



# ATTENDEE USER GUIDE

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**Interop** DIGITAL



# Welcome!

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HOW TO:

# LOG IN FOR THE FIRST TIME

FYI – For reference, “Swapcard” is the name of the platform we’re using to host our virtual event on, so you may see their name appear in emails or within the environment once you’ve joined.



# Accessing the Virtual Event

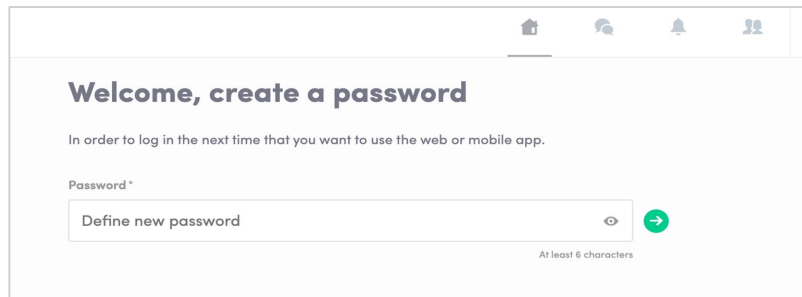
## Logging in for the first time

1

- You'll receive an email like this one with a button directing to a login page. Your account is automatically pre-created by our event team.
- This email will come from [noreply@swapcard.com](mailto:noreply@swapcard.com) so be sure to whitelist it!

2

- A window will then ask that you create a password for your account.



The screenshot shows a web interface for creating a password. At the top, there are navigation icons for home, messages, notifications, and profile. Below the icons, the heading reads "Welcome, create a password". Underneath, a message states: "In order to log in the next time that you want to use the web or mobile app." The form is labeled "Password\*" and contains a text input field with the placeholder text "Define new password". To the right of the input field is an eye icon and a green arrow icon. Below the input field, a small note says "At least 6 characters".

# Interop DIGITAL

Powered by

**DARK**Reading

InformationWeek

ITPro Today

**NETWORK**Computing

DataCenter Knowledge

Hello Jane,

Your **Interop Digital December Virtual Event** access is ready for you! This is your official invitation to log in and set up your profile!

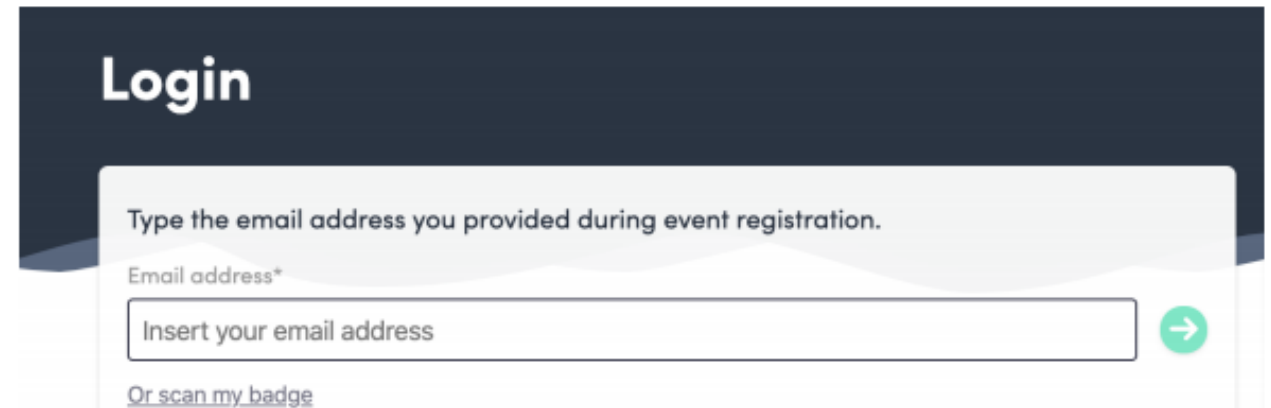
We suggest you log in early to review your profile and get familiar with the platform prior to the start of the event. Start building your personalized agenda; request meetings with sponsors and make connections for the most optimal and productive experience!

