

# SIA CESA x Swapcard User Guide



Automotive Electronics Congress & Exhibition  
28 January 2021



# SIA CESA 2021

**sia** SOCIÉTÉ DES  
INGÉNIEURS DE  
L'AUTOMOBILE

swapcard


**STEP 1**

**-**


**LOGIN**

# 1. Login / E-mail

Your audience looks forward to your session!

 SIA CESA 2021 <noreply@swapcard.com>  
À  Molly BOISSIER

[Répondre](#) [Répondre](#)

 En cas de problème lié à l'affichage de ce message, cliquez ici pour l'afficher dans un navigateur web.



## SIA CESA 2021

Hello Molly,

You've been added to the event app for **SIA CESA 2021** as a speaker.

Join the app to **increase your visibility** and **start engaging with your audience.**

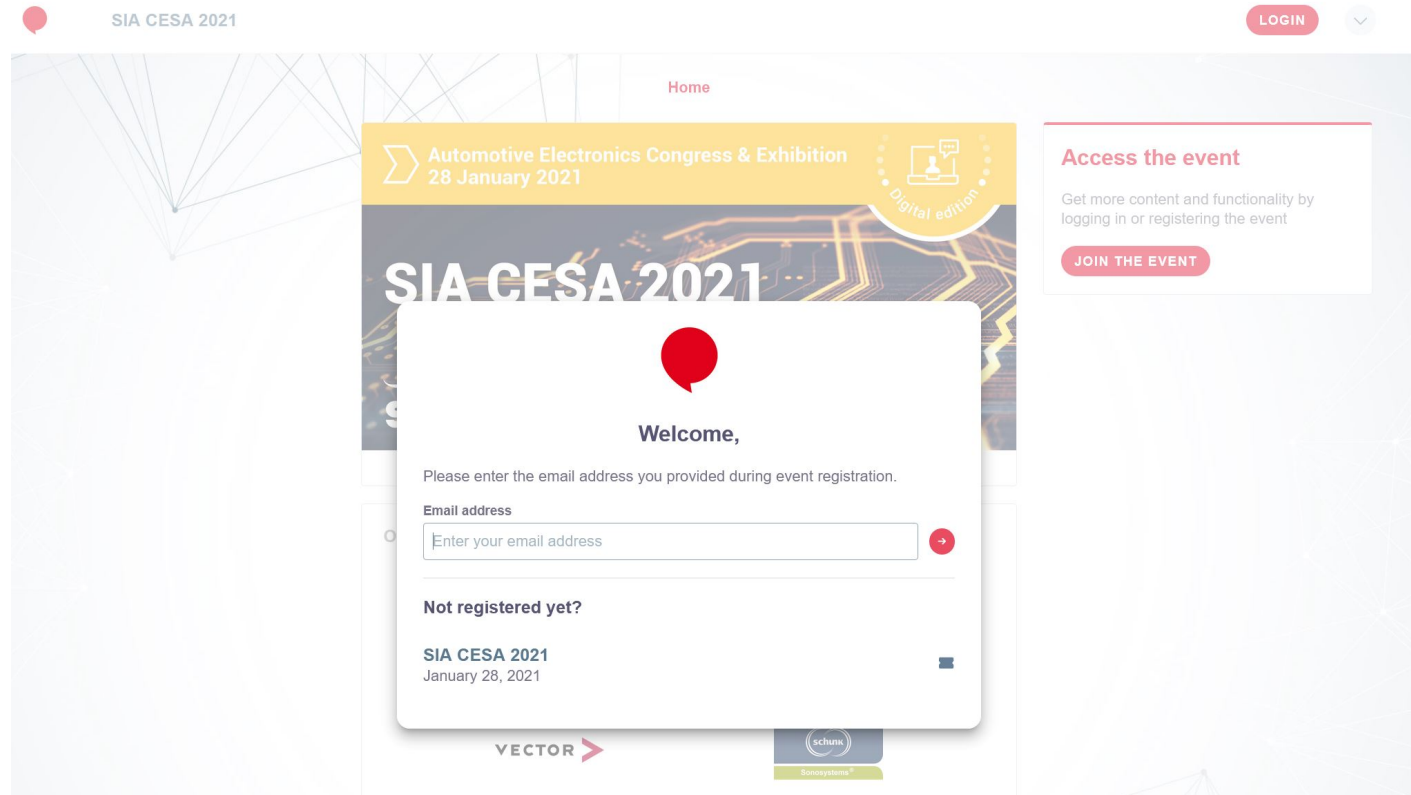
[ACCESS MY PROFILE](#)

You probably received an e-mail with a **button** redirecting to a login page. Your account is automatically pre-created by the event organizer. A window will then suggest that you create a password for your account.



