

DMEXCO @home 2021

User guide for your digital participation

September 07 & 08, 2021

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation
of the Circle of Online Marketers (OVK)



NEW PLATFORM
FEATURES
POSSIBILITIES

Welcome to DMEXCO @home 2021!

Glad to have you with us!

Experience networking, exchange & business! Whether at home, in the office or on the road, via our desktop application or in the new responsive mobile app – dive into the world of DMEXCO @home and take your business to a new level!

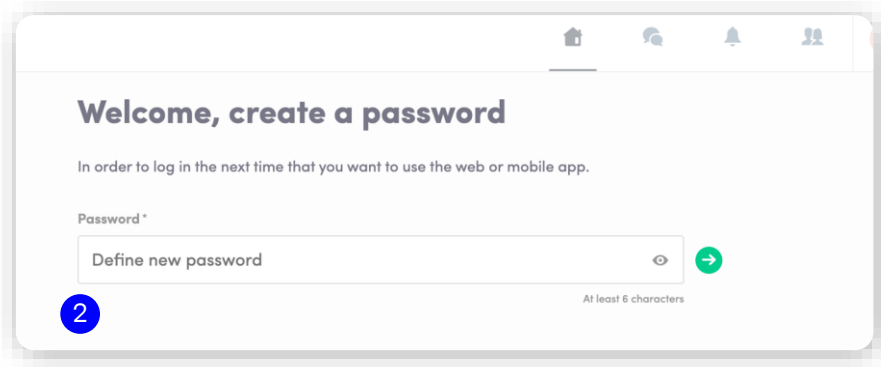
On the following slides we will familiarize you with the most important functions of the platform and show you how to configure your personal profile, how to access live and on-demand sessions and how to connect within the DMEXCO community!

Access the App Login



How to login for the first time?

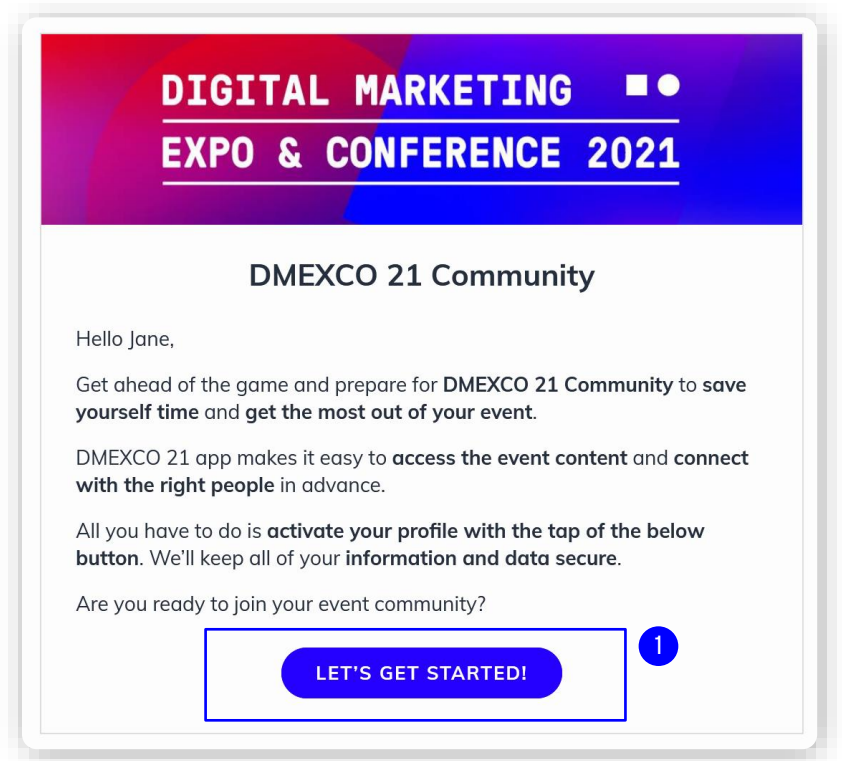
- 1 You will receive an email similar to this one with a button redirecting to a login page. Your account is automatically pre-created by the platform after you're registered.
- 2 A window will then prompt you to create a password for your account.



The screenshot shows a web interface for creating a password. At the top, there are navigation icons: a home icon, a chat bubble, a bell, and a user profile. Below these is a header "Welcome, create a password". A sub-header reads "In order to log in the next time that you want to use the web or mobile app." There is a "Password *" label above a text input field containing the placeholder "Define new password". To the right of the input field are an eye icon and a green arrow icon. Below the input field, a small text note says "At least 6 characters". A blue circle with the number "2" is positioned to the left of the input field.

NOTE

→ If you don't see this email in your mailbox, please check your spam.



