

18th Annual BC Natural Resources Forum | January 26-28, 2021
Personalized Breakout Room Directions

Thank you for your participation in the 18th Annual BC Natural Resources Forum, January 26-28, 2021. We are delighted to have your participation in this year's virtual event!

To maximize networking, we highly recommend setting up a **breakout room directly from your exhibitor booth**. This can be done using Zoom or your preferred video conferencing app (Skype, Microsoft Teams etc.). This will allow for attendees passing through your booth to click the link and join your meeting room for a **face-to-face conversation**.

Below is a step by step guide on how to create a personalized meeting room within your virtual tradeshow booth.

Setup Guide:

*** Please note that the exhibitor breakout room must be set up on your end in order for you to have full control over this meeting space. ***

Step 1: Create a meeting room using Zoom OR your desired alternative video conferencing app.

Step 2: Once created, copy the meeting link at the top of the "Company Description" from the back end of your booth. You can edit the company description box by following the personalized exhibitor booth link that has been sent to you.

Step 3: List out the times that the virtual meeting room will be live.

Step 4: Spread the word and invite delegates to your room! Please visit the "friendly tips" section of this email below for more details on how to successfully market your breakout room.

Tradeshow and Networking Times:

- **Dates:** January 26, 27 and 28, 2021
- **Times:** 11:30 – 1:30 PM, (PST)

***Please ensure that if you wish to partake in the exhibitor breakout rooms, you have staff available in your chat room during the Network and Exhibitor hours.*

Friendly Tips

In addition to the set-up guide above, please see below some tips on how to generate traffic as well as create a positive experience for attendees who stop by your virtual exhibitor booth.

- **Whova** offers a great platform for networking. You can see who is attending the event as well as send live messages/interactions with attendees via Whova's **mobile app**, once the platform is live. Reach out and invite them using the app after Tuesday, January 19th, 2021.
- **The Community Board** is also a great tool for marketing your virtual booth and personal breakout room. Once the app is live and you have logged in, you can access the community board by visiting the "community" tab located on the left tool bar for desktop users or the bottom tool bar on the mobile app. Once in the community board you can post more information regarding your breakout room under the "tradeshow" topic.
- **Exhibitor etiquette tips.** We recommend welcoming all attendees who come into your breakout room the same way you would in an in-person event. Keep an eye out and acknowledge new attendees that join your chat room.
- **Sharing Slides** within your breakout room is another popular way to share your desired information during the networking hours.

Thank you again for taking the time to create a meaningful and interactive tradeshow booth. If you have any questions regarding personalized exhibitor breakout rooms, please don't hesitate to reach out to our events team at info@bcnaturalresourcesforum.com. We look forward to greeting you virtually in January!