**LET'S GET STARTED!**

# Accessing the Virtual Event

Logging in once you have an account

- Go to: <https://login.swapcard.com/>
- Enter the email you used to register and the password you created
- Click enter to connect to the event



Login

Type the email address you provided during event registration.

Email address\*

Insert your email address

Or scan my badge

**Note:** If you have forgotten your password after entering your email, click on “Send me a magic link” and you’ll receive an email to reset your password

OVERVIEW:

**EXPLORE  
OUR VIRTUAL  
EVENT AREAS**

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## EVENT HOME PAGE

### Alerts

View new notifications, connection or meeting requests

### Your Profile

Click on edit to update your profile to maximize your networking opportunities

**Note:** top navigation bar and buttons are the same



## Access the event's full agenda.

- **View** session descriptions and speakers
- **Sign up** for and add sessions to your schedule
- **Join** "live" or on-demand sessions

JAN 01    OCT 01    OCT 05    OCT 06    **OCT 07**    OCT 08

Refine the list  
Search

Filters  
TYPE  
PRIMARY TRACK

12:00 PM 12:35 PM **Alysa Taylor Keynote**  
In her keynote, Taylor will introduce the idea of democratizing data and digital to enable IT to impact the broader business. She will share use case...  
Keynote  
Alysa Taylor - Microsoft

1:00 PM 1:35 PM **The New World of Payments: Innovation and IT in the Financial Sector**  
There is no space as hot today as "payments." From blockchain to traditional-bank based services, from Consumer-Apps, to touchless...  
Session  
Syed Hussain - Liquidity Digital  
Sarah Wheeler - FinTech Ledger and HousingWire  
John Thomas - Trinzik  
Romi Mahajan - Quantarium

1:00 PM 1:35 PM **Solving the Last Mile Challenges of Operations Noise With AIOps**  
According to Omdia data, only circa 20% of enterprise workloads are currently executing in a cloud environment. Enterprises have cloud...  
Session  
Roy Illsley - Omdia | Informa Tech

1:00 PM 1:35 PM **Extending Zero Trust to the Cloud: Real World Challenges and Benefits**  
There has never been a time when security has shifted as fast as it has today - cloud is changing how security mitigates risk. Security requires an...

Your schedule  
DevOps Foundation® Certification - Day 1  
Mon, Oct 5, 2020 12:00 PM

**Alysa Taylor Keynote**


Wednesday, October 7, 2020 12:00 PM to 12:35 PM

Keynote

**Information**

In her keynote, Taylor will introduce the idea of democratizing data and digital to enable IT to impact the broader business. She will share use cases where IT and data has had a major impact on business results and will discuss the tension between "traditional" and "democratized" IT.

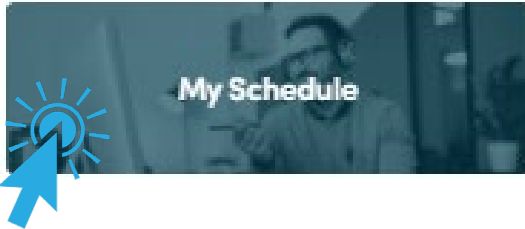
**Speakers**

 **Alysa Taylor**  
Corporate VP, Business Applications  
Microsoft



Pro Tip – The Agenda is your "home base" when it comes to joining sessions and seeing what is happening at any given point of the day!





## Access your personal event schedule, including:

- **My Schedule** – sessions you've added
- **My Meetings** – pending or confirmed meetings you've scheduled
- **My Networking** – contacts you've connected with
- **My Bookmarked Companies** – lists exhibitors you've bookmarked in the "December Sponsors"
- **My Wish List** – similar to a digital tote bag; find all the marketing materials and list of product and services you've bookmarked or favorited

Interop Digital  
Edit event

Home Agenda **My Schedule** December Sponsors December Cloud Track December Networking Track December Passport to Prizes Attendees & Networking

My schedule >  
My meetings >  
My networking >  
My bookmarked companies >

Export  
Add your upcoming sessions and meetings to your calendar application.  
EXPORT TO MY CALENDAR