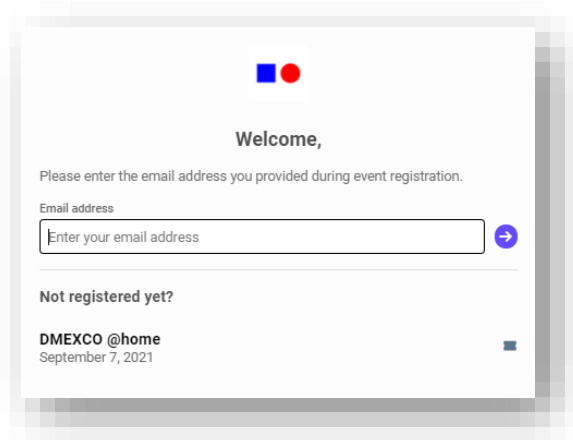
The screenshot shows a welcome screen for the "DMEXCO 21 Community". The top banner has a red and blue gradient with the text "DIGITAL MARKETING EXPO & CONFERENCE 2021" in white. Below the banner, the title "DMEXCO 21 Community" is centered. The main content area starts with "Hello Jane," followed by a paragraph: "Get ahead of the game and prepare for DMEXCO 21 Community to save yourself time and get the most out of your event." Another paragraph follows: "DMEXCO 21 app makes it easy to access the event content and connect with the right people in advance." Then, it says: "All you have to do is activate your profile with the tap of the below button. We'll keep all of your information and data secure." Below this is the question "Are you ready to join your event community?". At the bottom, there is a blue button labeled "LET'S GET STARTED!". A blue circle with the number "1" is positioned to the right of the button.

How to login when I already have an account ?

Access to your account on community.dmexco.com

The login can be done with the e-mail address to which the ticket was assigned in the ticket shop. Then, click enter to connect.

Not registered yet? Get your ticket [here](#).

A screenshot of a web login page. At the top center is a logo consisting of a blue square and a red circle. Below it, the text "Welcome," is displayed. A message reads: "Please enter the email address you provided during event registration." Below this is a label "Email address" followed by a text input field containing the placeholder text "Enter your email address". To the right of the input field is a blue circular button with a white right-pointing arrow. Below the input field is a link that says "Not registered yet?". At the bottom left, it says "DMEXCO @home" and "September 7, 2021". At the bottom right is a small blue square icon.

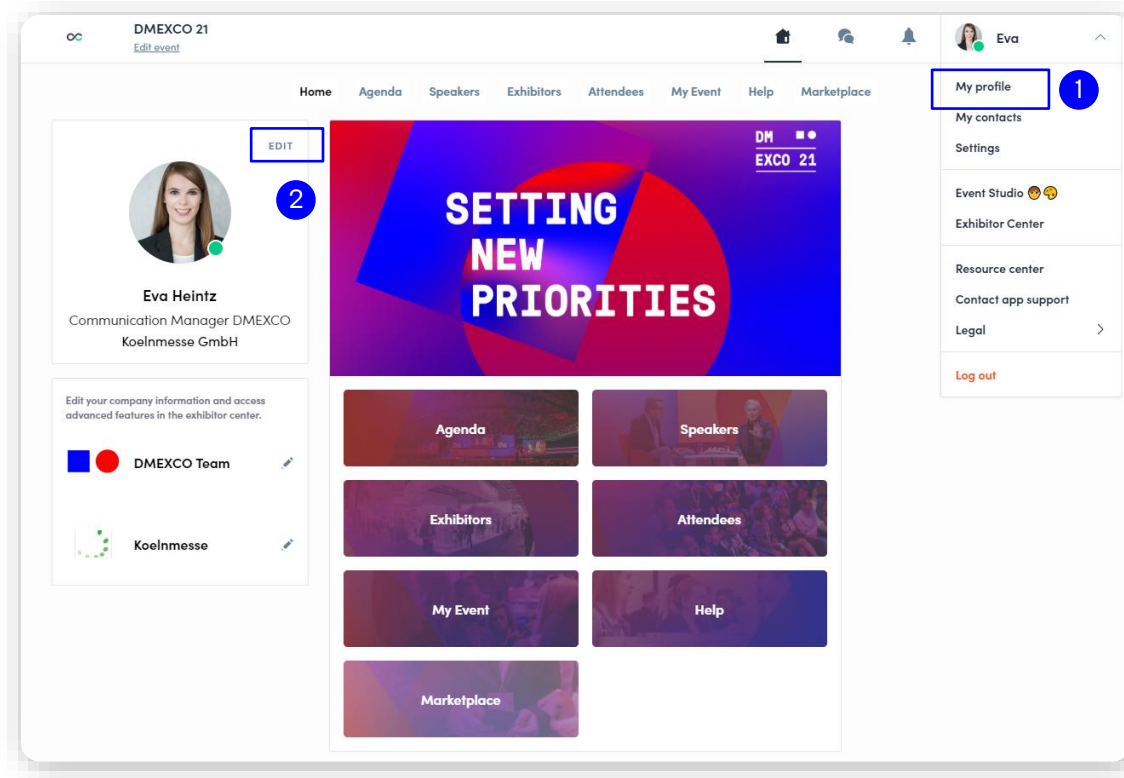
NOTE

→ If you have forgotten your password after entering your email, click on „Send me a magic link“. You'll receive in your mailbox an email to reset your password.

