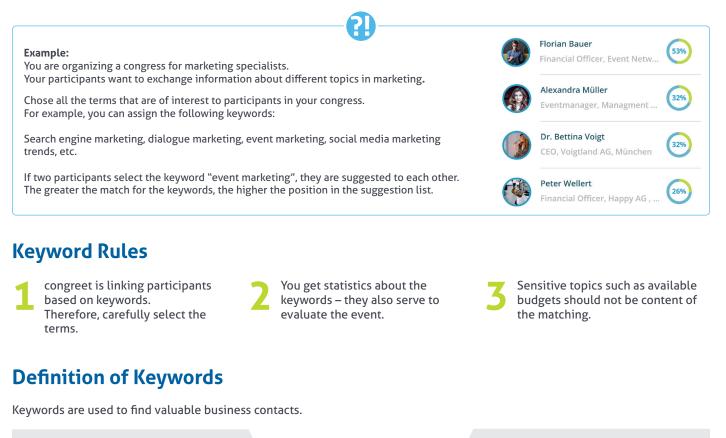# Keywords

Keywords are the key to successful networking for your participants.
The app compares participants based on their selected keywords and suggests matching ones as interesting conversation contacts.
Therefore, when selecting the terms, put yourself in the position of your guests.
Which topics are of interest to them, not you?

Example:
You are organizing a congress for marketing specialists.
Your participants want to exchange information about different topics in marketing.

Chose all the terms that are of interest to participants in your congress.
For example, you can assign the following keywords:

Search engine marketing, dialogue marketing, event marketing, social media marketing trends, etc.

If two participants select the keyword "event marketing", they are suggested to each other.
The greater the match for the keywords, the higher the position in the suggestion list.

Florian Bauer	Financial Officer, Event Netw...	53%
Alexandra Müller	Eventmanager, Managment ...	32%
Dr. Bettina Voigt	CEO, Voigtland AG, München	32%
Peter Wellert	Financial Officer, Happy AG , ...	26%

Keyword Rules

1 congreet is linking participants based on keywords. Therefore, carefully select the terms.

2 You get statistics about the keywords – they also serve to evaluate the event.

3 Sensitive topics such as available budgets should not be content of the matching.

Definition of Keywords

Keywords are used to find valuable business contacts.

Consider whether terms may be too general or too specific.

If the term is too broadly defined, your participants will have a lot of matches - but this will affect the quality of the contacts.

If there are many sub-terms for a term, create a new matching list (see page 2) on this topic.

When terms are chosen to be specific, matching lists often get too large a size and become cluttered.

Example:
The term "marketing" is very general. Better create a separate matching list and offer specific keywords such as "online marketing", "B2B marketing", "search engine marketing", etc.

Matching-Lists

For more targeted matching, you have the option to choose between single and two-column lists.

Single-column keyword lists

In single-column lists, participants are networked with identical terms.

The headings are for example:
- Interests
- I attend the event because of …
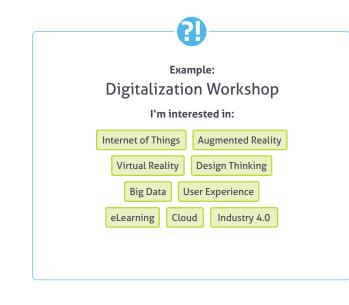- I would like to exchange information about …

Two-column keyword lists

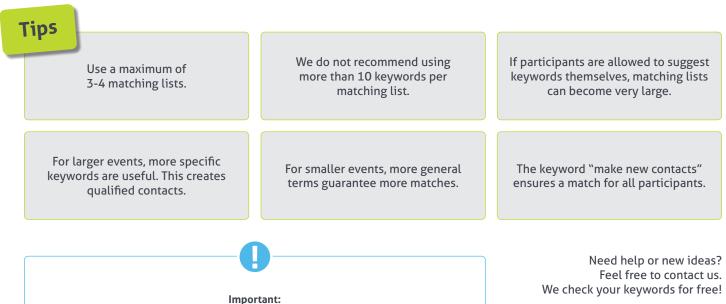Two-column lists work according to the supply-demand principle ("cross-matching").

A match occurs when one participant has selected the keyword on the supply page and the other on the demand page.

The following pairs are examples:
- I search / I offer
- I need knowledge about / I offer knowledge about …
- I can / I would like to enhance my knowledge about

Example:
Digitalization Workshop

I'm interested in:

Internet of Things	Augmented Reality
Virtual Reality	Design Thinking
Big Data	User Experience
eLearning	Cloud	Industry 4.0

Example:
Congress for founders and start-ups

I'm offering: | **I'm looking for:**

Venture Capital	Ideas	Ideas	Venture Capital
Consulting	Business Shares	Business Shares	Consulting
Business Development	Business Development
Investors	Funding	Funding	Investors
Seed Capital	Founder	Founder	Seed Capital

Tips

Use a maximum of 3-4 matching lists.

We do not recommend using more than 10 keywords per matching list.

If participants are allowed to suggest keywords themselves, matching lists can become very large.

For larger events, more specific keywords are useful. This creates qualified contacts.

For smaller events, more general terms guarantee more matches.

The keyword "make new contacts" ensures a match for all participants.

Important:
Note that keywords are primarily for the successful matching of your participants. It is therefore better not to use terms that only provide information to you as an organizer.

Need help or new ideas?
Feel free to contact us.
We check your keywords for free!

contact us >