*If you didn't receive anything, check your spam box.*

# 1. Login / Platform – *with an account*

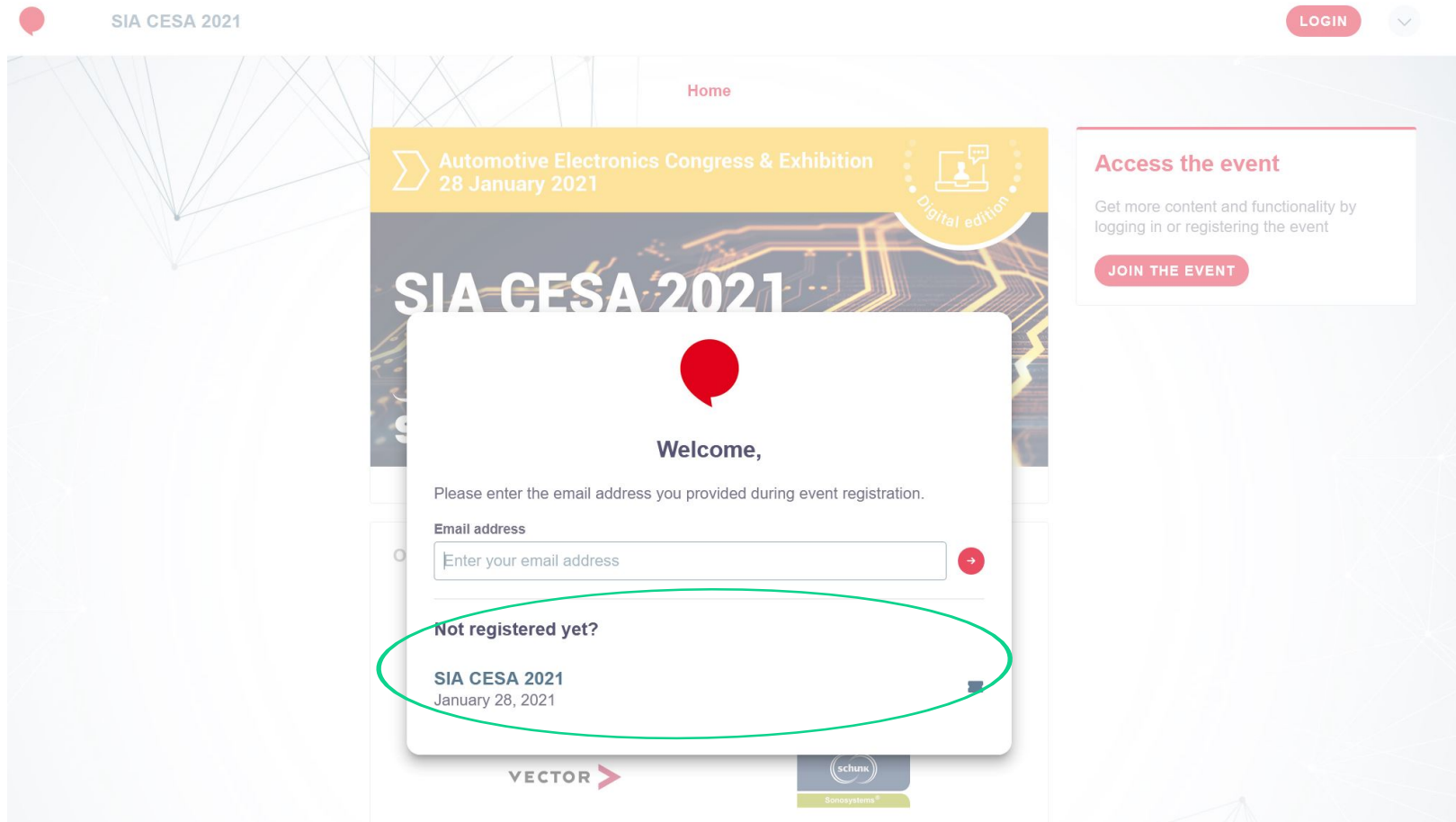


Access your account at [sia.app.swapcard.com/event/sia-cesa-2021](https://sia.app.swapcard.com/event/sia-cesa-2021)

Enter the email you used to register for the event.