AVAILABLE FEATURES CONTENT FEATURES



How to edit my profile ? (1/2)

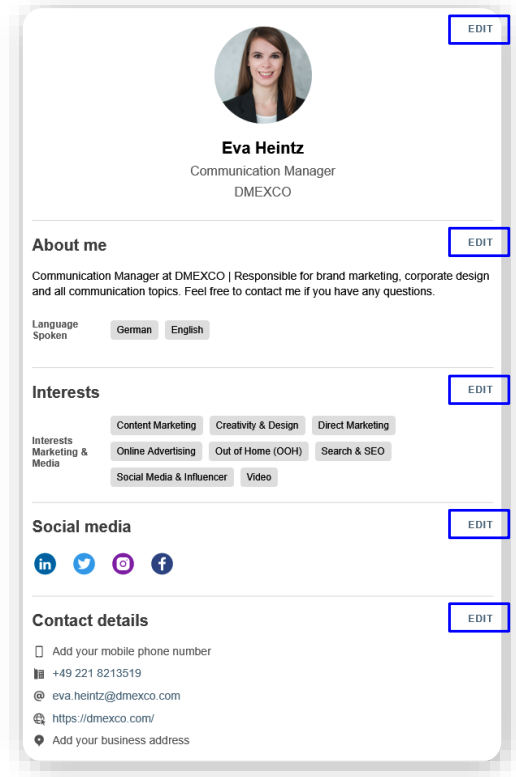


There are two ways for you to access your profile :

- 1 On the upper-right corner of your screen, click on My profile.
- 2 On the left side of your screen next to your photo, click on Edit.

You'll be redirected to your profile details.

How to edit my profile? (2/2)

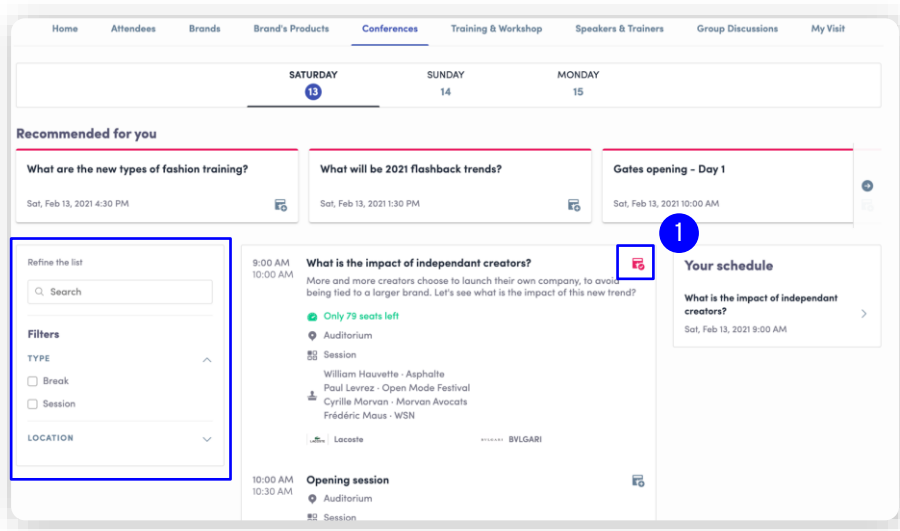


To edit the information on your profile, simply click on the Edit or Add parts depending on which type of information you want to edit.

Here are the information you can edit on your profile :

- Personal information
- Biography
- Interests
- Social Media
- Contact details
- Company

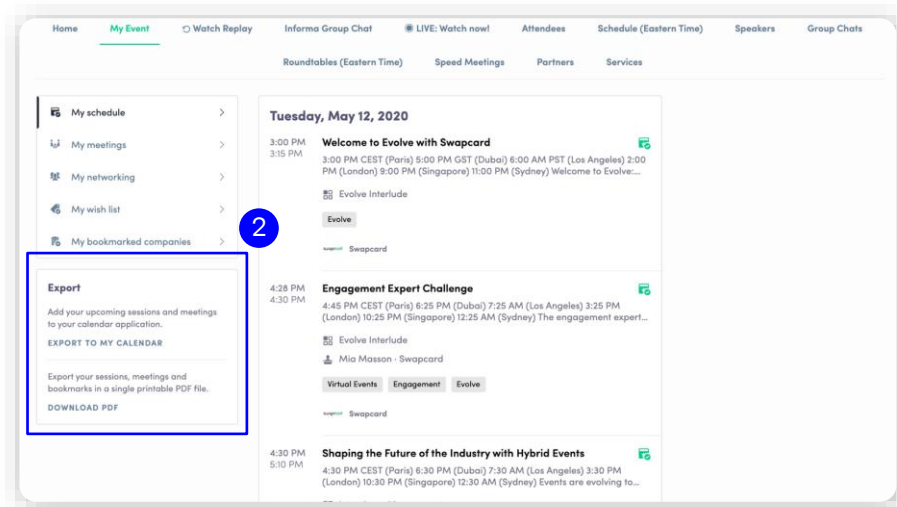
How does the program work?