**Saturday, January 1, 2000**

3:00 AM **Fireside Chat with Rob Carter**  
3:00 AM  
Join us in a fireside chat on October 1 with Rob Carter, one of the preeminent CIOs in the country, who is widely recognized for his innovatio...  
Keynote  
Rob Carter - FedEx Corporation

**Monday, October 5, 2020**

12:00 PM **DevOps Foundation® Certification - Day 1**  
5:00 PM  
Take advantage of this two-day program, presented by the DevOps Institute, which allows attendees to earn a DevOps Foundation Certifica...  
Certification  
Jack Maher - Global Lynx USA

**Tuesday, October 6, 2020**

12:00 PM **Deep Dive Packet Analysis Using Wireshark**  
4:00 PM  
Every day, companies struggle with finger pointing when it comes to resolving application performance and security issues. Time after time, it...  
Training  
Mike Pennacchi - Network Protocol Specialists, LLC

**Wednesday, October 7, 2020**

11:00 AM **Industry Connections - Finance**  
11:45 AM  
Calling all finance industry attendees! Grab a cup of coffee and join your peers for a moderated discussion on issues and topics unique to finance. ...  
Session  
Rami Mahajan - Quantarium

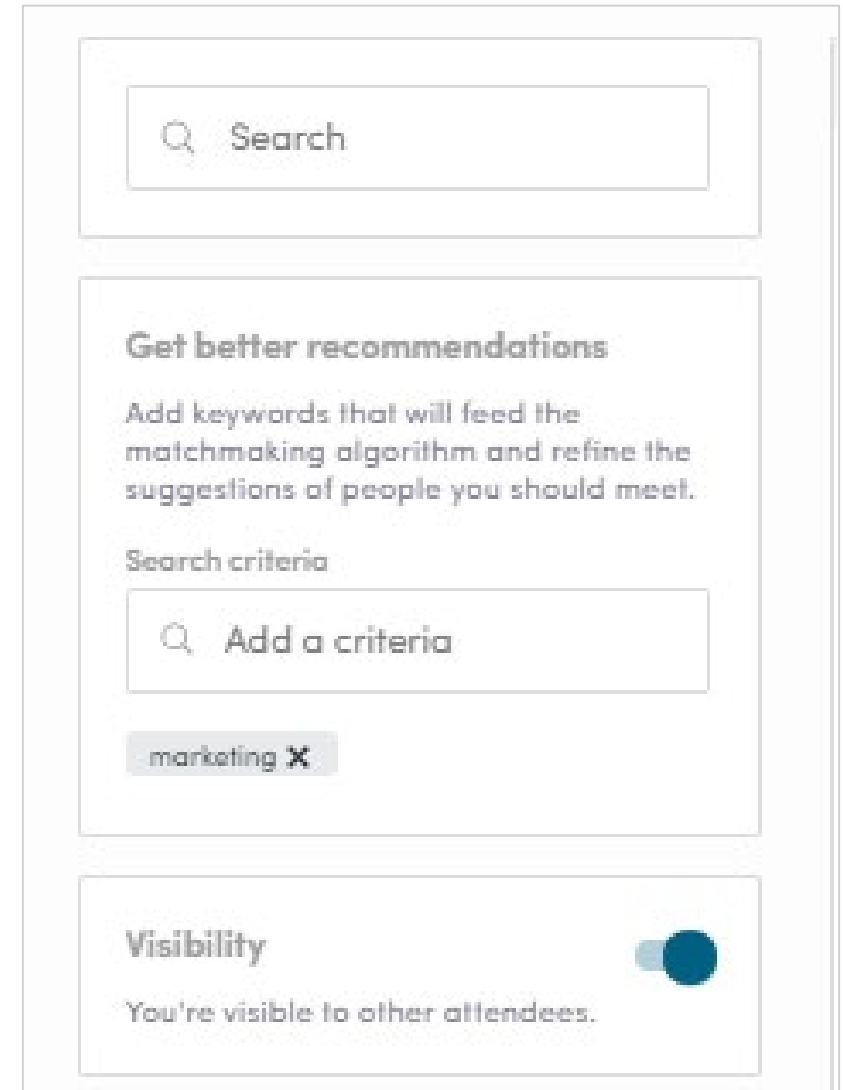
1:00 PM **Destination Colocation: Off-Premises & Cloud Compatible**  
1:35 PM  
Colocation has significantly evolved, making it more attractive to enterprises by improving reliability, economy and flexibility - and control...  
Session  
Kirk Giles - Prolexis National Mission Critical Facilities



