



## **MARMOMAC RESTART DIGITAL EDITION THE WORLD OF MARBLE, NETWORKING AND TRAINING JUST A CLICK AWAY**

**Online 30 September - 2 October 2020**

September 2020 - The countdown has started: from 30 September to 2 October, the international community in the natural stone sector will welcome a "virtual" appointment with **Marmomac Restart Digital**, the special digital edition organised by the world's leading stone industry trade fair. Three days of global relationships to develop business through meetings, networking, B2B and events within the scope of a shared online platform.

Alongside Italy, many other countries have already signed up for this initiative, including Austria, Germany, Holland, Portugal, Iran, Turkey, Egypt, India, USA, France and South Africa.

Marmomac Restart Digital is available online with the initial previews of the constantly updated schedule of events and the Marmomac Academy programme.

**Marmomac Restart Digital** is designed to ensure immediate and intuitive interaction between exhibitors and visitors - sector operators, buyers and professionals - who will be able to share discussions and comparisons. The focus will be on networking, with the possibility of organising meetings, interviews or full-scale presentations with a selected audience of connected professionals from all the main markets. Another added value in the digital age, thanks not the least to artificial intelligence, is the possibility of profiling contacts to make connections as effective as possible, collect valuable business data and help operators find exhibitors of effective interest more quickly.

Companies taking part will be able to create their own profiles, activate sales forces and upload projects and products in a detailed, virtual catalogue together with initiatives and events, including webinars presenting new developments that operators can sign up to attend. At this stage, it will be possible to consult the list of all registered visitors, even through numerous search filters focusing fields of interest, activities, countries, etc., and begin networking activities. After registering on the platform, visitors will also be able to request appointments and contacts with companies and take part in training sessions.

The platform will also welcome many events organised by the **Marmomac Academy**, the educational project expanded this year thanks to high-level collaboration with IUAV Venice, intended for all architects, designers and companies keen to get to know or improve their knowledge of natural stone products and related issues, as well as possible applications in construction and design sectors. The three-day event will also offer live and recorded training sessions for Italian and international professionals, thanks not the least to the involvement of renowned lecturers and accreditation provided by professional associations such as the American Institute of Architects (AIA) and the Royal Institute of British Architects (RIBA).

In addition, culture will also come to the fore through a virtual tour bringing together the **Best works and projects** developed in the course of five editions of **The Italian Stone Theatre**.

Inasmuch, Marmomac Restart is a marvellous opportunity for networking, marketing and education that will overcome barriers of space and time by enabling meetings and relationships that are still so difficult to plan in current everyday context.

### **Marmomac Re-Start Digital Edition - How to Network**

The marble and natural stone fair returns in a completely digital version with a platform at the service of visitors and exhibitors. For a virtual journey that breaks space-time barriers and creates the basis for networking in an accessible and user-friendly way.

In this way, it will be possible to experience Marmomac Re-Start Digital Edition to its full potential through webinars with leading personalities in the sector and virtual one-to-one meetings.

#### **Networking Feature**

On the event's homepage, it will be possible to access the Speakers and Attendees lists. Thanks to this function, you will identify the people of interest according to your needs and preferences. Once these people have been identified, it will be possible to contact them to plan face-to-face meetings that will take place via video calls.

If time slots are displayed on people's profiles, it will mean that they have authorized the planning of meetings regarding the event, an opportunity to avoid wasting time and request a meeting to the selected people before all their slots are booked. In the same way, you can manage your availability from the "My Event" section of the application.

#### **How to Make a Connection Request**

To send a connection request to a person, you will need to go to this person's profile (via the list of attendees, speakers or a company profile) and click Send Connection Request.

We suggest you write a message (in the appropriate box that will appear before the Send Connection Request button) before sending the connection request, in order to be able to present yourself and explain the reason for the request.

It will then be possible to find all the people you have been in contact with during an event on the "My visit" button, in the "my contacts" tab.

#### **How to Request a Meeting**

Also, in this case, the first step is to reach a person's profile through the list of attendees, speakers or company profile and then click on one of the suggested time slots for meetings. There is also the "see more slots" button to check additional availability.

Once you have selected the slot and the virtual place, you will continue with the drafting of a message to the person you want to meet. At the end click on "send meeting request."

### **How to Organize a Virtual Meeting**

To schedule a virtual meeting, you need to select the virtual location, as when requesting a meeting. A few minutes before the meeting, you will need to go to the profile of the attendee you are about to meet and click on the colored button "Meeting Call" which will start the video call. The button will be available only if the meeting has been previously confirmed by the person to whom the request was sent.

### **How to Assign a Colleague to a Meeting**

In your exhibitor profile, you can also manage the meetings of your colleagues: you will need to go to the "Meetings" tab to view all the meetings of your team during the event. To assign a colleague to a meeting, you can click on the meeting and select the team member you want to assign.