- 1 The program tab displays all sessions of the event. You can easily register to sessions by clicking on this logo.

NOTE

→ You can define your search by using filters located on the left side of the screen.



- 2 The tab of "My Event" allows you to see your own schedule. You can find there the sessions you are interested in, the sponsors and partners you bookmarked, as well as your confirmed meetings.
- You can export your program by clicking on « Export to my calendar » or « Download PDF ».

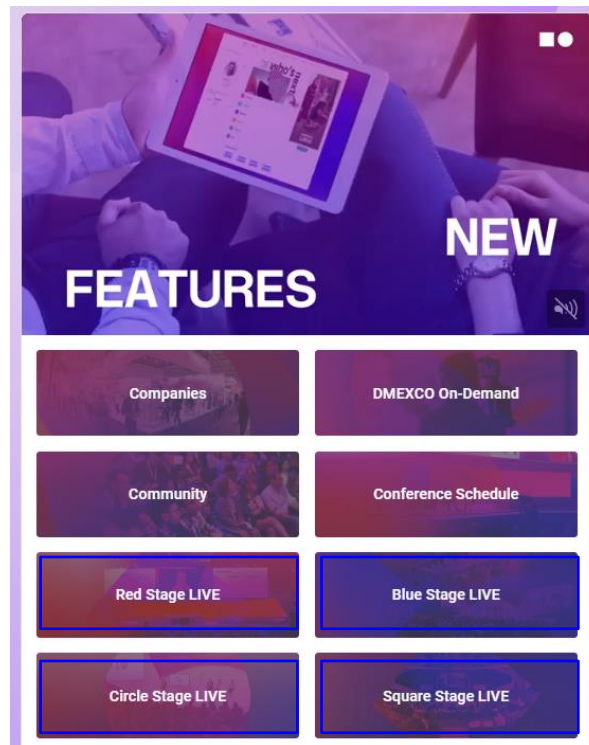
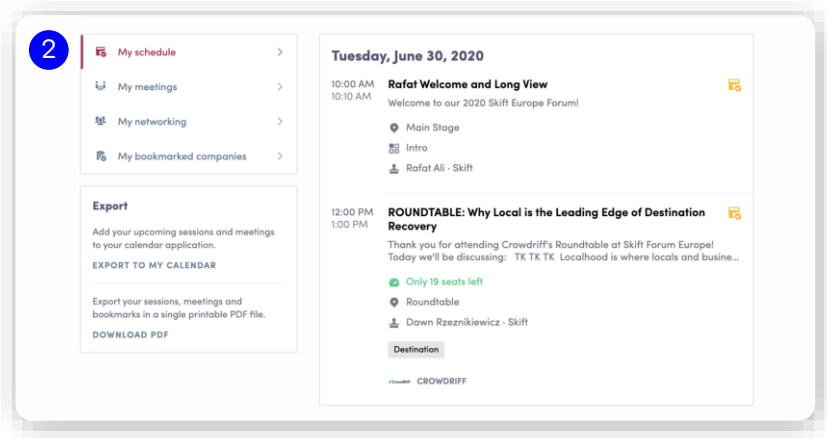
How to access a live streaming session ?

- 1 There are two ways to access a live streaming session.

From the event homepage, click on the «LIVE» button of the stage you want to be displayed.

You will get redirected to the current session.

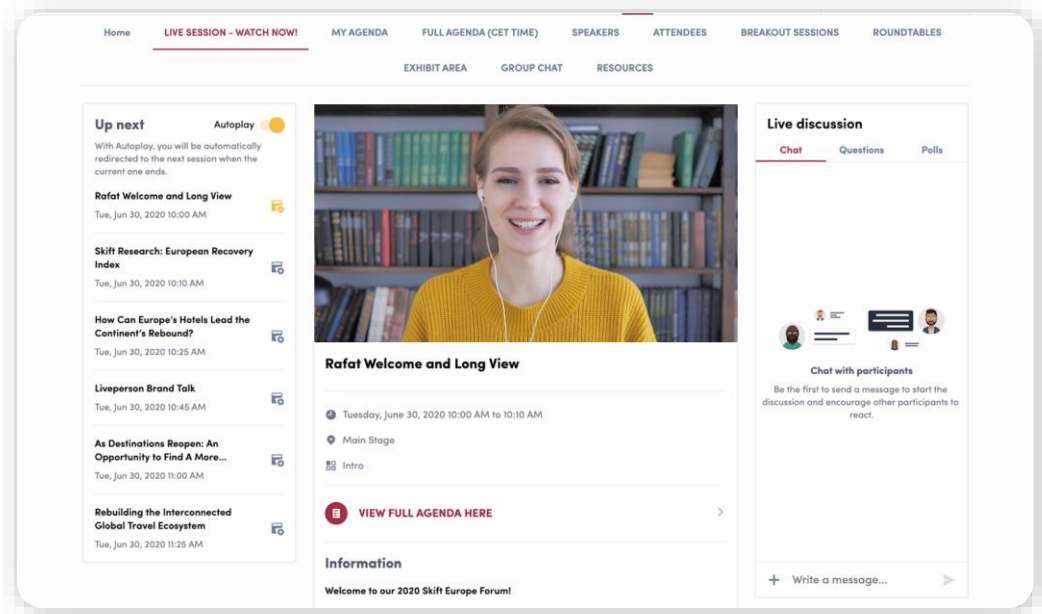
- 2 From your Event schedule or My Event tab, click on the current session you want to follow. You are now on the session page where the live session is taking place.



