

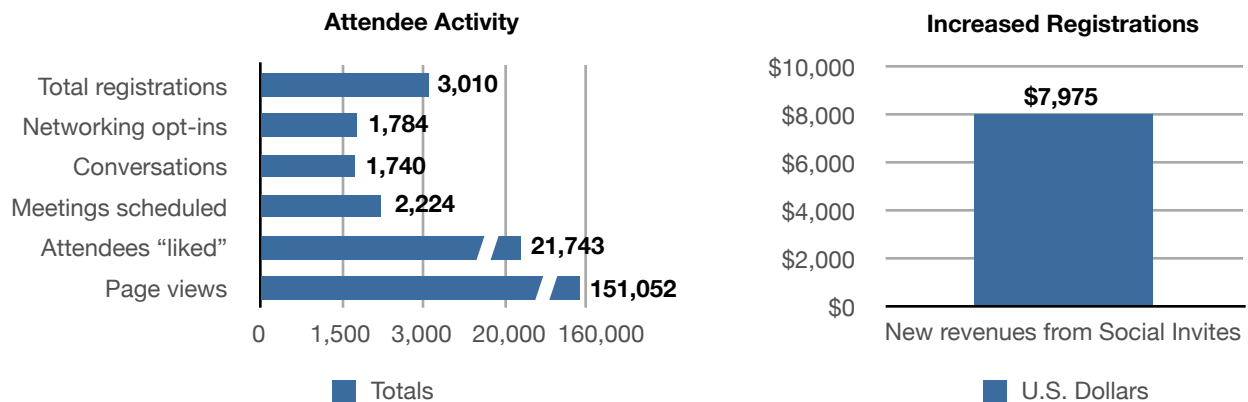
Need: Provide attendees with a networking service to facilitate face-to-face meetings at LeWeb '10

Solution: As Europe's #1 Internet event, LeWeb '10 (leweb.net) was attended by more than 3,000 attendees and 30 exhibitors from more than 60 countries. LeWeb brings together entrepreneurs, leaders, investors, bloggers, and journalists in Paris to focus on the key issues and opportunities in the web marketplace. The program for LeWeb featured such industry luminaries as Carlos Ghosn of Renault and Nissan, Marissa Mayer of Google, Dennis Crowley of Foursquare, and Michael Arrington of Techcrunch.

In previous years, LeWeb organizers Geraldine and Loïc LeMeur received requests from attendees about the desire to enhance networking at the event. Besides a mobile application, the need for better networking was one of the most popular requests from attendees. Attendees expressed interest in meeting others facilitated by a one-on-one appointment scheduling system. For example, investors expressed interest in taking meetings with promising entrepreneurs but needed a way to organize their meetings and avoid double-booking. LeWeb organizers wanted to connect entrepreneurs with investors, exhibitors with customers, and press with attendees.

To deliver on improved networking for attendees, LeWeb selected Presdo Match for its ease-of-use, ability to capture rich attendee profiles from LinkedIn, and the ability to coordinate one-on-one meetings. Presdo Match worked in conjunction with LeWeb's registration system, provided by Amiando, to give attendees access to networking. 15-minute one-on-one meetings could be scheduled. At the venue, LeWeb organizers designated three meeting points with signs to facilitate rendezvous by attendees.

LeWeb organizers provided a dedicated registration promotion code for Social Invites, which are created by attendees to invite their contacts who are not yet registered to the conference. As a result, LeWeb increased registrations and generated additional ticket revenue. Presdo Match experienced heavy usage when it was launched two weeks before the conference leading up to and during the two-day event as conversations between attendees were created and meetings were scheduled.



"Presdo Match gave me great visibility into who was attending. Within a few days, a key European strategic partner—which we were interested in for a long time—contacted me and we arranged the meeting through Presdo. I was not aware they attended the event. We had the first meeting at the conference, which eventually led to a deal." —Christian Göttisch, CEO, Experteer