



25 - 29 / 4 / 2022





# **DIGITAL EVENT EXHIBITOR GUIDE**

# Welcome to our digital events!



As an exhibitor, you will enjoy exposure and connections that will lead to business opportunities!

- Expose your products and profile to a targeted group of buyers during the digital event
- Proactively reach out to buyers whose product preferences match your product profile and build connections
- Get customer insights by seeing who are viewing what products in your showroom
- Build leads who are interested in what you have to offer
- Opportunities to hold video meetings with interested buyers and talk business

# Get set, Ready, Go!

JEWELLERY & GEM DIGITAL WORLD

- JGDW (Jewellery & Gem Digital World) events are hosted on <u>JewelleryNet</u>
- First, please set up your Showroom and Company Profile on JewelleryNet if you haven't already done so. You may refer to the following Supplier Guides:
  - **ONBOARDING** (Access your supplier account on the revamped JewelleryNet)
  - <u>COMPLETE THE COMPANY PROFILE</u>
  - **<u>SHOWROOM</u>** (Set up your Showroom)
  - ADD A PRODUCT
  - ADD A NEW USER (Invite your colleagues to the company account)
- Then create a Collection (be sure to specify the relevant Event) and then add relevant products to the Collection.
  - See ADD A COLLECTON guide

Visibility	Price Visibility
Community 🗸	Community
Launch Date	Last Display Date (Optional)
2022-04-26	Choose Date
Deliver From (Optional)	Deliver To (Optional)
Choose Date	Choose Date
Event 😨	Exclusive to Event

- Supplier onboarding video and other supplier guides are available in the **<u>Support</u>** page
- Should you have any questions about setting up your JewelleryNet Showroom and Company Profile, please contact us at **cs@JewelleryNet.com**.

# Access your supplier account on JewelleryNet



You can now access our newly revampled JewelleryNet

JEWE ERY	JEWE
Dear {USER_NAME}, Your company, {COMPANY_NAME}, has been granted access to the n revamped JewelleryNet! The digital platform is more powerful than ev with enhanced search, networking and business-matching capabilities If this is the first time you access our revamped platform, please click PASSWORD button to set up a password.	Welcome to JewelleryNet! ewi Please set your secure password. Password must be at least 8 characters & a mix of letters and numbers. User Email Address:
SET PASSWORD	Password Password SHOW
The JewelleryNet Team.	Confirm Password   Re-type Password   I accept the Terms of Service
	LOGIN

• If you haven't received this link yet, please contact us at cs@JewelleryNet.com

• Or you may go to the <u>login page</u>, type in the email address used for your Supplier account and click reset password.

JEWE								
Sign In								
Email Address								
The email address is required.								
Stay Signed In	Reset Password							
SIGN IN								
Not registered?								
REGISTER NO	w							

• You will then receive a message from JewelleryNet with a reset password link.



## Features At-a-Glance





## Features At-a-Glance: Update Showroom



Show Only: Immediate Published Variants

JewelleryNet is more powerful th generate more buyer interest an other practical tips. On this home intelligence!

More Actions 🗸

Content 🗸

Profile

Showroom

Home



# Features At-a-Glance: Update Company Introduction



# Add a video meeting link in Profile



Select the video conferencing tool you use and then enter your default meeting link (URL). You will be able to change the meeting URL at the time of setting up a video meeting.

Video Conference Tool (Optional)

Meeting URL (Optional)

Zoom

Enter URL

 $\checkmark$ 

- You may add a video conferencing link (Zoom, Teams, etc.) in your Profile, with which buyers can schedule a video meeting with you. (You will be able to change the meeting URL at the time of setting up a video meeting.)
- Buyers can then send a video meeting invitation to you by clicking the Video icon.
- If you don't have a video conferencing account, you may consider setting up a free Zoom account at <u>https://zoom.us/</u>\*

\* Zoom is a third-party video conferencing platform not related to JewelleryNet or JGDW digital events or Informa Markets. Please choose your preferred video conferencing platform at your own discretion.