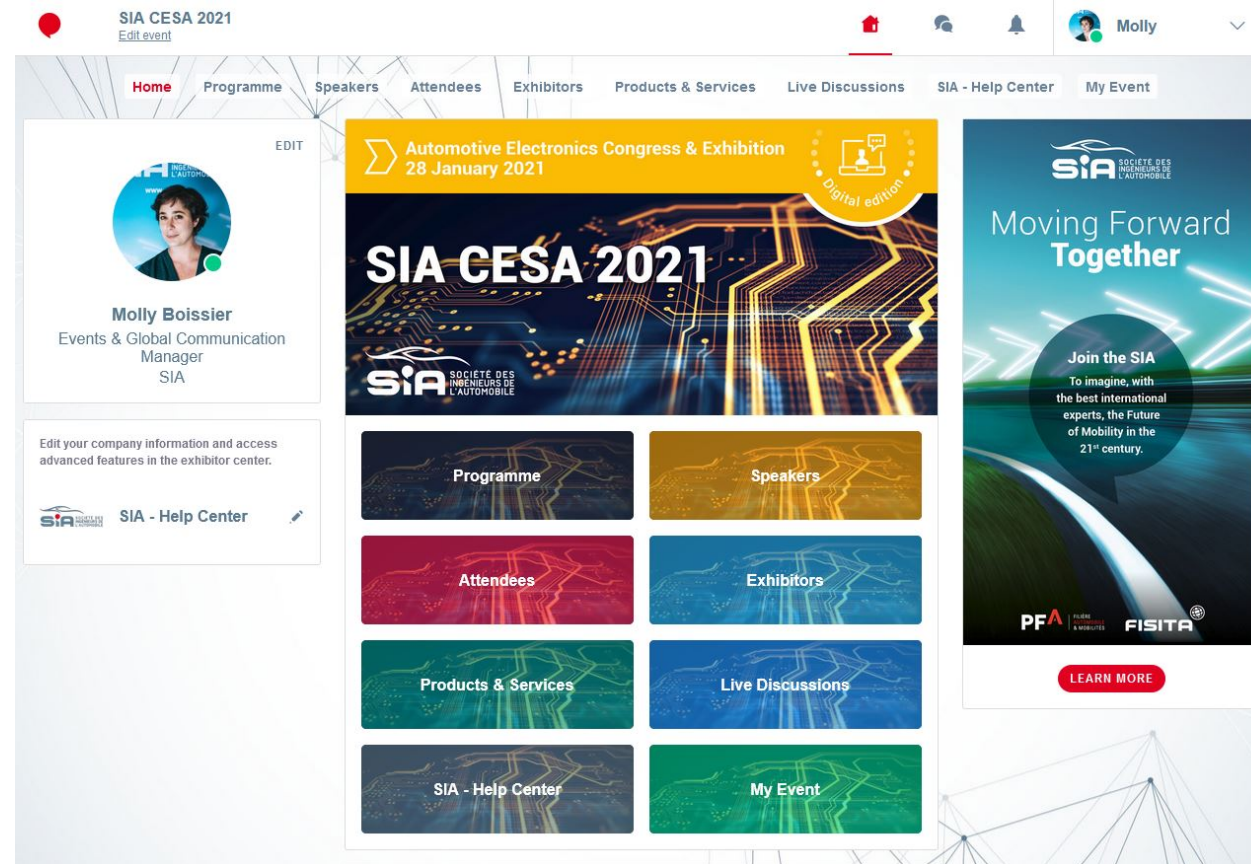
If your address is not recognized, send an email to [molly.boissier@sia.fr](mailto:molly.boissier@sia.fr)

# 1. Login / Platform – *without an account*



Simply register with on the event page <https://www.sia.fr/evenements/184-sia-cesa>. The organisers will the provide you with a link to access the event.





WELL DONE! YOU NOW HAVE  
ACCESS TO YOUR EVENT

**STEP 2**

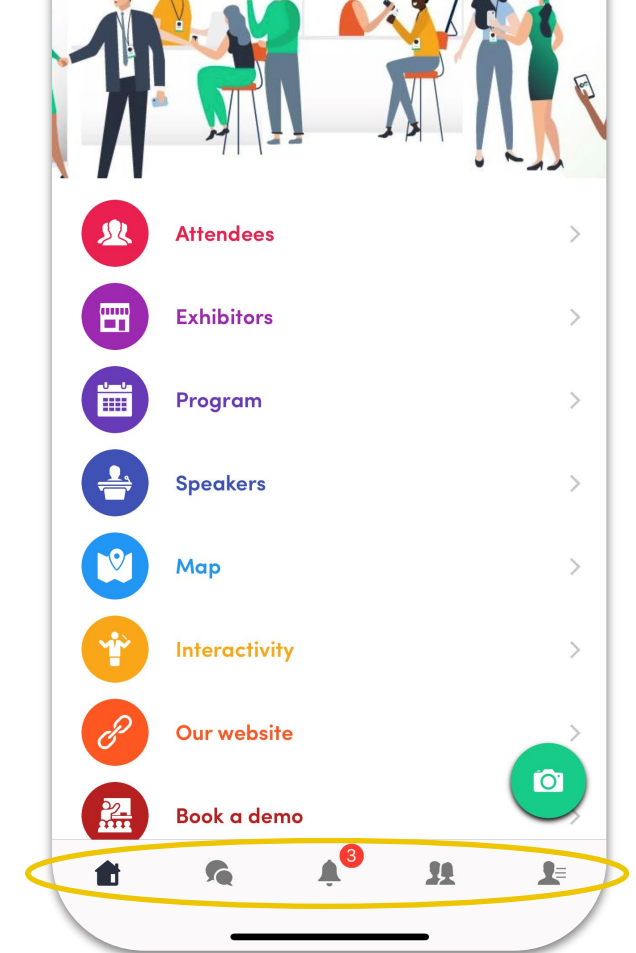
**-**

**APP & WEBAPP**

# App & WebApp / Navigation



Web App



Mobile App

This is the home page of your event. The main navigation is the same on Web and Mobile. It is divided into 5 parts:

