



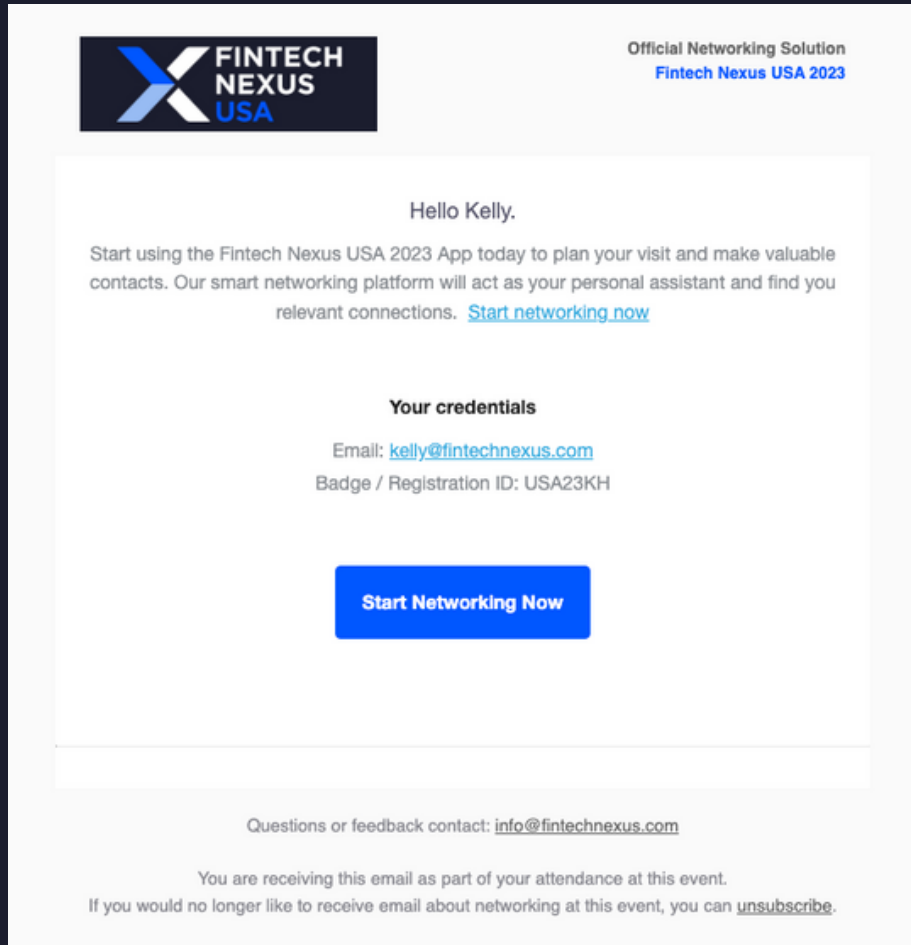
**Networking**

**App**

**Onboarding**

# Logging in

Once you are registered for Fintech Nexus USA, you will receive the invitation email below:




Click "Start Networking Now" to enter the app!

If you open from your computer it will redirect you to the web browser.

If you open on your phone, it will prompt you to download the app or redirect you to the app.

# Initial Onboarding



**Complete your profile**

Please complete your profile as thoroughly as possible. The more we know about you, the better we can match you to the best people to meet.

\* Company Name  
Fintech Nexus

\* Job Title  
Event Registration & Customer Service Manager

I conduct business in...  
Worldwide

Job Level  
Manager

I am looking to meet...  
Other Originator

\* Job function  
Customer Service

My company is best described as...  
Media

LinkedIn  
<http://www.Linkedin.com/in/hogan-kelly>

Website  
<https://www.fintechnexus.com/>

My goal for attending...  
Networking, Staying connected to the industry

**Next >**

## Mandatory Fields

Select/input:

- Company Name
- Job Title
- Where you conduct business
- Job Level
- Who you're looking to meet
- Job Function
- Company Description