## View and connect with other attendees that have opted to make themselves visible

- **Search** by names, companies, skills, job function, industry
- **Add keywords** to help feed the platform's matchmaking algorithm to refine the suggestions of attendees you should meet
- **Filter** by skills and other criteria

Pro Tip – be sure to toggle your “Visibility” on to maximize your networking opportunities



# Event Navigation / Areas

Area	Overview
Agenda	Conference schedule – See what’s happening throughout the day; Find and register for sessions
My Schedule	Your personal agenda – Locate sessions you’ve registered for, meetings booked, attendees you’ve connected with, bookmarked sponsors and content/products & services added to your Wish List
Attendees & Networking	Attendee list – View and connect with peers, speakers and exhibitor team members
December Passport to Prizes	Play and enter to win fabulous prizes
Help Desk	Get support from Interop staffers
December Sponsors	Connect with Sponsors & Exhibitors
December Cloud Track	Access all Cloud Tracks from the December event
December Networking Track	Access all Networking Tracks from the December event

HOW TO:

# UPDATE YOUR PROFILE

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# Profile – Be Sure to Personalize Yours!

**A fellow attendee is more likely to accept your meeting invite if they can learn more about you.**

- There are two ways to edit your profile
- Click on “Edit” to add information to your profile

The screenshot displays the 'Event Home Page' interface. At the top right, a user profile for 'Winnie' is shown with a dropdown arrow. Below the navigation bar, the main content area features a large banner for 'Interop DIGITAL' on 'October 5-8, 2020'. To the left of the banner is a user profile card for 'Winnie Ng, VP of Marketing, Informa', which includes a circular profile picture and a red 'EDIT' button. Below the banner are several navigation tiles: 'Agenda', 'My Schedule', 'December Sponsors', 'December Cloud Track', 'December Networking Track', and 'December Passport to Prizes'. On the right side, there is a promotional section for 'DevSecOps Foundation Certification Training' on 'NOVEMBER 10, 2020', with a 'LEARN MORE' button and logos for 'DevOps INSTITUTE' and 'Interop DIGITAL'.

# Profile – Updating Your Information

John Smith  
Business Developer Director  
Company Name

Connect with John

Sending a connection request with a message is three times more likely to be accepted.

SEND CONNECTION REQUEST

**Meet Mass**

Select a time slot to set up a meeting with Mass.

Tuesday, August 4, 2020

10:00 AM 10:30 AM 11:00 AM 11:30 AM 12:00 PM  
12:30 PM 1:00 PM 1:30 PM 2:00 PM 2:30 PM 3:00 PM  
3:30 PM 4:00 PM 4:30 PM 5:00 PM 5:30 PM 6:00 PM  
6:30 PM 7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM

[See more slots](#)

**Skills**

US/Pacific I am seeking mentorship  
I am available for reviewing portfolios Console Market  
Mobile Market PC/Mac Market Tools/Middleware Market  
Virtual/Augmented Reality Market 6 to 10  
Business Development Haptic haptics Audio Music  
sound design Japanese

**Bio**

I am original from Japan and love audio recording, mixing, and sound designing. I am so excited to connect with you at GDC summer.

[See more](#)

**Social media**

[In](#) [t](#)

**Contact details**

<http://www.miraleens.com/>

## Information you can edit:

- Your photo
- Skills
- Biography
- Social Media
- Contact details

Just click on “**edit**” or “**add**” to populate your information!