- Home
- Messages
- Notifications
- Contacts
- My profil

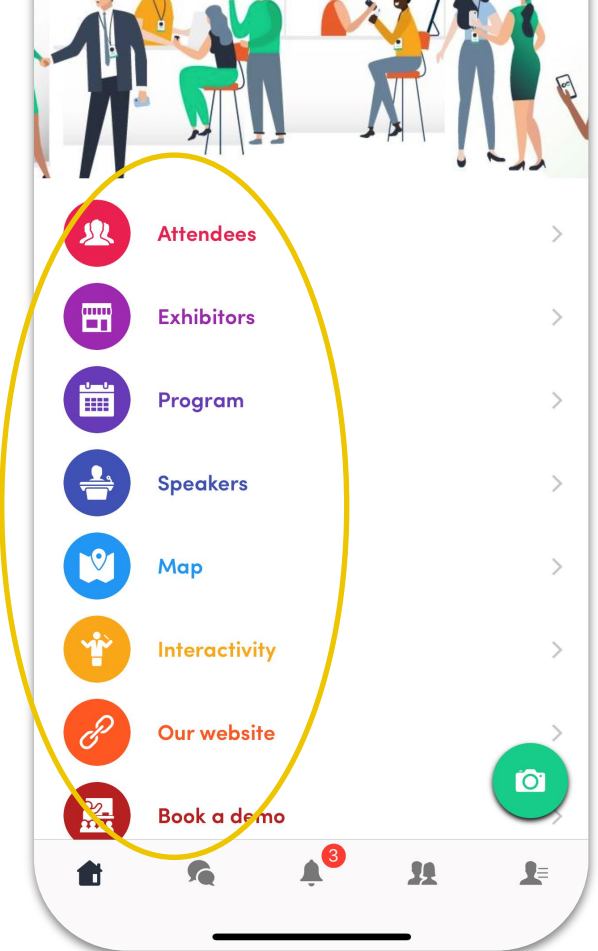


# App & WebApp / Navigation



Web App

To access the different sections of the platform, use the **buttons** on the home screen. From the Web App, navigation is made easier by the presence of a **navigation sub-bar**. This allows access to the 9 sections of the event:



Mobile App

- Home
- Programme
- Speakers
- Attendees
- Exhibitors
- Products & Services
- Live Discussions
- SIA – Help Center
- My Event

# App & WebApp / Attendees & Matchmaking

## Find out who to meet!

1. Sort the attendees to see the most relevant results.
2. Click on a participant to view their information
3. Connect with qualified profiles



A personalized connection request (with message) will be 4 times more likely to succeed.

## AI & Matchmaking

1. Fill in your profile information
2. Enter your search criteria
3. Add the profiles that interest you



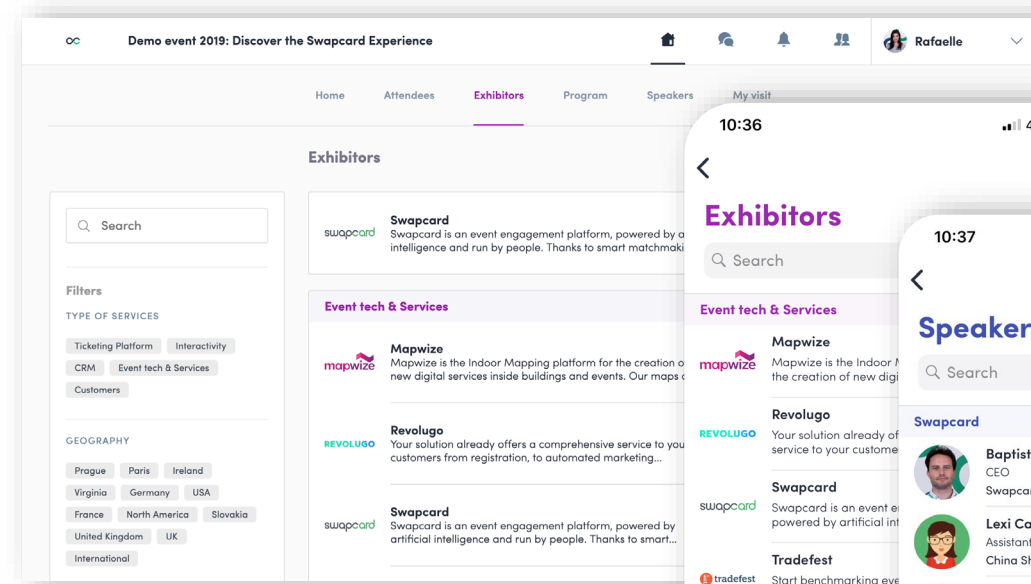
The more data you enter into the platform, the more efficient the matchmaking will be.

# App & WebApp / Exhibitors, Speakers & Program

## Exhibitors

All exhibitors (companies) are **included in this list**, both on mobile phones and on the web application.

