



FAQs about the virtual STMC.

Meetings.

When am I going to receive my login?

Login information will be sent to all STMC participants on Tuesday, April 20.

When can I start booking my meetings?

As soon as you receive your login details.

What is the STMC total meeting time frame?

The meetings will happen from 05:00am until 10:00pm (Swiss time), 15min slots with 5min breaks in between. Since we have participants from eleven different time zones in total, we recommend focusing on appropriate markets and time zones here.

How do I request a meeting?

1. Click on "Schedule a Meeting" on any profiles you would like to schedule a meeting with.
2. Select the meeting details you would like your meeting to be held at and then click "Request Meeting". You can request multiple meetings with the same
3. Keep track of all your meetings. You can see all your meetings with another user on his profile page and the overview of all your meetings is available in "My Schedule" section.

How many meeting slots are there in total?

Each participant has 107 meeting possibilities.

Can I block additional lunch/coffee breaks?

Yes, directly in your profile. Click on "Manage My Availability" in the "Navigation" box and block your slots accordingly.

Do participants see if I am free for a meeting?

Yes, they do. They cannot see who you have your meeting with, but they can see your availability.

Time zones: Does my counterpart see which time zone I am in?

And do I also see this in my meeting request?

Yes, you can see in which time zone the other person is located. However, at the beginning, when setting up the profile, the times must be blocked accordingly. Initially, all 107 meeting slots are free and bookable.

Are spontaneous meetings possible?

Yes, it is possible. For example, if a 15min-meeting is not enough, a meeting can still be booked spontaneously via the STMC21 platform until May 13 at 22:00, Swiss time.

Can I send my digital business card / contact details?

Contact data can either be downloaded via CSV file or can be extracted manually via the corresponding profile.

Users who decide to share their Contact Details will have their email and phone numbers displayed on their Profile page. With the functionality enabled, users can provide their phone number through the 'Edit Profile' page and they can choose one of three available Visibility Settings. These are:

- Private
- Connections Only
- Public



The Contact Details email is the same email that users insert to login. This can also be displayed on the 'Edit Profile' page, however, the only way the email can be changed is through the 'Change Email' functionality (currently supported only on the web platform, not mobile).

The phone number field can be imported through registration and users can display their phone number and email during the onboarding phase. They can also change their Visibility Settings at this stage.

How can I start a chat with someone?

Option 1: Have a scheduled meeting with that person. Having a confirmed meeting with someone will allow you to start chatting with them.

Option 2: Have mutual interest in each other using the “Interest” tool. Having a mutual interest using the interest tool will allow you to start chatting. Show interest in someone and wait for them to interest you back. Once they interest you back you will receive a notification and the option to chat with them will be available to you.

Once you have a scheduled meeting or a mutual interest with someone. All chat connections will be available in the section “My Connections”.

Are the “City Portraits” a must to participate?

No, these program points are of course all voluntary – but are highly recommended by Switzerland Tourism. If you do not participate in the City Portraits, the slot can be filled with a meeting and be viewed afterwards.

Profiles.

Can I update my personal profile?

In order to get started, we have already collected some basic information from you so that the platform already contains some content. The profiles can of course still be supplemented and updated. Please do not forget to save your changes!

Can I update my company profile?

Yes, in the “Teams” section – located on the top right. There select “Company Profile” in the navigation on the left.

Please do not forget to save your changes!

- Headline is a brief description of your role and company
- Summary is a brief summary of your company

Can I unsubscribe from email notifications?

Only chat messages can be unsubscribed as notifications, which can be accessed from Edit Profile page. All other notifications cannot be unsubscribed.



Company video upload.

To spice up your company profile you have the option to embed a video on your profile. You can find instructions on how to do this below:

How to add embedded video on my profile?