## Encouraged Fields

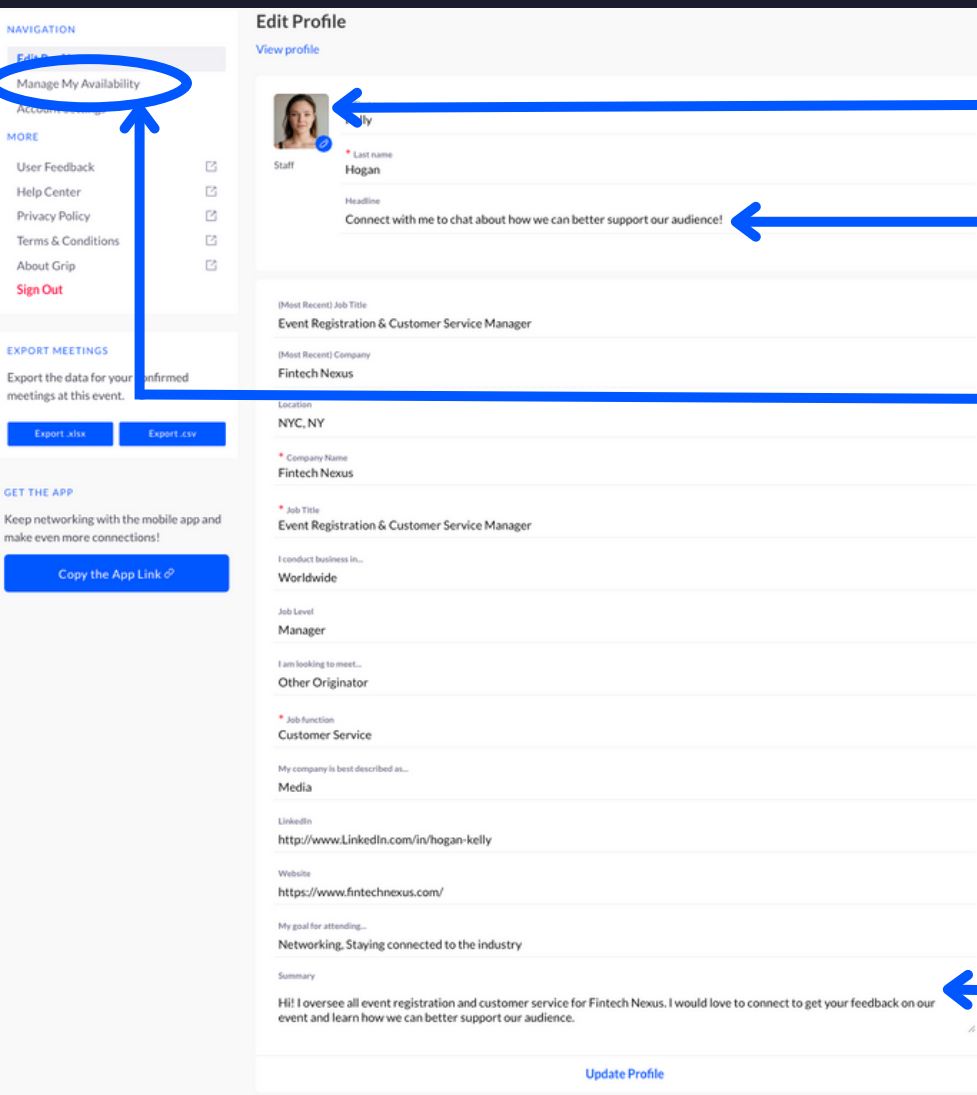
Select/input:

- LinkedIn
- Company Website
- Goal for attending

# Editing your profile



To edit your profile, click the icon in the top right corner



Upload a profile picture so you're easier to find IRL!  
Add a headline so your goal is known at a quick glance. This is visible on your profile in the attendee list.