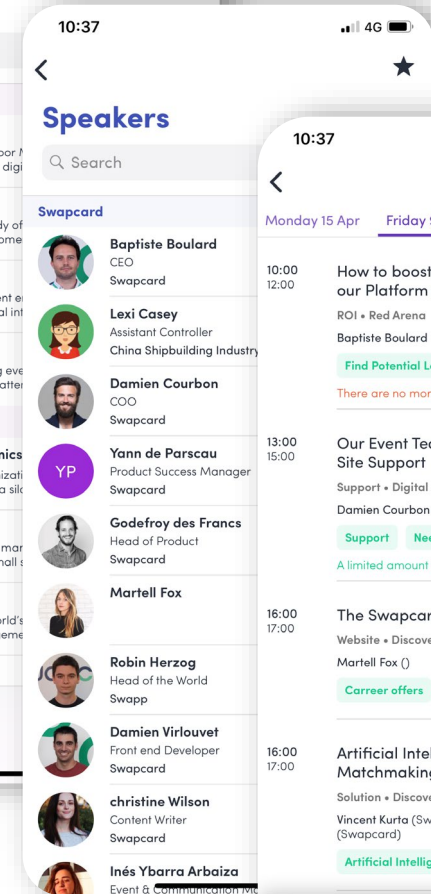
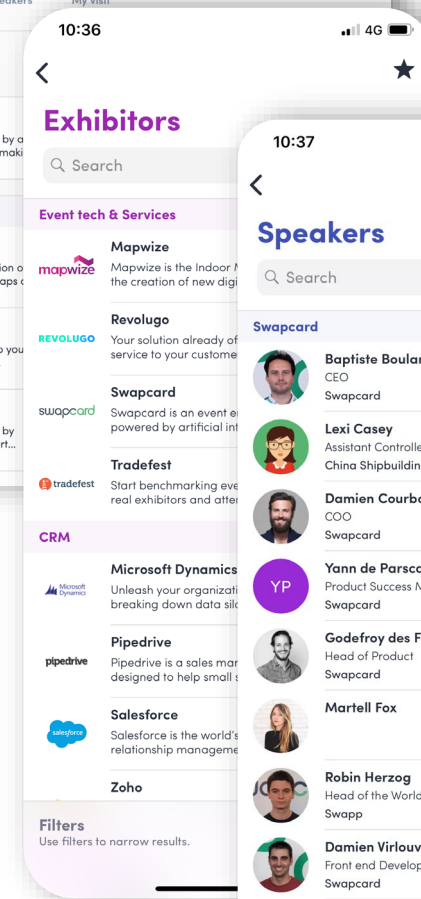
You can then access an exhibitor's or your own record, its description and location on the map.



## Speakers

Find the list of different speakers at the event, and get in touch with them!

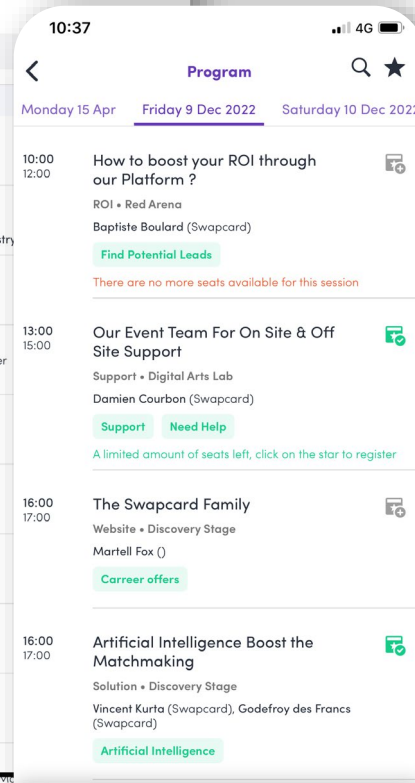
In addition to the general information available on their file, you will also find **the list of the sessions they run**.



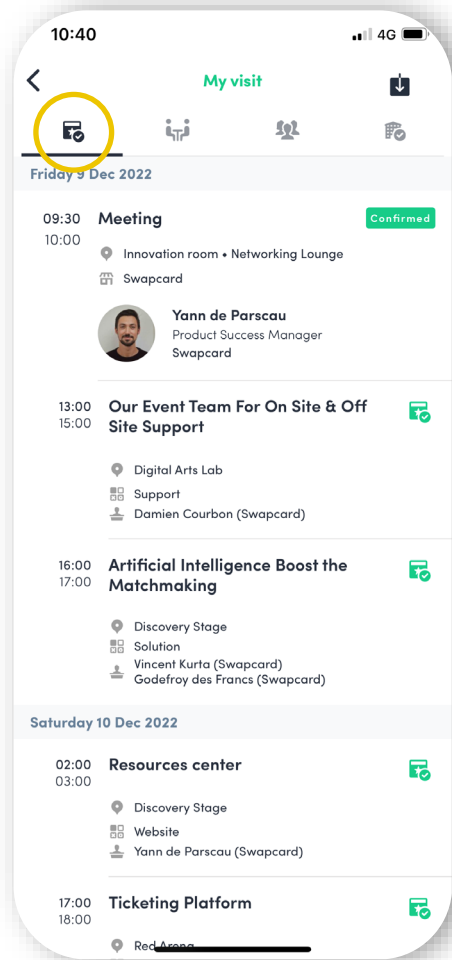
## Programme

All sessions are located in the **"Program"** section. You have the possibility to bookmark the sessions that interest you to create your personalized agenda.