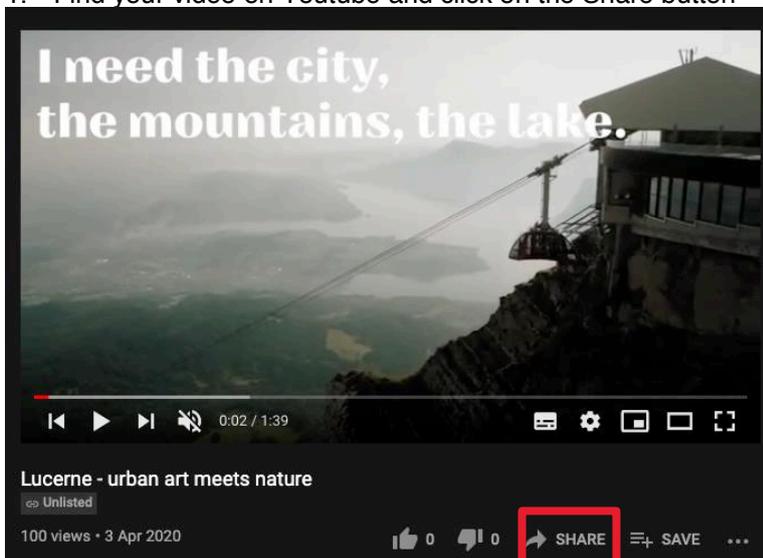
1. Go to the “Teams” section – located on the top right. There select “Company Profile” in the navigation on the left and find Video URL (embedded on the profile) field.
2. Click on the field and provide a link to your video. Note, that the STMC platform accepts only embeddable Youtube or Vimeo links. This is the following format:

- <https://www.youtube.com/embed/...>
- or <https://player.vimeo.com/video/...>

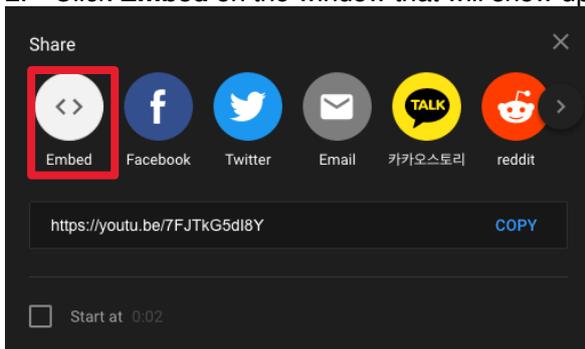
Scroll down for instructions on how to get these.

How to embed Youtube on a STMC Profile.

1. Find your video on Youtube and click on the Share button



2. Click **Embed** on the window that will show up





3. Copy the highlighted part of the code (the link between quotation marks):

```
Embed Video ✕  
  
<iframe width="560" height="315"  
src="https://www.youtube.com/embed/  
7FJTkG5dI8V" title="YouTube video  
player" frameborder="0"  
allow="accelerometer; autoplay;  
clipboard-write; encrypted-media;  
gyroscope; picture-in-picture"  
allowfullscreen></iframe>  
  
 Start at 0:02  
  
EMBED OPTIONS  
  
 Show player controls.
```

4. Paste the link in your profile

Note that to embed the video it must be either Public or Unlisted – Private videos cannot be embedded.

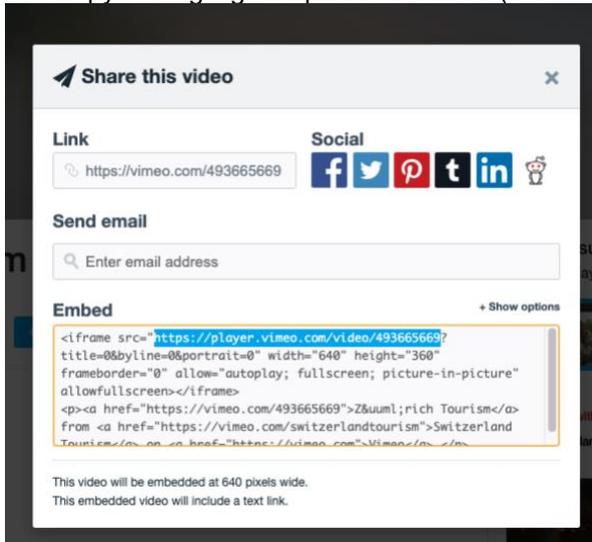
How to embed Vimeo on your STMC Profile.

