



36<sup>TH</sup> ANNUAL  
BUSINESS EXPO



Partnerships  
Opportunities  
Strategies

## Know Before You Go

Dear Attendee,

The 36<sup>th</sup> Annual Business Expo is just around the corner! I hope that you are as excited as we are to have you join us for our second virtual Business Expo as we aim to deliver enriched learnings, insight, best practices and ideas from leading business experts. And just as important, we are providing opportunities to uncover potential business and strategic alliances, to network, connect and have a little fun.

### ACCESSING THE WHOVA PLATFORM:

1. Please go to [fmsdcbusinessexpo.events.whova.com/](https://fmsdcbusinessexpo.events.whova.com/)
2. Create a login with your email (refer to image below). This login will then be automatically associated with your attendee ticket. If the system says you have a login already associated with your email, please click "Sign In" and "Forgot my Password". Check your email, reset your account, and login with your new password.



### ENTRANCE:

Upon entry into the event, take a look around to familiarize yourself. You can navigate the platform by clicking areas from the navigation bar within the virtual environment to check out.....

- Sponsors
- Speakers
- Exhibitors
- 1on1s
- Video Gallery
- Event Book (Program)
- Leaderboard
- Photos

### EVENT START DATE & TIME:

Wednesday, May 19th – 8:00 AM EST

Thursday, May 20th – 8:30 AM EST

## **MATCHMAKING ONE-ON-ONE APPOINTMENTS:**

All appointments will be held on Thursday, May 20th from 1:00 PM – 4:00 PM. All appointments will be managed online on a first come, first serve basis. Appointments will begin promptly at 1:00 PM. You may join the meeting room 5 minutes prior to the scheduled time. Each appointment will be allotted 10 minutes with a 5-minute buffer between appointments. The system will prompt the start of the meeting. If you are given an appointment, please be on time and do not go over your time! If an appointment time is missed, the time slot will be lost. Once the 15 minutes is up, the system will end the meeting immediately. We recommend that you select your meetings concurrently as much as possible.

All matchmaking hosts/buyers will receive their schedules ahead of time with the full list of small businesses who have been approved to meet with their team. Each company has a profile in the matchmaking system so you will be able to look through it to find all of the industry and socio-economic information you may need from each business.

Also available are free 30-minute one-on-one appointments with expert business consultations from the Orlando or Miami Minority Business Development Agency (MBDA) Business Center consultants. Get advice on loans, business development, marketing and more.

## **WORKSHOP SESSIONS:**

On the platform navigation, use the agenda to determine the location of the session you wish to attend. (you will enter sessions via agenda on both expo days). Once you enter, feel free to join your session using the "View session" and then "View as an attendee" button that will be readily available at that time. While in session, please remain muted with your cameras off if you are not a program presenter. To navigate from room to room, go back to the agenda in the main navigation. You can add the sessions to your calendar by clicking "Add to My Agenda".

## **EXHIBITS:**

The tradeshow opens on May 19th from 1:00 PM-4:00 PM. This virtual interactive Business Trade Fair will include corporate members, MBEs and non-profit/government partners. Be sure to visit the area where corporate members and MBEs are selling their products and services, and MBEs in need of capital may speak to bankers. Attendees will be able to live to chat with exhibitors, watch videos, handouts, drop a message in the company's chat room to let them know they stopped by or learn more about the exhibiting companies. Also, you can request a video meeting using the platform.

## **NETWORKING:**

Attendees can stop in the workshops for various ways to engage with other attendees during the expo—group text chats etc. During lunchtime, stop by and listen to the Council's online entertainment MC, DJ Mack who will be playing music to uplift anyone's mood.

## **LEADERBOARD:**

Attendees can participate in the Whova challenges to earn points to win exciting prizes! The goal is to engage attendees to inspire collaborate, share and interact throughout the event. The top 10 attendees will win a choice from a variety of prizes. Winner prizes include airline vouchers, retail and dining gift cards, 2021 Business Impact Awards and Business Expo Tickets, Advertisement in the 2021 Business Impact Awards and Business Expo program books and virtual meeting with a Board of Directors' member of choice.

## CHAT ETIQUETTE:

- Be camera-ready (just in case you have to be on camera)
- It's ok to use standard abbreviations
- Keep the tone positive
- Be mindful of differing communication styles
- Please refrain from excessively using ALL CAPS in text chats, which connotes shouting

## FSMSDC SOCIAL:

Share your experiences with colleagues and across your social media platforms by using the hash tags [#FSMSDCBusinessExpo](#) #FSMSDCExpo36

## TROUBLESHOOTING TIPS:

Just like any webinar, there are things you can do to ensure the best viewing experience. To maximize your experience in sessions, make sure you have a strong internet account. We recommend the use of a hardline ethernet connection. It also helps to close non-essential tabs in your browser. If you do experience buffering or your video freezes, reload the session page before contacting Whova.

Having internet connectivity issues:

Try this:

- Close out of all other programs
- Make sure your router and other device equipment (modem, cables, etc.) is working properly

## WHOVA GUIDES:

For any questions regarding navigating the platform, please take a look at the [Whova Guides](#) (also located on the orange bar of the event platform) that include step-by-step guides and video tutorials.

## HAVE A TECHNICAL QUESTION?

On any of the days, if you are experiencing technical issues in the platform, send an email to [support@whova.com](mailto:support@whova.com) for Whova tech support. For event challenges, from the navigation bar, select "Community" and select the *Ask Organizers Anything* forum or call our office at (305) 762-6151.

Not being Face-to-Face will not stop us from connecting buyers and sellers, learning, elevating our sponsors and exhibitors' brand, and making other meaningful connections! Enjoy our 36th Annual Business EXPO.

With your participation, it's going to be a great event!

Sincerely,  
The FSMSDC Team  
(305) 762-6151