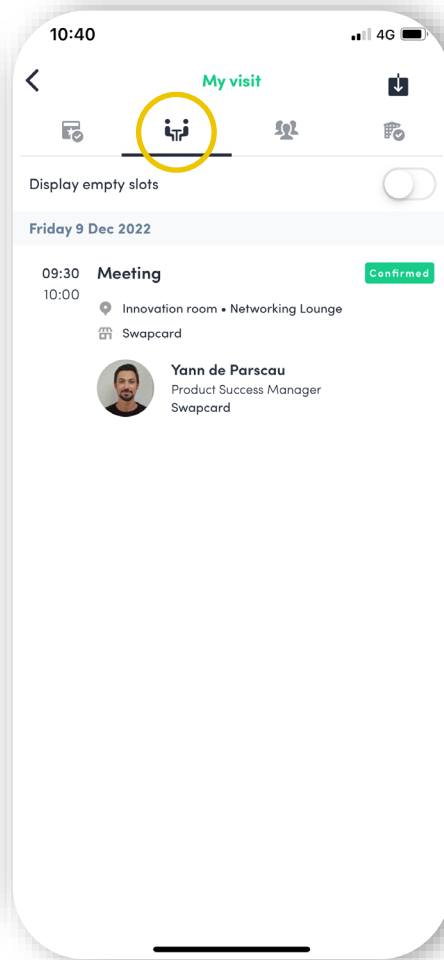
By clicking on a session, visualize who is leading it and which **sponsors** are attached to it.



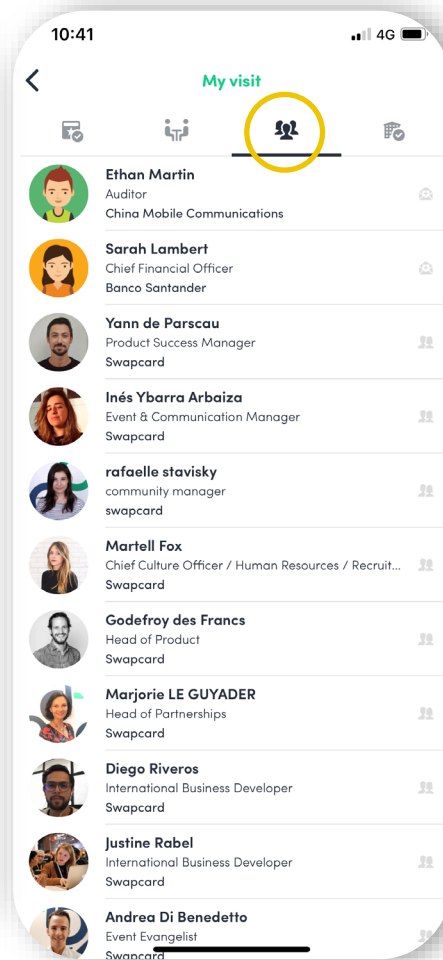
# App & WebApp / My Visit



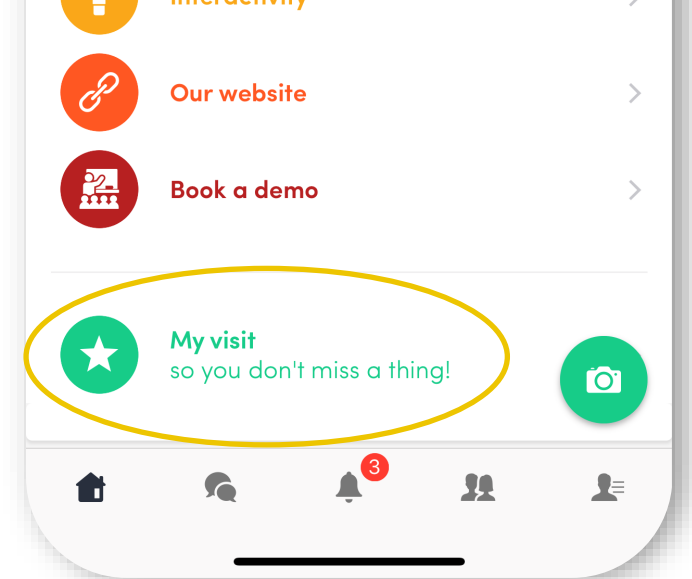
My Schedule



My Meetings



My Contacts



Find your meetings, the people you met on the event and your personalized schedule.

You can export your appointments and your personalized calendar directly in your calendar by clicking on the icon :



# App & WebApp / Send a meeting request

## 1 Select a slot

By clicking on a participant, you can view the appointment slots for which he or she is available. Select the niche that interests you.