Edit your availability to let us know when you're available for meetings and when you're not.  
**NOTE:** This can only be edited in your web browser

Give a more detailed summary of who you are, what you do, and why others should connect with you.

# Navigating the Attendee List

- Home
- Event Agenda
- My Schedule
- Attendee List**
- Sponsors
- Recommended for You
- My Connections
- My Interested List
- My Skip List
- Interested in You

### Attendee List

Sort: Name | Location | Company Name | Job Title | Status

My company is best described as... | I conduct business in... | Job function | Job Level

**Alicia Malouff**  
Fintech Nexus

**Alyssia Leggett**

**Alicia Malouff** Staff • Denver, Colorado

[View Lead Notes](#)
Skip
Show Interest

**Lead Activity** 0

**Team Member Activity** 1

Viewed by you

**Details**

**Common Connections**  
You are both connected to Matt Murnane and 1 others

**Company Name**  
Fintech Nexus

**Job Title**  
Executive Assistant

**I conduct business in...**

Central & Latin America
UK & Europe

**Job Level**

Support Staff

**Job function**

Customer Experience

**Meetings with Alicia Malouff** View As: Kelly Hogan

+ Request a meeting

**Invitees**  
Alicia Malouff +

**Date**  
Wednesday 10/05/2023

**Time**  
4:30pm - 4:45pm

**Location**  
1:1 Networking Zone

**Personal Message**  
Why would you like to meet? Adding a personal message increases acceptance rates by 30%

Cancel
Send

**Similar Profiles**

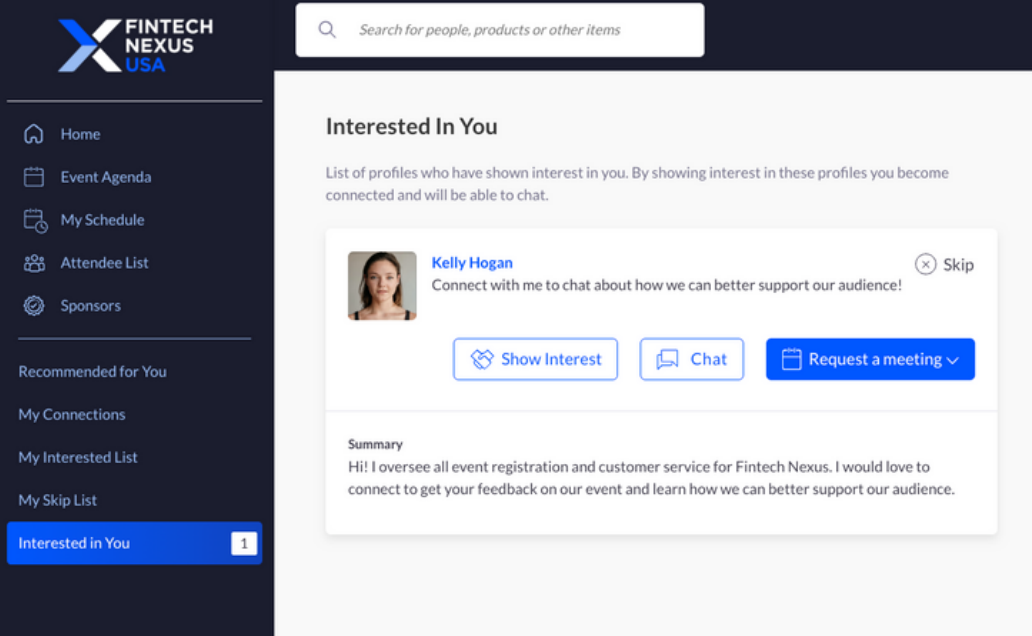
**Mike Michalakis**  
Looking to help Fintech Firms / Supporters with Marketing and Branding

Show Interest

**Martin Ella**

Show Interest

# Navigating the Attendee List



**FINTECH NEXUS USA**

Search for people, products or other items

- Home
- Event Agenda
- My Schedule
- Attendee List
- Sponsors

Recommended for You

My Connections


My Interested List

My Skip List

**Interested in You** 1

### Interested In You

List of profiles who have shown interest in you. By showing interest in these profiles you become connected and will be able to chat.

