What Would George Do?

The BIO One-on-One Partnering™ Customer Service Channel

Step-by-Step Instructions for Partnering Success

Step 1: Log in to BIO One-on-One Partnering

- Login credentials (username and password) for BIO One-on-One Partnering™ will be sent to the email address you entered when registering within **three business days**.

- Click the link and enter your username and password (which you received via email from biopartnering@bio.org).

  Each event will have a specific URL for its corresponding Partnering system. For instance, for the past BIO CEO event, the URL was: oneononepartnering.bio.org/BioCEO2011.

  Once available, you'll find the URL for your event on our websites and emails.

The Unofficial Step 1*: Make sure you are first registered for the event. Only registered attendees can have access to BIO One-on-One Partnering™.*

Sometimes, we'll ask you during Registration if you'd like to participate in Partnering, so make sure you select the correct response.

Step 2: Publish Your Company Profile

Did you know? If you attended a BIO Conference recently, you can import your old Profile.

- Click the **"Profiles"** button.

When importing an old profile, it must be done the first time **anyone** from your company logs in to the system.

- Enter or update all required information by following steps 1 to 10. (To save your edits, you can click the "**Save**" button. Selecting "**Next**" will also save your entered information.)

- Step 10, entitled **"Publish Profile"** is the last step of the process. To publish your profile, select the "**Yes**" radio button under "Publish to Partnering Website & CD-ROM?"

- Hit **"Save"**. Your profile is now visible to investors and potential partners.

  Please note: In order to access all features of the partnering system, including the ability to send and receive meeting requests, you **must** fill out the required fields within the first page of the company profile at minimum. The information you enter in your company profile allows others to learn more about your company, so please include as much information as possible.

Step 3: Update Your Availability

You <u>must</u> mark yourself as available in order to schedule a meeting.

- Click the **“Calendar”** button.
- Select yourself from the drop down menu located next to “Calendar for” (top-right corner).
- Each day of the conference is listed as a separate tab, which you can switch back and forth from by clicking on the tab of day you’d like to view.
- Mark yourself **available** for conference timeslots by checking the corresponding boxes.
  – You must be marked available (aka the box must be *checked*) during at least **one** half-hour timeslot in order to send or accept meeting requests.
- Select the **“Save**” button at the bottom or top of the page.

Step 4: Target Partners & Send Meeting Requests

- Click the **“Search”** button.
- Search for and find a company you would like to meet with by filtering results (via “Advanced Search”, “Company Directory”, “Delegate Directory tabs”, etc. at the top).
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    Hit the “**REQUEST”** icon in the top-right corner of the search results line.
  - Fill out the necessary information and hit “**Request Meeting**”. Most fields will populate with the “Autofill” feature.

***TIP:** Once you publish your profile, you can still make edits. The new version will appear when companies search for you online.*

Step 5: Monitor Incoming & Outgoing Meeting Requests

- Click the **“Message Center”** button.
- Click on the meeting request you would like to accept/decline.
- Add yourself or a colleague to the meeting by hitting “**Edit Participants**” on the right-hand side of the screen.
- To accept the meeting, click on the “**Accept**” button.
- To decline the meeting, select “**Decline**”.

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Once your meeting is in "agreed to" status (you agree to meet when you "accept" a meeting request), BIO will schedule the meeting in a complimentary, private room during a time that both you and the other party are available. Once scheduled, these meetings will automatically populate in your calendar. BIO will send you the specific room assignments as the event approaches.

Step 6: Check Back Frequently!

Our data shows that the most successful companies access their partnering accounts on a daily basis, especially as the conference approaches.

As a reminder, meeting booths are limited and are given on a first-come, first-serve basis. Therefore, we encourage you to update your partnering account early and often, as waiting until the last minute to send or respond to requests will likely result in fewer meetings scheduled. For further instruction on how to get the most from your BIO One-on-One Partnering™ account, please follow the *What Would George Do?* Blog, which includes webinars, updates on new features, and other great tips. Happy Partnering!

BIO Partnering Team
866.356.5155 (domestic)
+1.202.962.6666 (international)
biopartnering@bio.org
blogs.bio.org/bio1x1partnering