



NEW NETWORKING MODE

# Preference Based Meeting Generator

Guaranteed meeting schedules for  
your next event.

TODAY · DIRECT BOOKING

# How meetings get booked today.

Direct Booking works one request at a time. Every step is a place a meeting can fall through.



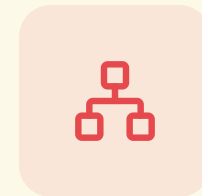
## Send request

Participant picks someone and a slot.



## Wait

Hours or days for a reply.




## Accept or decline

Decline → back to square one.



## Maybe scheduled

If both sides aligned in time.

 Direct Booking is great when people are proactive. It can't **guarantee** anyone ends up with a full schedule.

THE PAIN YOU ALREADY KNOW

# Three problems Direct Booking can't solve.



## "Pending request" fatigue.

Participants send requests and get no response. Engagement drops.



## Empty schedules for VIPs.

Your most important attendees won't operate a request inbox.



## Lost Hosted Buyer RFPs.

Buyers expect a guaranteed number of meetings. Direct Booking can't promise that.

## THE COMMERCIAL SHIFT

# Stop selling networking access. Start selling meeting outcomes.

Until now, you've sold attendees **the right to network** —  
"come browse our list and send requests."

Your most valuable clients — hosted buyers, sponsors,  
VIPs — want something concrete: **a promised number of  
relevant meetings.**

"You will get 10 relevant meetings."

"Buyers will meet qualified suppliers."

"Investors will meet selected startups."

That single pivot unlocks new markets, higher pricing tiers, and easier RFP wins.

## INTRODUCING THE PREFERENCE BASED MEETING GENERATOR

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**Participants tell us who they want to meet. The Meeting Generator decides when, where, and with whom — and guarantees a packed schedule.**

TWO MODES. ONE PER EVENT.

# You choose how networking works on each event.

## Direct Booking EXISTING

### FLOW

Participant A requests → B accepts → meeting booked.

### BEST FOR

Open networking, exhibitions, self-directed audiences.

### RISK

Rejections, empty schedules, "pending" fatigue.

### BENEFIT

High agency and freedom for participants.

## Preference-Based Generation NEW

### FLOW

Participants rank → algorithm runs → schedule appears.

### BEST FOR

Hosted buyers, VIPs, structured matchmaking, strict quotas.

### RISK

No rejections. No pending requests.

### BENEFIT

Guaranteed schedule density and fair distribution.

Modes are chosen per event and are mutually exclusive.

## HOW IT WORKS

# Three steps. That's the whole product.

### 1 Rank

Participants build a ranked list of the people they want to meet.

### 2 Generate

The organiser triggers meeting generation with a single click.





### 3 Publish

The organiser reviews the proposed schedule and publishes it to participants.

The platform handles availability, time conflicts, room capacity, and booking rules automatically.

STEP 1 · RANK


# Participants build one list. That's all they have to do.

-  Browse the participant list and tap **Want to meet** or **Not relevant**.
-  Reorder by drag-and-drop or arrow buttons to express priority.
-  Each card shows its current rank — **Priority 1**, **Priority 2**, and so on.
-  A "Not relevant" list captures explicit exclusions.

Ordered preferences

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⋮
v




**Teresa Willard** ⚡ Speaker

Marketing specialist • BorderTech Ltd >  
Vienna, Austria

Mutual interest
✕

2

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⋮
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**Jasper Green** ⚡

Product manager • Innovatech Solutions >  
Berlin, Germany

Mutual interest
✕

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⋮
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**Lara Chen**

UX designer • Creative Minds >  
Lisbon, Portugal

✕

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**Marcus Quinn**

Software engineer • Tech Innovations >  
Dublin, Ireland

Mutual interest
✕

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⋮
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**Sara Lopez**

Data analyst • Insight Analytics >




✕


## STEP 2 · GENERATE

# One click. The schedule is built in seconds.

-  Click **Generate Meetings** on the Meeting Generator page in Admin.
-  Generation is **blocked** until participants have submitted preferences – no accidental empty runs.
-  Run it as many times as you want; previous results are replaced.

**Preference overview**

<b>285/300 (95%)</b> participants selected some preferences 	<b>264/300 (88%)</b> participants selected max. number of preferences 	<b>36/300 (23%)</b> participants requested exclusions 
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 [Generate meetings](#)

## STEP 3 · PUBLISH

# You see every proposed meeting before participants do.



All generated meetings start **hidden** – nothing reaches participants until you publish.











Review per-participant stats: who got meetings, how many, who got none.



See submission metrics: who submitted, who filled their list, who used exclusions.



Tweak, manually edit, or re-run – nothing ships until **you** publish.

 Don Johns Corwin Inc ✓	 Joy Bahringer Osinski-Durgan ✓	⌚ 09:00 - 09:30 📅 Wednesday, May 20 🏠 On-site Meeting 📍 Table 51 - Lobby	Mutual match
 Ike Treutel Stanton Group ✓	 Ray Ratke Kuhn Inc ✓	⌚ 09:00 - 09:30 📅 Wednesday, May 20 🏠 On-site Meeting 📍 Table 52 - Lobby	Mutual match
 Alonso Runolfsson Gleichner-Schmeler ✓	 Melonie Willms Dickinson-Bartoletti ✓	⌚ 09:00 - 09:30 📅 Wednesday, May 20 🏠 On-site Meeting 📍 Table 53 - Lobby	One-way preference
 Kenny Halvorson Weissnat and Sons ✓	 Luisa West Little LLC ✓	⌚ 09:00 - 09:30 📅 Wednesday, May 20 🏠 On-site Meeting 📍 Table 54 - Lobby	One-way preference

DETERMINISTIC BY DESIGN

# How the system decides who meets whom.



## Mutual interest wins.

When two people both rank each other, that pair gets a meaningful score bonus – so mutual matches are scheduled first.