DIGITAL WORLD

Profile

Showroom

Message

This icon will appear in your Profile

after vou've added the link

Video

Meeting





### Reach out to your target buyers

- Exhibitors will have exclusive access to a page with listing of buyers registered for the digital event
- Look for buyers whose product interests match your product profile, and send Message, Connection or Meeting request to them with just one click
- Once connected, you may interact with your connections during and after the event



## How to view Buyer Listing on the event platform



### **Buyer Listing**



Search

#### Buyer List – Fashion Jewellery & Accessories Digital – Spring

Company Name 🗘	Country/Region 🗘	Business Nature 🗧 🖨	Product Preference \$	Access Buyer Profile 🔶
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here
Test buyer company	China	Retailer	Finished Jewellery	Click Here
Test buyer company	Hong Kong	Retailer	Finished Jewellery	Click Here

## **Buyer Listing**



Click links to see profile of buyers whose product preferences match your product profile

#### Buyer List – Fashion Jewellery & Accessories Digital – Spring





## How to reach out to a buyer from the buyer's profile

1. Send a Message

	3 11003	Knowledge	JIA Publications			
Message will be saved in Message Center. View all conversations with Test buyer company.						
To:						
Choose Contact 🗸	393)					Prof
Subject:						_
Subject						<b>A</b> +
Message:				Meeting	Message	Connec
Type your message here						
		0	etails			
		L	ocation: Wan Chai,	Hong Kong 💡		
max: 10MB						



## How to reach out to a buyer from the buyer's profile

2. Send a Connection request (once connected, you may communicate with the buyer any time during and after the event)







## How to track and manage your activities





## How to manage your Connection Requests

Hi, Ronny Pang 💙 🛛 🌐 EN 👻 🔝 🌲 🔎 🛱	
JEWELIERY Home Content - Events My Network Leads News Knowledge JNA Publications Trade Fairs	
My Network My Connections Pending Connections Sent Invitations Connection Settings	
My Connections	
Switch to list view for bulk actions like message export	
Showing 1 records	
Find Connections Q	
ТВ	

Test buyer company



## How to manage your Message

EWEEERY								
ome Content 🗸 Events My Net	work Lead	s News	Knowledge	JNA Publication	s Tra	de Fairs		
lessages								
essage Center displays all your sent and rece cipients and a reply will be sent to all. Messa cipients and their reply will come only to you	ived message ges you have s	threads in one ent using bulk	place. One-on- action on a list	one messages hav have several recip	e only on ients; reci	e recipient. Grou ipient of a <mark>bu</mark> lk m	p messages have lessage will not s	e multiple ee other
							NEW MES	SAGE 🗩
		Unr	all Co	ntacts	~	Search Messa	ages	٩
3 days ago O Vince Tsai	Ø vi	nce Tsai at Tes	t buyer compa	ny				
Chat Message Sure, would you like to chat, etc.	C	nat Messag	e					
3 days ago O Vince Tsai	8	Vinc	e Tsai				3 days ago	
Touch Base I'd like to learn more		Car	n you talk now?	I'd like to learn mo	ore.			
3 days ago O Vince Tsai	8	Me					3 days ago	
Chat Message How can i help you		Sure	e, would you like	e to chat, etc.				RP
3 days ago Vince Tsai	8							
Hi Bracelet (xxy) Hello, I'd like to learn								
3 days ago Vince Tsai Chat Message Hello, are you there? I'd like to talk	8							
4 days ago	⊗ Wr	ite a reply						
Hello							SE	ND



