



A Blogger's Speed Dating - Knigge

In order to be perfectly prepared for the Blogger Speed Dating and to ensure successful outcomes, we would like to provide you some practical advice:

PREPARATION

- ✓ Inform yourself about the products & services that are offered by the exhibitor
- ✓ Set individual goals for each appointment while determining how the exhibitor is of interest for you
- ✓ Prepare a catchy elevator pitch about yourself and your blog
- ✓ Don't forget to bring your business cards and media kit

ARRIVAL

- ✓ Please arrive at least 15 minutes prior to your first appointment so that you can be registered on spot and find your partner in time

FOLLOW-UP

- ✓ The reliability, speed and content of your follow-up will give blogger insight into your company's style of doing business.
- ✓ Use your contact data of the appointments as a basis for direct follow-up actions, which should be finished no later than a week after the end of ITB Berlin
- ✓ This can include thank-you mailings, phone calls, sending follow-up documents or direct cooperation offers

ABSENCE

- ✓ In case you cannot participate in the ITB Blogger Speed Dating 2020 please inform us as soon as possible via maire-luisa.nielsen@messe-berlin.de.

WELL THEN, LET'S SPEED DATE #itbberlin