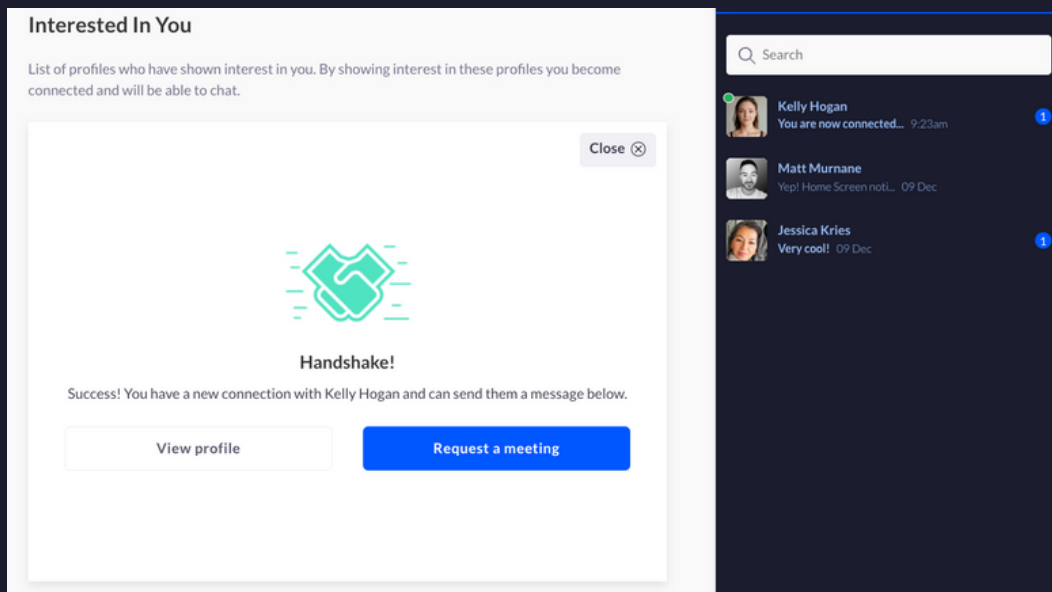


**Kelly Hogan**  
Connect with me to chat about how we can better support our audience!

⊗ Skip

Show Interest Chat Request a meeting ▾


**Summary**  
Hi! I oversee all event registration and customer service for Fintech Nexus. I would love to connect to get your feedback on our event and learn how we can better support our audience.



### Interested In You

List of profiles who have shown interest in you. By showing interest in these profiles you become connected and will be able to chat.

Close ⊗





**Handshake!**


Success! You have a new connection with Kelly Hogan and can send them a message below.

View profile Request a meeting

Search

- 

**Kelly Hogan**  
You are now connected... 9:23am 1
- 

**Matt Murnane**  
Yep! Home Screen not... 09 Dec
- 

**Jessica Kries**  
Very cool! 09 Dec 1

# Navigating the Attendee List

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- Sponsors

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- Recommended for You
- My Connections**
- My Interested List
- My Skip List
- Interested in You

### My Connections

List of attendees you are connected to. Each entry includes a profile picture, name, a status message, and buttons for 'Chat' and 'Request a meeting'.

- Kelly Hogan**  
You are now connected... (28 Mar 9:23am)
- Matt Murnane**  
Yep! Home Screen notL... (09 Dec 3:49pm)
- Jessica Kries** 1 new message  
Very cool! (09 Dec 3:44pm)

**"My Connections"** are double-opt in interest. You can chat with these attendees & share contact info

- Home
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- Sponsors

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- Recommended for You
- My Connections
- My Interested List
- My Skip List**
- Interested in You

### My 'Skip' List

List of profiles you have skipped or didn't find interesting. You can always undo the skip action.