## Higher ranks win.

Your #1 preference is worth far more than your #10. Priority is respected, not averaged away.



## Fair filling.

Per-type limits, exclusions, time conflicts, room capacity, and booking rules are all respected automatically.

Same inputs always produce the same schedule. Deterministic by design.

# Where Preference-Based Generation pays off.



## Hosted Buyer programmes

Guarantee every buyer a minimum meeting count and win the RFP. The system turns "10 meetings per buyer" into a rule, not a scramble.

### TYPICAL EVENTS

MICE   Travel marts

Luxury retail summits

Food & HORECA

Buyer-supplier forums



## Procurement & sourcing

Many suppliers want a few buyers. Both sides rank, and the system builds a fair schedule that respects buyer capacity **and** supplier relevance – no manual triage.

### TYPICAL EVENTS

Public procurement

Supplier diversity

Corporate sourcing days

Green procurement



## Startup–investor matchmaking

Every startup wants the same investors. Both sides rank, and the system optimises scarce investor time so each selected startup still gets relevant meetings.

### TYPICAL EVENTS

Demo days   Accelerator showcases

Venture clienting

Innovation scouting

# ...and where guaranteed schedules are non-negotiable.



## Public-sector brokerage

EU-funded brokerage and trade missions must prove impact in numbers. Collect preferences, generate complete schedules, and report density with a clean audit trail.

### TYPICAL EVENTS

Enterprise Europe Network

Chambers of commerce

Clusters

Trade missions



## VIPs & delegations

Key buyers, ministers, and executives won't open an inbox. Organisers set their preferences in the backend and generate full schedules in a single click.

### TYPICAL EVENTS

Ministerial delegations

Sponsors

Executive programmes

Curated VIP tracks



## Structured speed-networking

Define a networking block and the system fills every slot for every available participant – ideal where density of conversation outweighs breadth.

### TYPICAL EVENTS

Associations

Franchise networks

University-business days

## DECISION CHECKLIST

# If any of these describe your next event, switch on Preference-Based Generation.

- You promise a minimum meeting count per attendee.
- Your VIPs won't manage a request inbox.
- Past events showed high pending-request rates.
- You're running structured speed-networking sessions.
- Your client expects guaranteed schedules in the RFP.

Otherwise, keep Direct Booking. Both modes are first-class.

✦ COMING SOON – IN BETA

# AI Recommender — find the right people, before you rank them.

A discovery layer that pairs with the Meeting Generator. Four beta features rolling out on selected events.

## Smarter recommendations

Sharper, more relevant suggestions for each attendee — every one paired with a clear, one-line reason.

## Find relevant meeting partners

Participants type what they're looking for in plain language. The Recommender returns matching attendees.

## Email recommendations

Personalised emails featuring suggested people — each with an explanation and a one-click link to that profile.

## AI-sorted participant list

A new sort option alongside the existing ones. Ranks the full list by relevance, personalised to each viewer.

In beta on selected pilot events. Ask your b2match contact about access.

## COMMON QUESTIONS

# Good to know.

### **Can different modes run on different sessions in a multi-day event?**

**No.** The selected matchmaking mode applies to the whole event – not to individual networking sessions or meeting blocks. You can't run one mode for one session and a different one for the next.

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### **Can preference-based matchmaking and direct booking be combined?**

**Not in parallel.** But you can start with preference-based matchmaking, generate the meetings, then switch to direct booking before the event – letting participants adjust schedules and book more. Ideal for late, on-the-day registrations.

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### **Can one group get a separate networking hour while the rest uses another mode?**

**Not through parallel modes** – two modes can't run at once in one event. This is often best handled with session configuration, assigned tables, or a regular (non-matchmaking) session.

## COMMON QUESTIONS

# Good to know.

### Can both exhibitors and buyers rank each other?

**Yes.** Standard booking rules still apply – you configure which participant types may indicate preferences toward which. Only buyers rank exhibitors, only exhibitors rank buyers, or both sides rank each other.

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### Can registration questions be used as matching criteria? 🕒 COMING SOON

**Not at the moment.** Custom or standard registration questions can't yet be added as matching criteria.

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### Can the AI recommender prioritise specific criteria, like international meetings? 🕒 COMING SOON

**Not currently.** Some organisers want to favour international meetings over local ones. More control over matching criteria – including the recommender's – is planned.

## COMMON QUESTIONS

# Good to know.

### What happens to participants no one selects to meet? 🕒 COMING SOON

A known scenario we're already addressing. The direction: after preferences generate the meetings, the **AI recommender** identifies additional relevant matches to fill open slots – especially for participants who weren't selected often enough.

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### Can participants modify their agendas after the organiser confirms them?

**Yes – depending on event settings.** Organisers decide whether participants are allowed to change their generated meetings after schedules have been confirmed and published.



GET STARTED

# Ready to guarantee meetings on your next event?



Talk to your b2match contact.



Book a 1:1 demo.



Enable it on your next event setup.