will add it to your personalised calendar as 'pending'. Be sure to check on the status of your meeting before the show.

Show Interest

Like a LinkedIn connection request this will send an invite to the other participant. If they show interest as well the contact will be visible in the 'Contacts' section of my team and available in 'Export'

We suggest you continually run this process before and during the event to maximise your event experience. New participants are frequently as they register. Engagement peaks in the 2 weeks before an event takes place so don't miss out.







**ENGAGEMENT PEAK - 2 WEEKS
BEFORE AN EVENT TAKES PLACE!**

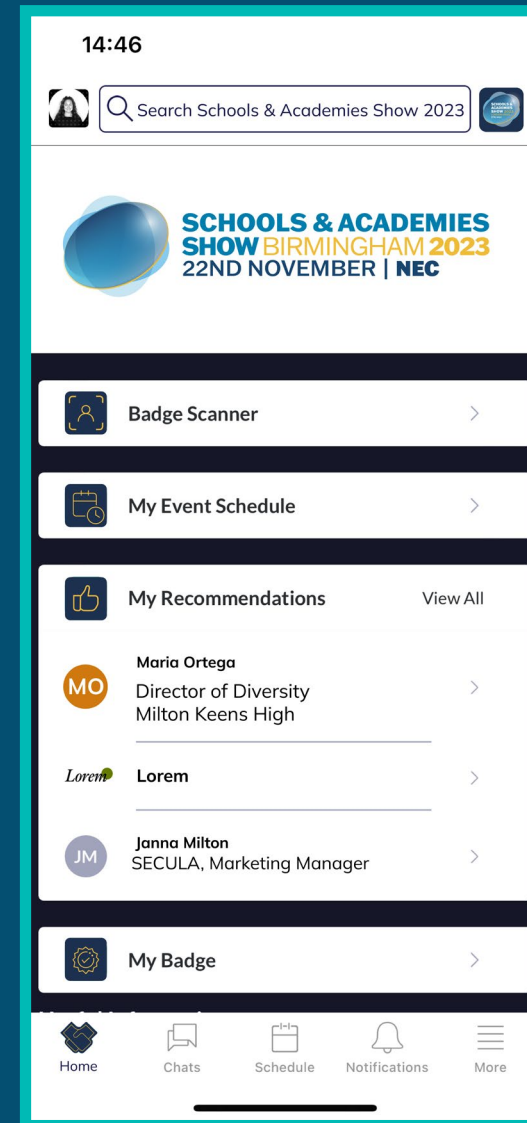


How to Scan Badges

NEW in 2023!

Lead Generation/ scanning is only available via the ConnectEd app, please ensure you and your team have downloaded the app to your mobile phone devices ahead of the event to scan leads.

-  Have instant access to the leads you generate on-site via ConnectEd, simply open the app to begin!
-  On the homepage, click **'Badge Scanner'** and allow the app access to your camera in order to begin collecting those all-important leads.
-  View all current scanned contacts by selecting **'More'** in the bottom right-hand corner.
-  All leads scanned will be added directly to your contacts in the My Teams section, which you will be able to instantly access & download. (Available via desktop version only)
-  Want to be scanned? Easy, simply click on **'My Badge'** to generate your personal QR code that enables exhibitors to capture your information.
-  You will have up to 30 days post-show to download all confirmed contacts.



Questions?

client.relations@schoolsandacademiesshow.co.uk