How to follow a live streaming session?

As soon as the session begins, the video will be displayed at the top of the session page and will start automatically (except on Safari for which you will have to click on "Play").

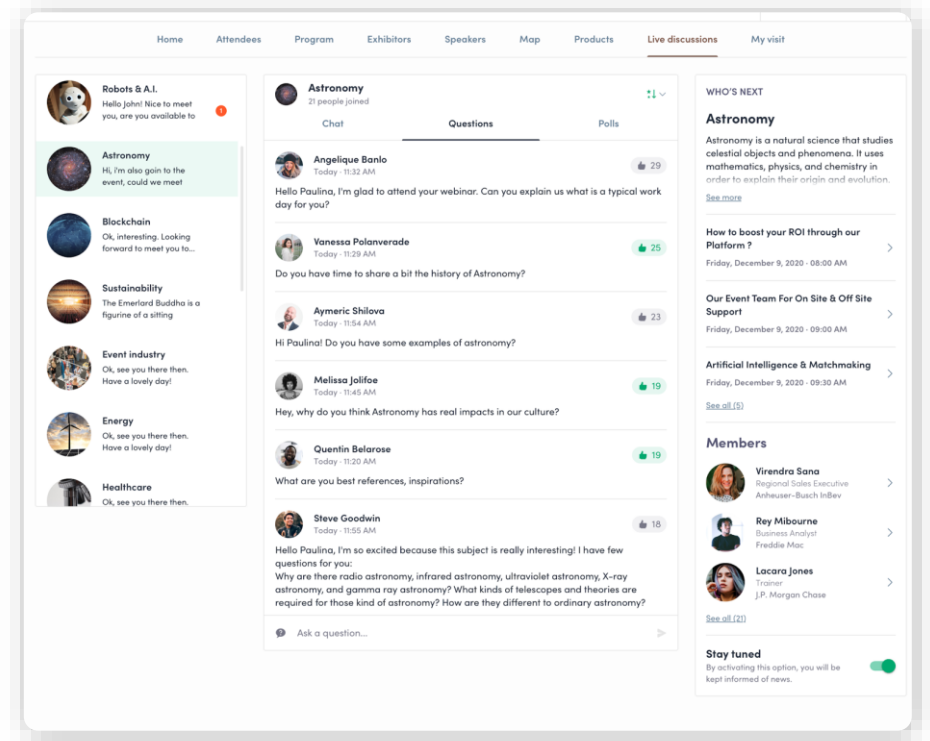
You will then be able to watch the video, in full screen mode if you wish, or continue to browse the app while watching the session.



How to interact during a live session?

Thanks to the live discussion, you are now able to speak with other attendees, ask questions to the speakers, and answer to different polls they will create.

React to other people's messages or delete your message by clicking on the three dots next to it. Questions will be sorted by upvotes.

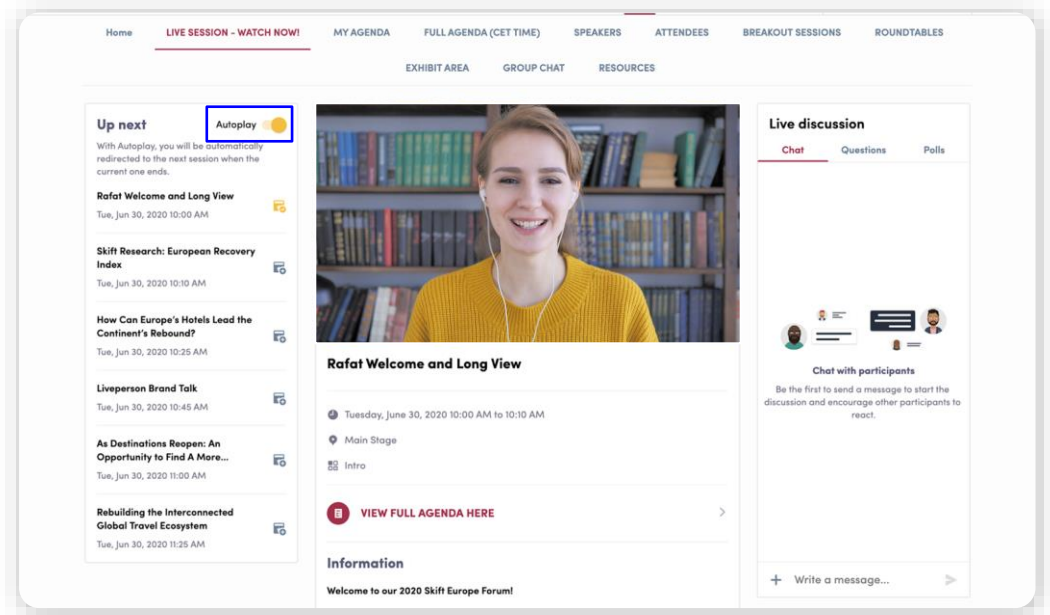


What's the autoplay?