- Ariana Del Valle** Unskip

**Request a meeting**

**Details**

- Company Name**  
Fintech Nexus
- Job Title**  
Marketing Associate
- Job function**  
Marketing - Lead Gen - Events

**"My Skip List"** are attendees that do not fit your needs. You can undo this action any time.

**Note:** Skipping attendees while viewing the whole list will not remove them from the list.

- Home
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---

- Recommended for You
- My Connections
- My Interested List**
- My Skip List
- Interested in You

### My 'Interested' List

List of profiles that you have shown interest in. If any of those profiles show interest back, you will be connected and able to chat.

- Garrett Scaccia** Interested Request a meeting

**Details**

- Company Name**  
Grip Events
- Job Title**  
Project Manager
- Job function**  
Account/Client Management

**LinkedIn**  
<https://www.linkedin.com/in/garrett-scaccia-a477251b5/>

**Website**  
<https://grip.events>

**"My Interested List"** are attendees that you are interested in

# My Schedule

**My Schedule**

Dates ▾ Meeting Status ▾ [Sync to my calendar ▾](#)

Wednesday 10 May

2:00pm - 2:15pm Meeting In-person Meeting

1:1 Networking Zone

**Declined Meeting Request**

Kelly Hogan, Matt Murnane

3:45pm - 4:00pm Meeting In-person Meeting Awaiting Response

1:1 Networking Zone

**Meeting Request YOU sent**

Kelly Hogan, Garrett Sc...

Cancel Reschedule

4:30pm - 4:45pm Meeting In-person Meeting Confirmed

1:1 Networking Zone, Table 1

**Accepted Meeting Request**

**Once accepted, a table will be assigned**

Kelly Hogan, Alicia Malouff

Cancel Reschedule

4:45pm - 5:00pm Meeting In-person Meeting Pending

1:1 Networking Zone

**Meeting Request you RECEIVED**

Veronica DaCosta, Kelly Hogan

Decline Reschedule Message Organizer **Accept**

View favorited content sessions & meetings in "My Schedule."

Filter by date or meeting status (scheduled, declined, pending, awaiting response)

Sync to your calendar for regular updates.

Note: Updates take up to 24 hrs to sync. During the event, it is recommended to use the app schedule.



# Setting up your company profile

Any sponsor representative registered for Fintech Nexus USA has access to edit their company's profile.

If you are not attending the event, but would like to edit the profile, please ask one of your colleagues for their login information.



Enter your company profile by clicking  
"My Team"

# Setting up your company profile

FINTECH NEXUS

Meetings

Inbound Leads

Contacts

Team Members

**Company Profile**

Export

Click on  
"Company Profile"