×

⊗ 2 days ago

⊗ 2 days ago

⊗ 2 days ago

 $\otimes$ 

⊗ 3 days ago

Decline 3 days ago ⊗ 3 days ago

Accept

Hi, Ronny Pang Y

🌐 EN 🗸

### How to manage your Meeting Requests

	Meeting Requests View All	Calendar Calendar Settings Meeting Notifications
		Meeting Notifications Show Only: Calendar
A Publications	TB Reminder: Meeting with Vince Tsai of Test buyer company in 15 mins	Vince Tsai Reminder: Meeting with Vince Tsai of Test buyer company in 15 mins Date & Time: November 24th 2021, 1:15 pm CST ADD TO CALENDAR
	ADD TO CALENDAR 2 days ago	Vince Tsal Reminder: Meeting with Vince Tsai of Test buyer company in 15 mins Date & Time: November 24th 2021, 10:30 am CST ADD TO CALENDAR
	TB Reminder: Meeting with Vince Tsai of Test buyer company in 15 mins	Vince Tsai Reminder: Meeting with Vince Tsai of Test buyer company in 15 mins Date & Time: November 24th 2021, 2:30 am CST ADD TO CALENDAR
C	2 days ago	Vince Tsai Vince Tsai of Test buyer company invited you to a calendar meeting Date & Time: November 24th 2021, 10:30 am CST ADD TO CALENDAR
Cha	TB Vince Tsai of Test buyer company invited you to a calendar meeting Accept Decline	TB Vince Tsai You have accepted the meeting request. Date & Time: November 24th 2021, 2:30 am CST



## How to check who have viewed your profile/products

- 1. Click the Leads tab
- 2. Click the buyer's name or company to view the relevant activities





#### How to check who have viewed your profile/products





### How to manage your meetings





### How to manage your meetings

#### Your Meeting Notifications

ly Meetings Iendar Calendar Settings	Meeting Notifications					
Aceting Notifications	eting requests.	Show Onl	y: Calendar 👔	Web/Video MeetNow	Status:	All Pending Scheduled Past All
						All

#### Set your Calendar Setting

#### My Meetings

#### **Calendar Settings**



3

Set default meeting link; the link can be adjusted when individual meetings are scheduled

Set your availability time; bear in mind the time differences for overseas buyers when you set your

availability time

Availability: Enter your availability (start to end) here for each day. Default is 9am - 5pm. To mark a day as unavailable, select the same start and end time.

Day	Start Time		End Time	
Sunday	09:00 am	~	05:00 pm	~
Monday	09:00 am	~	05:00 pm	~
Tuesday	09:00 am	~	05:00 pm	~
Wednesday	09:00 am	~	05:00 pm	
Thursday	09:00 am	~	05:00 pm	~
Friday	09:00 am	~	05:00 pm	~
Saturday	09:00 am	~	05:00 pm	~

Reminders:

Select the time range ahead of the meeting to trigger reminders.



Select the time to receive meeting reminders

CANCE



## How to add a Meeting to your calendar





## How to add a Meeting to your calendar

	Title	Learn More Abou	ut Your Product	5		4.	Click Save & Close to save
Save & Close	4 Start time	Mon/25/4/2022	± 1:15 pm	🗌 All day 🔄 🧶 Time zones			the meeting
T	End time	'Mon/25/4/2022 -	1:30 pm 👻	Make Recurring	9		Check the meeting in your
							calendar
				Toda		E April 20	
						5 April 20	JZZ
					25		
				8 AM			
				9 AM			
				10 AM			
				11 AM			
				12.04			
				1 PM	Learn More About	t Your Products	
				2 PM			
				3 PM			
				4 PM			
				5 PM			





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## THE BUYER'S JOURNEY

#### Buyers access the digital event platform via a JewelleryNet buyer account. Upon approval of their digital event registration, buyers will receive two email messages from JewelleryNet (*If they already have a JewelleryNet buyer account, they will only receive Message 2*)



Message 1:

Set password for your JewelleryNet account This step only applies to buyers who don't already have a JewelleryNet buyer account

You can now access our newly revampled JewelleryNet

## JEWE

Dear {USER\_NAME},

Your company, {COMPANY\_NAME}, has been granted access to the newly revamped JewelleryNet! The digital platform is more powerful than ever, with enhanced search, networking and business-matching capabilities.

If this is the first time you access our revamped platform, please click SET PASSWORD button to set up a password.





Welcome to JewelleryNet!

Please set your secure password. Password must be at least 8 characters & a mix of letters and numbers.

#### User Email Address

Password

SHOW

#### Confirm Password

Re-type Password SHOW

#### I accept the Terms of Service

LOGI

Message 2: Log in to the Digital Event platform

#### Registration confirmation for {EVENT\_NAME} on {EVENT\_DATE}

## JEWE

#### Dear {USER\_NAME},

Your registration for {EVENT\_NAME} scheduled for {EVENT\_DATE} has been approved. To access the event, please click the ACCESS DIGITAL EVENT button below.

Should you need further assistance before and during the event, please contact us at JewelleryDigital@informa.com.







SHOP ALL PRODUCTS