Pro Tip – Be sure to select “Skills” you’re proficient in to boost the platform’s matchmaking algorithms

HOW TO:

**JOIN A LIVE  
STREAMING  
SESSION**

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# Joining a Livestreaming Session

## From “Agenda” or “My Event”

- Click on the session you’d like to join
- 24 hours prior to the official start time, a countdown appears on the session page
- When it's time for a session to begin, a video will be displayed at the top of the session page and starts automatically (\*if you’re using Safari, please click “**Play**”)
- Watch the video in full screen mode or continue to browse the app while watching the session

The screenshot displays a live streaming event interface. At the top, a calendar shows the dates AUG 24, 25, 26, and 27. The main content area is divided into several sections:

- Agenda:** A list of sessions with times and titles. The current session is "Keynote: How Dropbox Reduced Costs Significantly by Optimizing its Data Center Footprint" starting at 11:30 AM on Aug 25. Other sessions include "BREAK | VISIT EXPO HALL, NETWORK" at 12:30 PM, "Managing and Sec..." at 1:00 PM, "How to Help Employees Get the Most from WFH" at 2:45 PM, "Back to the Future of Work Customer panel: How we're..." at 4:00 PM, "Taming Teams for Distributed Work" at 2:45 PM, "Numbers Matter: Using Toll-Free to Dial Up Your Customer Outreach..." at 4:00 PM, and "Deliver Faster and Smarter Phone Service from Anywhere" at 3:45 PM.
- Your schedule:** A list of sessions for the current day, including "Keynote: Theory of Creativity: Embedding Innovation Info..." at 11:30 AM and "BREAK | VISIT EXPO HALL, NETWORK" at 12:30 PM.
- You may also like:** A list of recommended sessions, including "How to Help Employees Get the Most from WFH", "Back to the Future of Work Customer panel: How we're...", "Taming Teams for Distributed Work", "Numbers Matter: Using Toll-Free to Dial Up Your Customer Outreach...", and "Deliver Faster and Smarter Phone Service from Anywhere".
- Video Player:** A grid of six video thumbnails showing participants. The current session is "Women in Communications: Award Presentation and Discussion" starting on Tuesday, August 4, 2020 at 11:00 AM. The video player shows a grid of six participants: Kristina Russell, Beth Schultz, Josée Duchesne, Kim Corazzini, Jennifer Berry, and Cauji Bhalerao. The event is labeled #EC20.
- Register for the session:** A button labeled "REGISTER" with the text "Register for the session to prepare your schedule and receive a notification reminder before it starts."
- Live discussion:** A chat window with tabs for "Chat", "Questions", and "Polls". The chat shows messages from Beth Schultz ("Welcome!"), Taylor Mason ("Good morning!"), Thomas Wilk ("Congrats All"), and Zeus Karnavala ("Congrats to all the winners"). A "Write a message..." input field is at the bottom.



# Interacting During a Live Session including Q & As

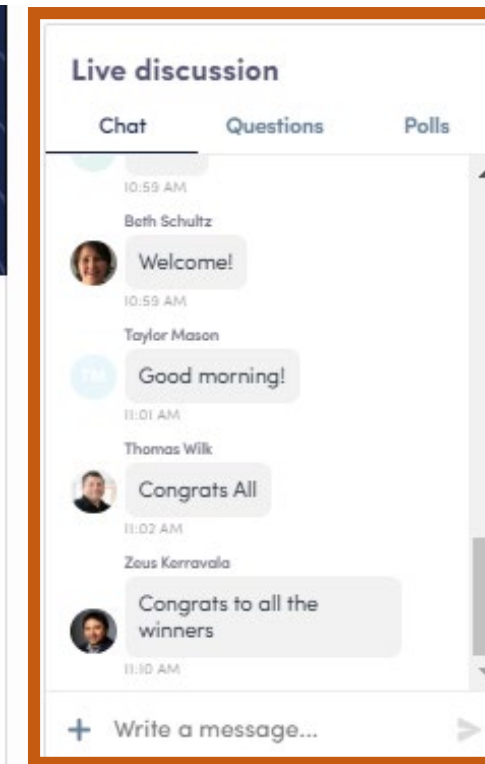
- Chat with other attendees during the session
- React on other people's messages
- Ask speakers questions – attendee questions will be sorted by upvotes
- Polls – answer live polling created by speakers
- You may delete your message by clicking on the three dots next to it



resentation and

's career opportunities in enterprise  
as this translated into more job  
and enterprise communications and