The autoplay feature is automatically activated when you click on a “live” agenda button.

This feature allows a seamless experience when watching sessions since it takes you from one session to another at the end of the first one.

To deactivate it, simply click on the « Autoplay » button on the upper left side of your screen.



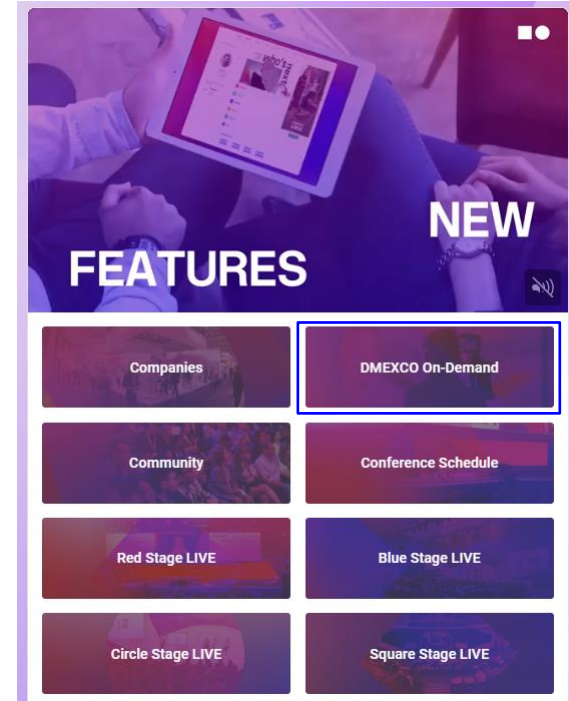
How to watch a video-on-demand session ?

You can watch all sessions of DMEXCO 2020 and DMEXCO 2021 as video-on-demand*.

To access the video library, go to the event homepage and click the button „DMEXCO on-demand“.

You will then be able to find all the sessions available.

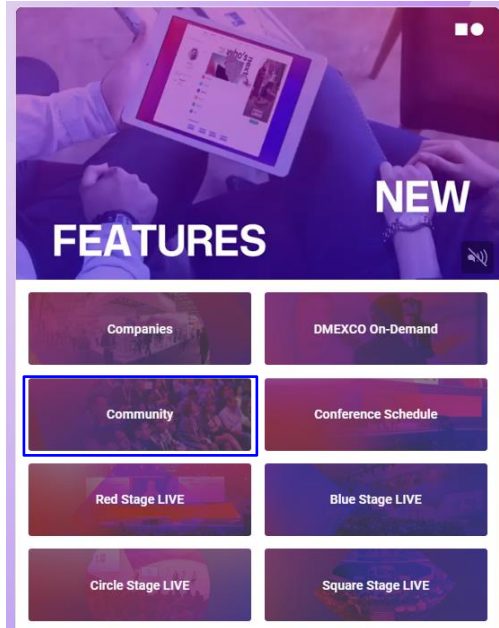
*With the DMEXCO Standard Ticket you have access to the VOD section until December 31, 2021, with the DMEXCO Premium Ticket you can experience all sessions for an entire year!



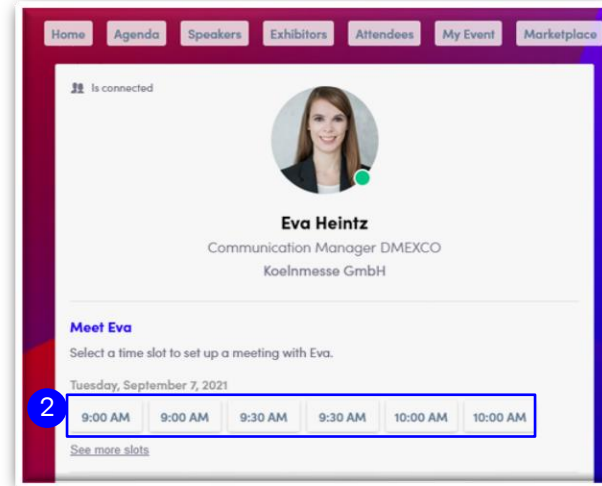
AVAILABLE FEATURES NETWORKING FEATURES

An abstract graphic featuring a large blue square and a large red circle that overlap. The square is tilted slightly to the right. The background is a solid blue color. The text 'AVAILABLE FEATURES' and 'NETWORKING FEATURES' is overlaid on the top left of the graphic.

How to network ?