Add a hero image  
1476 x 634 px

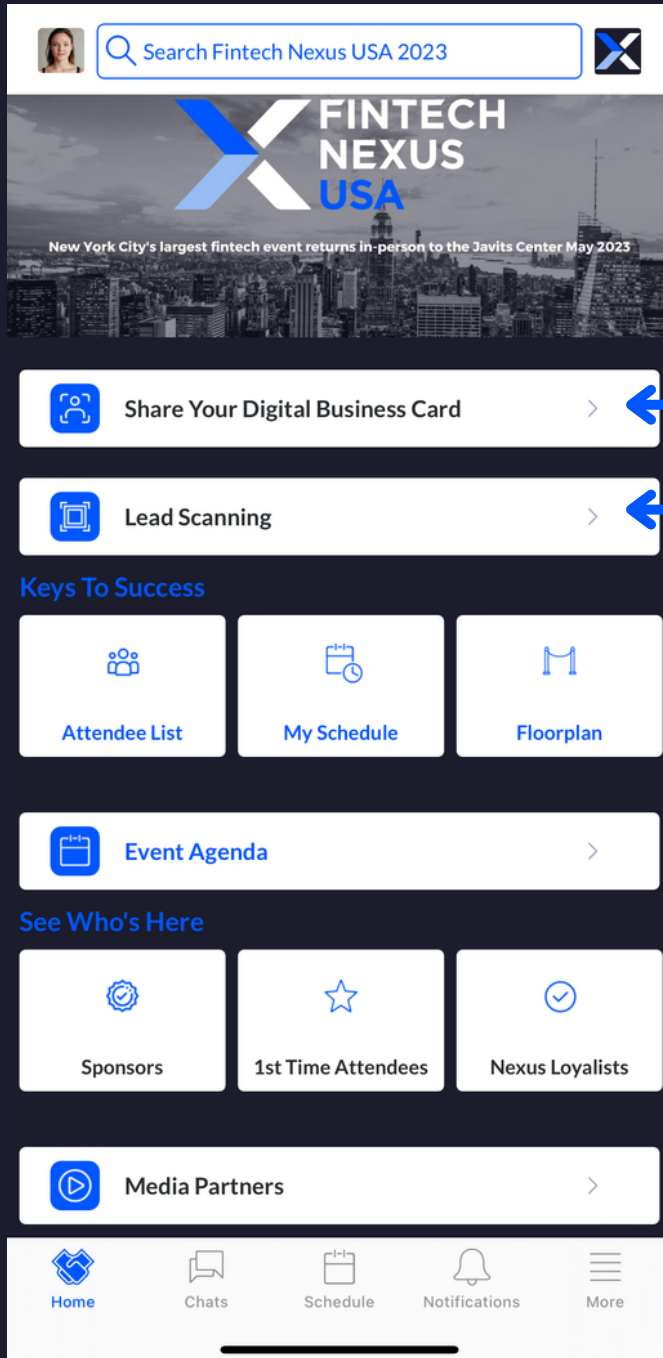
Add a brief  
headline

Add social media  
handles and  
website; embed  
one youtube  
video and/or PDF  
if applicable

The screenshot shows the Fintech Nexus company profile page. At the top is a hero image with the Fintech Nexus logo and the text "FINTECH NEXUS" over a green, particle-like background. Below the hero image is the profile information section, which includes the company name, headline, and social media links for LinkedIn, Facebook, and Twitter. The LinkedIn link is <https://www.linkedin.com/company/fintech-nexus/>. The Facebook link is <https://www.facebook.com/FintechNexus>. The Twitter handle is @fintechnexus. Below the social media links is a section for a video URL, with the example <https://www.youtube.com/embed/hsAbNXHZbXo>. There is also a section for a PDF, with a "Click to update" button. The website link is <https://www.fintechnexus.com/>. The location is listed as NYC, NY. The summary section contains the following text: "Fintech Nexus (formerly LendIt Fintech) is a diversified media company providing essential knowledge, connections and inspiration to the entire financial services industry, creating a link between traditional finance and the future of finance. Each year, we reach more than 70,000 unique banking, fintech and investment executives through our diverse portfolio of News, Events, Podcasts, Webinars, Whitepapers, Newsletters and our credentialed education courses. Like much of the economy today, financial services is experiencing a rapid upheaval. We are seeing a multi-decade transformation where fintech will take center stage as everything becomes digital. Fintech Nexus is there for you, reporting the news on a daily basis, and enabling real time discussion and insights via digital media and live events. We immerse ourselves in all things fintech so we can be your trusted guide on this exciting journey." At the bottom of the page is an "Update Profile" button.