## 2 Select a place

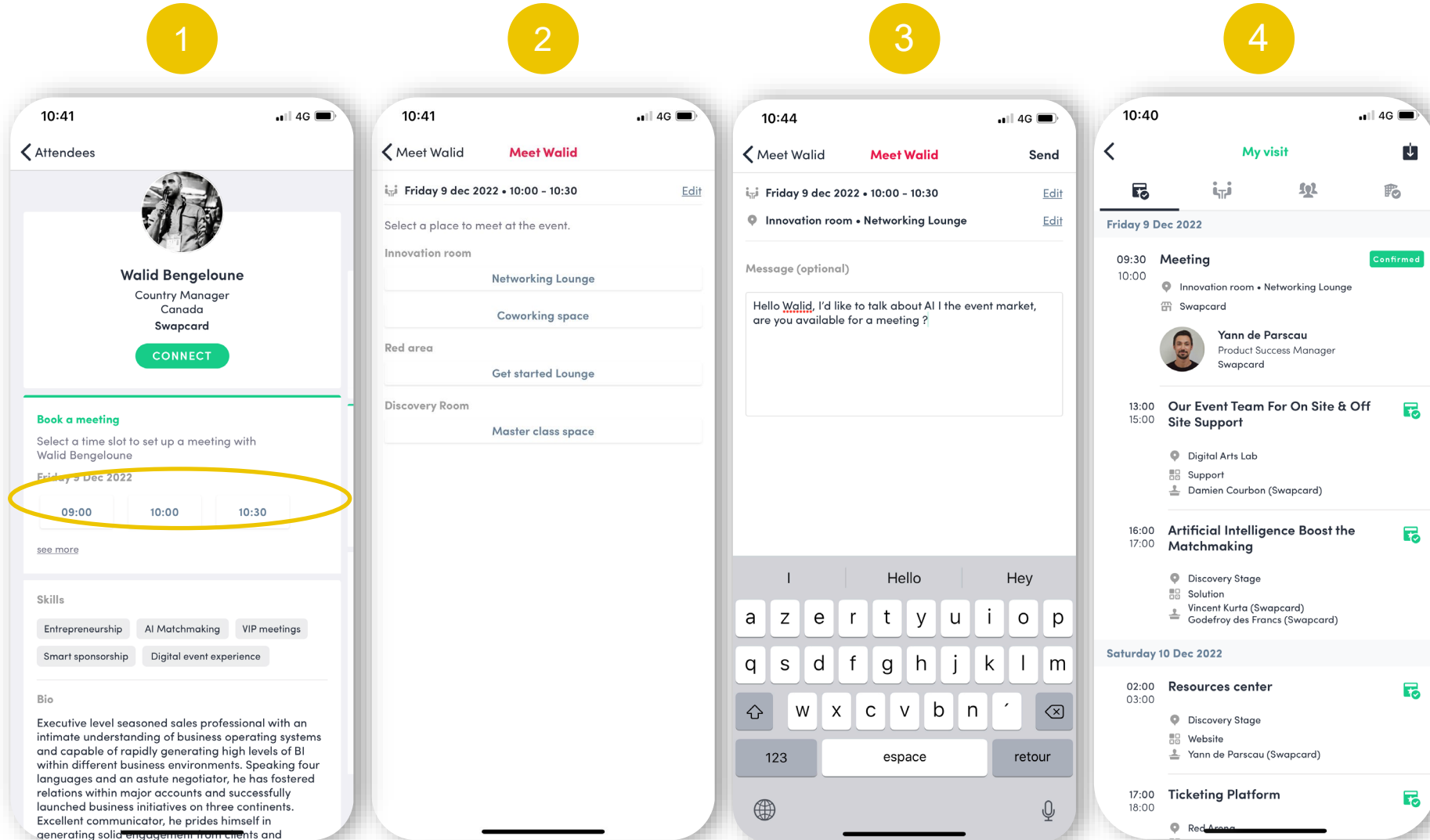
The list of appointment spaces appears. Select the one you are interested in.

## 3 Send a message

It is very important to send a personalized message to the participant you wish to contact so that the meeting can take place.

## 4 Manage your meetings

In "My Visit", you can view your appointments, cancel them and manage your availability. Be careful! A meeting slot is **blocked** when a request is made or received, even if it is not validated.





# App & WebApp / Virtual meetings and video calls

## Virtual meetings

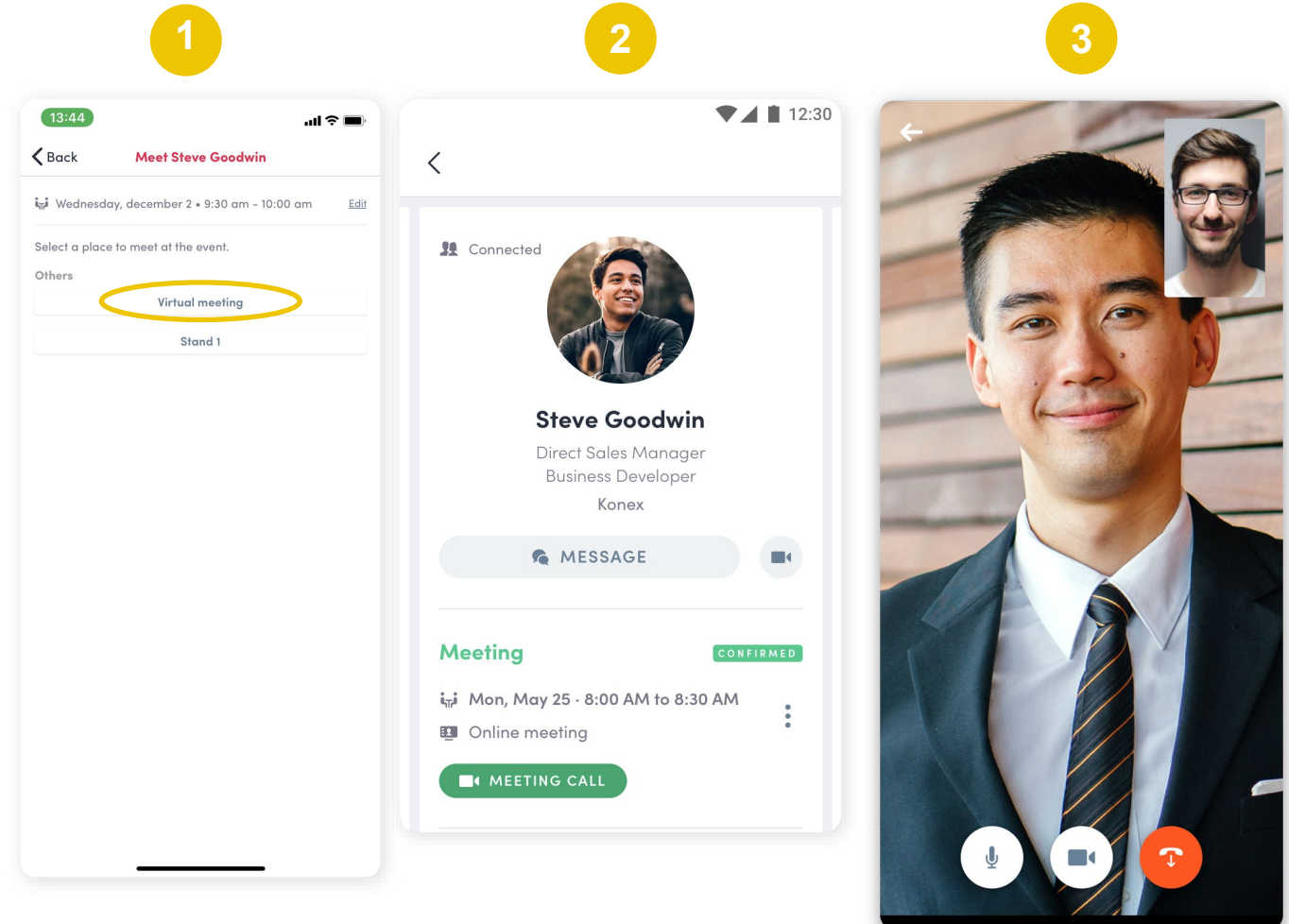
- 1 You can make a virtual appointment with someone.
- 2 When your appointment request is confirmed, the "Video Call" button will appear 1 hour before your appointment on your profile (only if the appointment is confirmed).
- 3 Your meeting will also appear in your "My Event" list, which is your personalised agenda for the event.