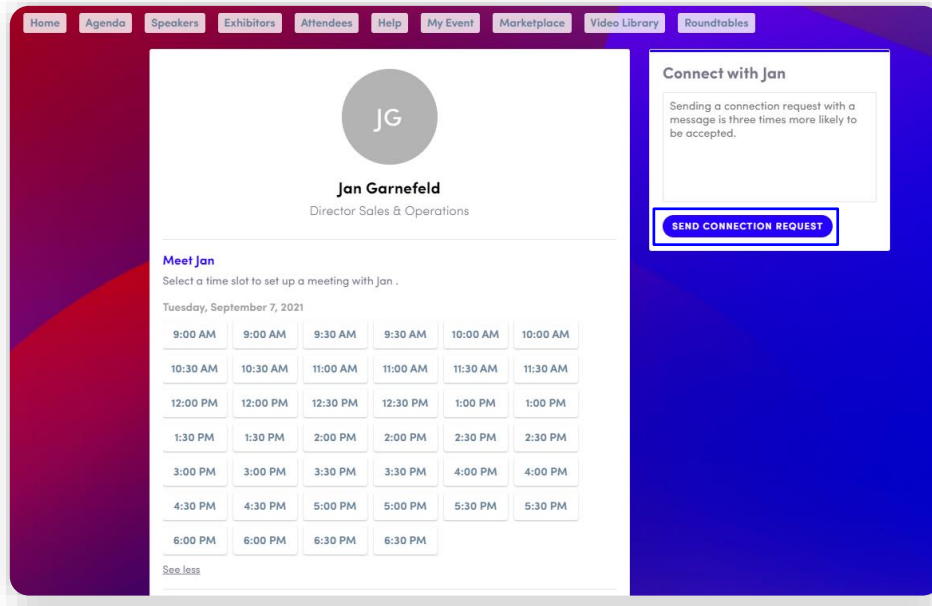


- 1 On the home page of the event, you can access the DMEXCO community and identify people of interest. Do not hesitate to contact them through the application to network and schedule 'face-to-face' meetings with video calls.



- 2 On the attendee's profiles you can see time slots for scheduling meetings on the event. Don't lose time – send meeting requests to the people of your choice before all their slots are booked.

How to make a connection request ?



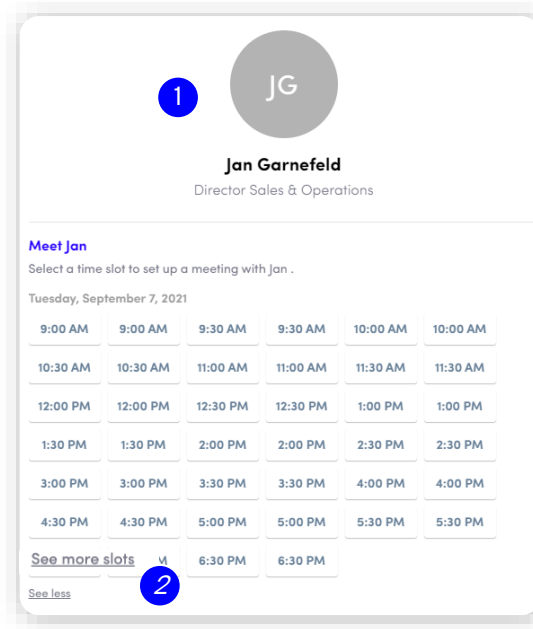
To send a connection request to a person, go to their profile (via the list of participants, speakers, or a company profile) and click on SEND CONNECTION REQUEST.

TIP

→ We encourage you to write a message before sending your connection request to introduce yourself and explain the reason of your request.

How to request a meeting ?

- Step 1**
Go to a person's profile - by going to the list of attendees or a company profile.
- Step 2**
Click on one of the suggested meeting slots. If you want to see other slots, click on « see more slots ».
- Step 3**
After selecting a slot and the virtual location, write a message to the person you want to meet. Once done, click on « send meeting request ».



1

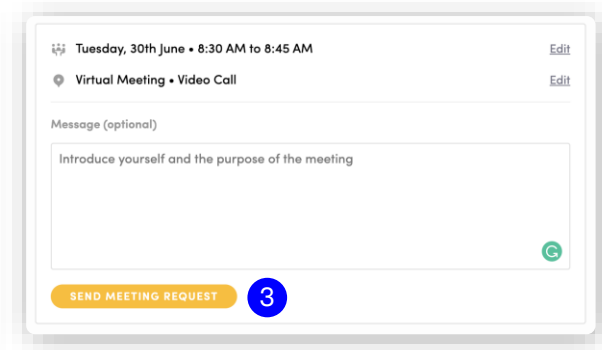
Jan Garnefeld
Director Sales & Operations

Meet Jan
Select a time slot to set up a meeting with Jan .