1. Find your video on Vimeo and click on the Share button

The screenshot shows the Vimeo interface for a video titled "Zürich Tourism" by "Switzerland Tourism". The video content shows a ginger cat lying on a ledge in front of a modern building. Below the video, there are engagement metrics (21 views, 0 likes, 0 comments) and a "Share" button highlighted with a red box. To the right, search results for "zürich tourism" are visible, showing the video's thumbnail and title.



2. Copy the highlighted part of the code (the link between the quotation marks):



3. Paste the link in your profile

Teams.

It is possible for people of the same company to generate STMC21-Teams (not to be confused with Microsoft Teams) to, for example, forward appointments to each other or to monitor collected inbound leads.

How can I create a Team?

Each participant can create a team and invite their teammates to join. To do this, you will find the corresponding team icon in the upper right corner of the STMC event website.

What are Inbound Leads?

The Inbound Leads section in Teams features profiles of people that have shown interest, connected or interacted with you, your team members and/or company profile. The aim of the section is to present you the profiles that present a high chance of converting to contacts, i.e. profiles that are connected or have meetings with your team.

What are the inbound leads qualifications?

To qualify as an inbound lead, a user needs to perform one of the following actions towards your Team:

- profile views of team members, company profile, products
- interest in your team members, company profile or products
- connections with team members, company profile, products
- accepted meetings with team members, company profile, products
- attendees of sponsored sessions
- views of sponsored sessions live streams or video recordings

Do all team members have the same number of inbound leads?

Yes, the same number of inbound leads is generated for all team members based on the above-mentioned criteria. This means that the number of leads on a total list should stay the same among all team members; the different numbers will occur on 'To be reviewed' and 'Reviewed' lists depending on the users' actions.

Do my team colleagues count up as inbound leads?

No, team colleagues don't count up as inbound leads



Technical aspects.

Will there be an application?

Yes, available at the AppStore GooglePlay. You will receive further information via e-mail.

Which browser shall I use?

Google Chrome (1st choice) or Firefox as all functions work flawlessly on these platforms.

Can I download / send files during my meetings?

No, PDF files can't be sent nor uploaded on the STMC meeting platform. We recommend creating PDF links if you need to send documents. Alternatively, the documents can also be sent by mail to the corresponding buyers.

Can 2 buyers attend the same meeting with 1 supplier and vice versa?

Yes, meetings can be booked with multiple participants if desired. However, we recommend that you make the appointments bilaterally, i.e. 1:1

Can I blur my background or use a picture?

No, we ask you to be creative and set up an analog background.

Do my meetings change automatically to the next one?

No, you have to disconnect and connect to the next one. However, automated notifications are sent to you every time a new meeting is about to start.

How long will the STMC21 platform be active?

The STMC21 platform is active until the end of June 2021.

Can two people participate from two different computers, using the same login/account?

It is possible, however, not recommended, as the system might recognize two IP addresses accessing with the same login. In any case, they can also share the agenda according to their availability.

When sharing my screen in full mode, my meeting partner cannot see the slides move to the next one. What can I do?

Some steps to consider:

- If you are not working on Google Chrome or Firefox, please change to one of them. These work best.
- For devices using MacOS Catalina or newer, Apple has introduced system-level permissions for accessing screen sharing. If you've recently updated or upgraded your device and can't screen share anymore, you'll need to update the preferences by doing the following:
 1. Open up System Preferences on your Mac/PC
 2. Click on the Security and Privacy section
 3. Scroll down to the Screen Recording section, and ensure that your browser is ticked
 4. After doing this, fully Quit your browser and re-open it so the new permissions are applied

Windows devices don't have any system-level permissions for screen access, so if you're running into problems or getting an error, double check your browser settings.

My camera/microphone are not working properly. What can I do?

Some steps to consider:

1. If you are not working on Google Chrome or Firefox, please change to one of them. These work best.
2. Make sure your browser has the latest update installed.
3. Check, if you accidentally blocked permission to your camera and/or microphone in your browser settings.
4. It is also helpful to clear the cache and cookies on your browser and check the system settings on your computer.