Update Profile

# Lead Scanning

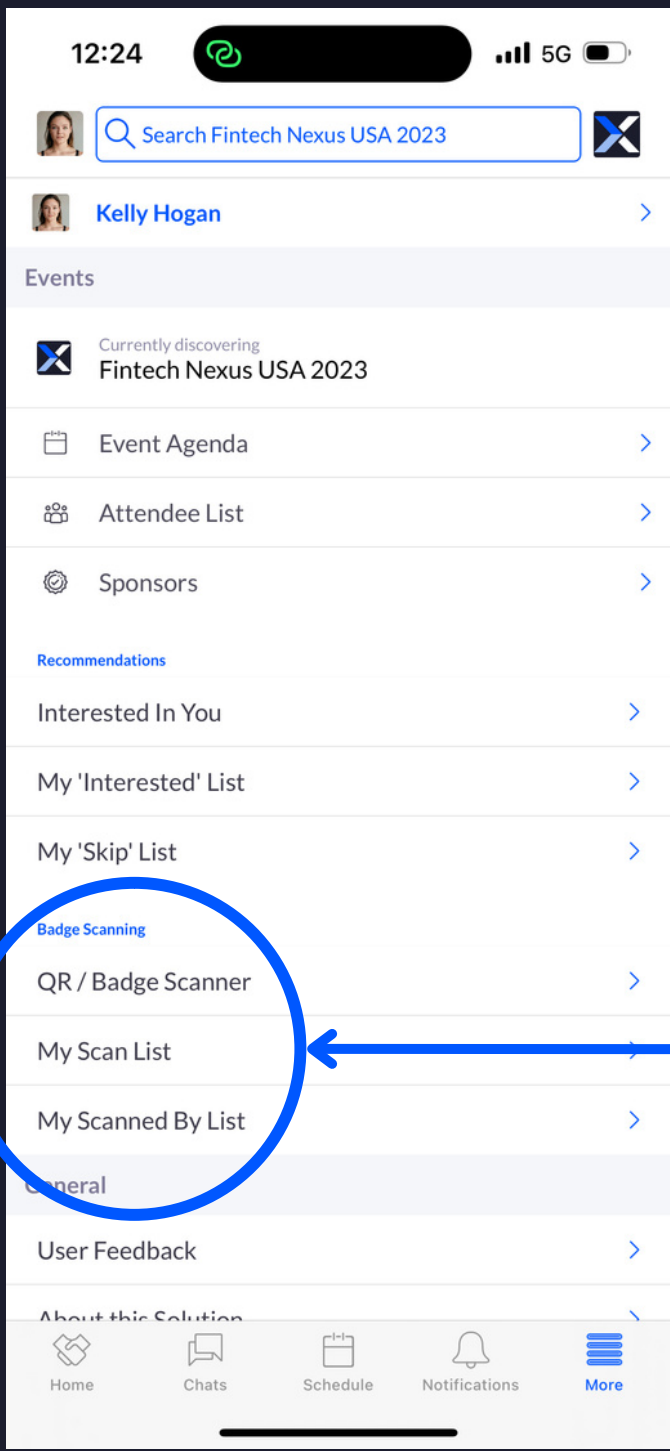


All attendees will have this button. It will pull up their QR code.

Sponsors will have the "Lead Scanning" button. This opens your camera.

Note: Lead Scanning will only be available on mobile. All sponsors w/ booth for the event will have access to lead scanning.

# Reviewing Leads (Mobile)



To review your leads on mobile, click "More" on the bottom right. You are able to review who scanned your badge and who you scanned.

# Reviewing Leads (Web)

FINTECH NEXUS

Meetings



Contacts

Team Members

Company Profile

Export


Go to "My Teams" and select "Inbound Leads."

You will be able to view all leads (scanned, met with, interested in, viewed company profile, etc) for the company.


## Inbound Leads



The Inbound Leads section features profiles of people that have shown interest, connected or interacted with you, your team members and/or company profile. The section is dynamic, as the profiles will remain on the list until you take action on them by requesting a meeting, showing interest or skipping the profile.

 **0**  
To Review

 **2**  
Reviewed

 **2**  
Total Leads



**Garrett Scaccia** ★ 4/5

- Scanned by you
- Has connected with you
- Interested in Fintech Nexus
- Interested in you
- Interested in Veronica
- you showed interest
- Has viewed Fintech Nexus
- Viewed by you
- Has viewed you

 View Lead Notes

Interested