Tuesday, September 7, 2021

9:00 AM	9:00 AM	9:30 AM	9:30 AM	10:00 AM	10:00 AM
10:30 AM	10:30 AM	11:00 AM	11:00 AM	11:30 AM	11:30 AM
12:00 PM	12:00 PM	12:30 PM	12:30 PM	1:00 PM	1:00 PM
1:30 PM	1:30 PM	2:00 PM	2:00 PM	2:30 PM	2:30 PM
3:00 PM	3:00 PM	3:30 PM	3:30 PM	4:00 PM	4:00 PM
4:30 PM	4:30 PM	5:00 PM	5:00 PM	5:30 PM	5:30 PM
See more slots	See less	6:30 PM	6:30 PM		

2



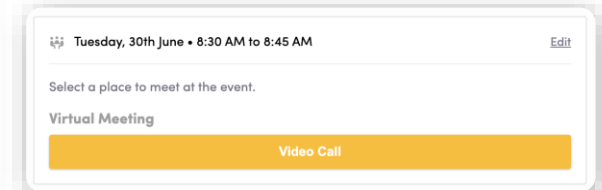
Tuesday, 30th June • 8:30 AM to 8:45 AM [Edit](#)

Virtual Meeting • Video Call [Edit](#)

Message (optional)

Introduce yourself and the purpose of the meeting

3 **SEND MEETING REQUEST**



Tuesday, 30th June • 8:30 AM to 8:45 AM [Edit](#)

Select a place to meet at the event.

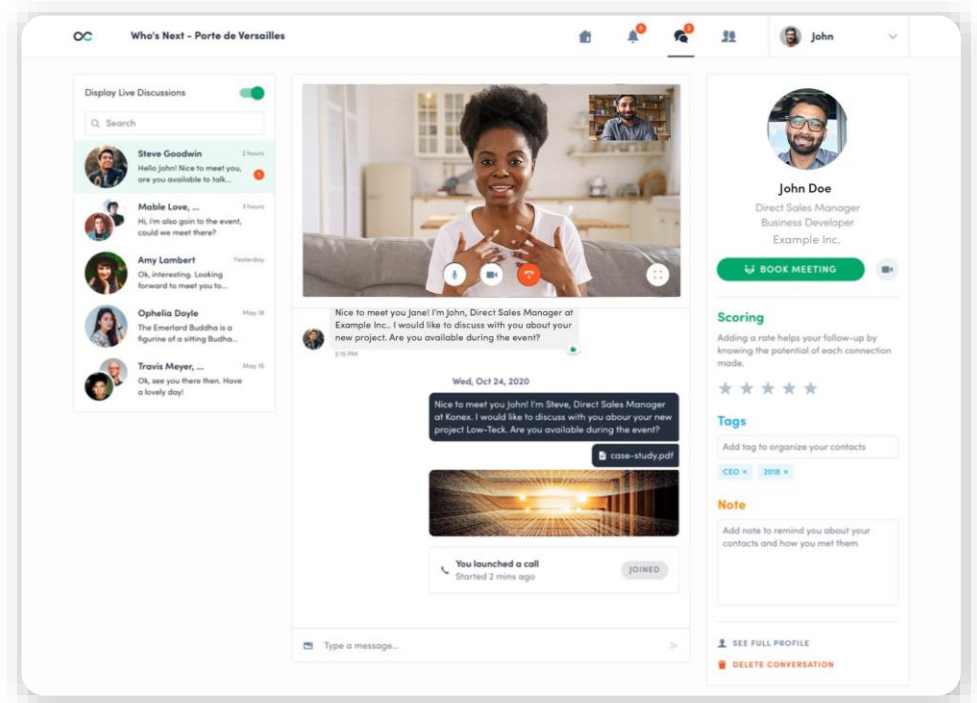
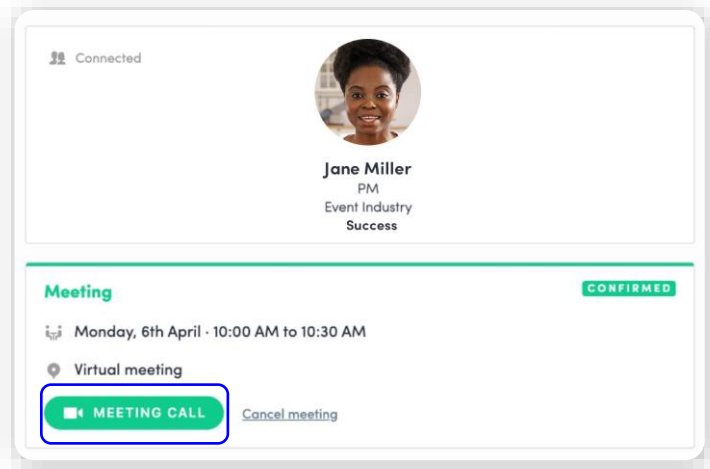
Virtual Meeting

3 **Video Call**

How to do a virtual meeting ?

To do a virtual meeting, you must select the virtual location when requesting a meeting.
(See : How to request a meeting?)

A few minutes before the meeting, go to the profile of the participant you have a meeting with, and click on the colored "Meeting call" button that will launch the video call (only available if the meeting is confirmed).



DMEXCO Leaderboard Challenge

Collect score points for your engagement with DMEXCO @home and win some cool prizes!

Discover DMEXCO @home and gain score points for certain interactions made in the event platform. Attendees who collect the most score points within the determined period of time will win amazing prizes. 🙌

There are two challenges you can take part in within DMEXCO @home:

- Engagement Expert Challenge
- Best Networkers Challenge

Learn how it works and what to win [here](#).