spotlight Award for Women in

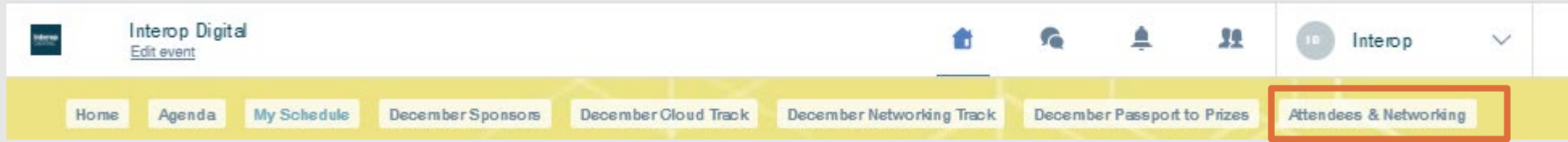


HOW TO:

**MAKE CONNECTIONS  
AND MEETING  
REQUESTS**

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## HOW TO REQUEST A MEETING

- From main navigation, click on “Attendees & Networking”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile
- Click on an available meeting slot
- Select virtual meeting
- Craft a personal message to person and send
- Go to “My Schedule” to see if contacts have accepted your meeting request
- NOTE: The meeting time slot is held and blocked until its accepted or declined

Search

Get better recommendations  
Add keywords that will feed the matchmaking algorithm and refine the suggestions of people you should meet.

Search criteria  
Add a criteria

Visibility  
You're visible to other attendees.

People you should meet

- Vanessa Ruiz  
Marketing Director  
Informa
- Kelly Kocher  
Market Leader  
Informa Tech
- Sarah Waschler  
Operations Director, US  
Informa Tech
- Andrea Di Benedetto  
PM  
Swapcard
- Heather Donner  
PR  
Informa Tech

Your connections

- Kimberly Chang  
Sales Ops  
Informa

Connect with Kelly  
Sending a connection request with a message is three times more likely to be accepted.

Kelly Kocher  
Market Leader  
ET / GMT-04:00 (New York)  
Informa Tech

Skills  
Sales | Director | ET / GMT-04:00 (New York) | Event Planner | Trade Show  
Virtual Events | Conference | Hosted Buyers

Bio  
Kelly is Market Leader for Informa Tech (division of Informa), managing a portfolio of most established association, event and media brands in the data center, cloud and development verticals. Kelly has more than 25 years of experience in helping companies grow their brands and generate leads through marketing channels such as print, advertising, direct mail, social media and events (in-person and virtual). She has  
[See more](#)

More opportunities

- TVT Test- Veronica Test- Goldweber  
Marketing  
Informa
- SA Sue Avery  
CEO  
Avery Marketing

Meet Kelly  
Select a time slot to set up a meeting with Kelly.  
Monday, August 10, 2020

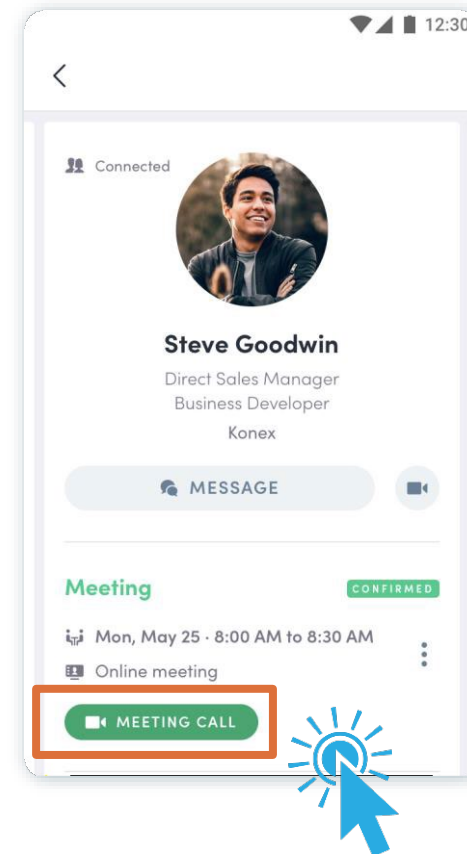
9:00 AM	9:20 AM	9:40 AM	10:00 AM	10:20 AM	10:40 AM
11:00 AM	11:20 AM	11:40 AM	12:00 PM	12:20 PM	12:40 PM
1:00 PM	1:20 PM	1:40 PM	2:00 PM	2:20 PM	2:40 PM
3:00 PM	3:20 PM	3:40 PM	4:00 PM	4:20 PM	4:40 PM