Video calls



From a private chat, you can call someone directly with the camera button.

You have the possibility to share your screen.





**STEP 3**

**-**

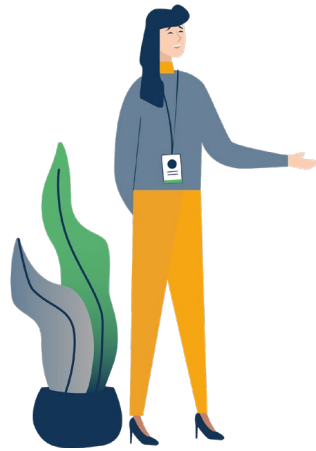
**BEST PRACTICES**

# Retroplanning



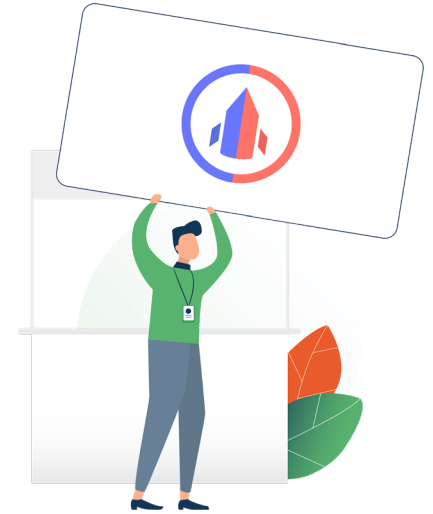
## Before

1. Edit your profile
2. Connect with qualified attendees
3. Send your first meeting requests
4. Answer to your first meeting requests



## During

1. Exchange with the relevant participants
2. Note & tag your new contacts
3. Chat with them directly on the application



## After

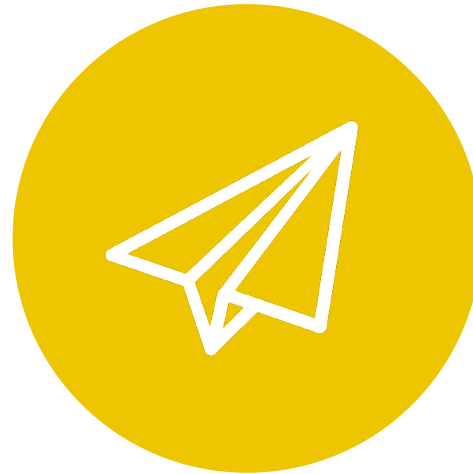
1. Continue to chat with your new contacts
2. Export your contact list
3. Qualify your leads for better ROI

# Support / On-line



## Chat

Chat with our team on [www.swapcard.com](http://www.swapcard.com)



## E-mail

Send us an email on [support@swapcard.com](mailto:support@swapcard.com)



## Webinar

Attend a full platform demonstration during the **next Webinar**.

# Support / On-site



**Molly Boissier**

Events & Global Communication  
Manager  
SIA

You can also find us during the event to help you set up and use the application.

For any assistance, ask directly to a member of the SIA team.

Contact: [molly.boissier@sia.fr](mailto:molly.boissier@sia.fr) // + 33 1 41 44 93 74