## HOW TO START A VIDEO MEETING

- From main navigation, click on “My Schedule”
- If your meeting request is confirmed, a button “Meeting Call” will appear 1 hour before your meeting
- Click on Meeting Call to start your video meeting
- Note: Incoming meeting requests will appear in your notifications area on the toolbar



*Pro Tip – You can also start a video call during a private chat conversation you’re having with a contact; simply click on the camera button to start the video call. Note you may share your screen during a video meeting as well.*



## HOW TO MAKE A CONNECTION

- From main navigation, click on “Attendees & Networking”
- Sort and filter attendees to find contacts you’d like to connect with
- Click on their name to view their profile or click on the person icon with the plus sign
- Craft a personal message to person and send connection request
- Once you’ve made a connection, you can chat directly with the contact and, score, tag and make notes about the contact

The screenshot shows a list of attendees under the heading "More opportunities". The list includes:

- Jenn Quigley, National Account Manager for the Northeast, HDI | Informa Tech
- John Tatusko, Sales Director, Informa
- Melody Scheidler, Sr. Solutions Engineer, SolarWinds
- Jill Weber, Technology Service Center Cons, Northwestern Mutual

An orange box highlights the person icon with a plus sign next to John Tatusko's name. An arrow points from this icon to a larger profile view of John Tatusko. In the profile view, another orange box highlights the "SEND CONNECTION REQUEST" button. A blue cursor icon is shown clicking on this button. A text box next to the button says "Connect with John" and "Sending a connection request with a message is three times more likely to be accepted."

 *Pro Tip – You can export your list of contacts by clicking on the people icon on the top nav bar next to your name*

## HOW TO SET AVAILABLE MEETING TIMES

- \*Note: this is how to set available meeting times as an “individual”, not for your virtual exhibit page
- From main navigation, click on “My Schedule”
- Time slots are pre-populated
- If you’d like to block slots simply click on the “make unavailable” button within the time you’d like to block
- If you’d like to block the entire day, click on “make unavailable all day”

My schedule >

My meetings >

My networking >

My bookmarked companies >

**Export**

Once you have prepared your visit to the event, you will be able to export your selection to your calendar application or in PDF file for printing.

Display empty slots

**Tuesday, August 4, 2020** [Make unavailable all day](#)

10:00 AM	Available for a meeting
10:30 AM	<a href="#">Make unavailable</a>
10:00 AM	Available for a meeting
10:30 AM	<a href="#">Make unavailable</a>
10:30 AM	Available for a meeting
11:00 AM	<a href="#">Make unavailable</a>
11:00 AM	Available for a meeting
11:30 AM	<a href="#">Make unavailable</a>
11:30 AM	Available for a meeting
12:00 PM	<a href="#">Make unavailable</a>
12:00 PM	Available for a meeting
12:30 PM	<a href="#">Make unavailable</a>
12:30 PM	Available for a meeting
1:00 PM	<a href="#">Make unavailable</a>



# ADDITIONAL RESOURCES

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# Video Demos

- Walk-through of the platform (7:23) - <https://youtu.be/b6sjcldAutw>
- Overview of Sessions/Content features Highlight - <https://youtu.be/C-71cSqnqg8>
- How the virtual event platform experience is different - <https://youtu.be/7bCxkmDGoDA>
- Overview of interacting with Exhibitors (1:50) - [https://youtu.be/GH5\\_Zidrpwk](https://youtu.be/GH5_Zidrpwk)
- Overview of networking within platform (2:00) - <https://youtu.be/57hEgfETLjc>
- YouTube playlist of demos: [https://www.youtube.com/playlist?list=PLgH\\_DJSm3lcu3j\\_h\\_a1D0Ewu3naVFCbls](https://www.youtube.com/playlist?list=PLgH_DJSm3lcu3j_h_a1D0Ewu3naVFCbls)