

5 Tips

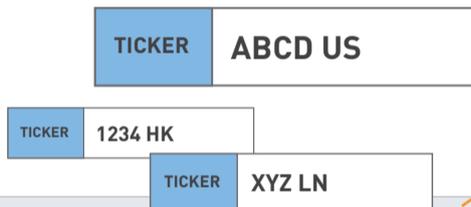
TO GET THE MOST FROM LAUNCHING YOUR EVENTS ON WECONVENE

Launching your events on WeConvene gives you access to a global audience of 150,000 buy side users via Bloomberg EVTS<GO>. The 5 tips below will increase the visibility of your events with the investors most interested in your company.

TIP 1

Include your Ticker

Users on WeConvene and Bloomberg are alerted when an event is launched with a ticker that is contained in their watchlist - including your ticker is the best way to ensure that the investors who are focused on your company will be alerted when your event is launched.



TIP 2

Add your Sector to the Keyword field

Many buy side users on WeConvene perform more general sector searches, to find events relevant to the respective sectors they cover. WeConvene supports GICS classifications and we recommend adding your Sector, Industry and Sub-Industry in the keyword section.

TIP 3

Open up your event to a wide audience

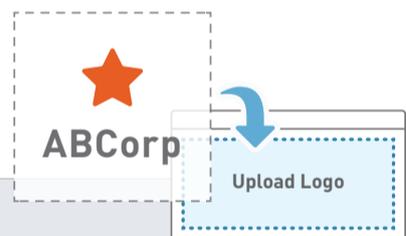
Select the Event Access Option **“Public”** to access the full WeConvene and Bloomberg global audience of 150,000 buy side users. This will ensure that your event(s) can be seen by all the investors on WeConvene and Bloomberg who may be interested in your company and that you don't yet know.



TIP 4

Upload your company logo

Humans are mostly visual creatures and adding a logo makes your event more recognizable. Your event title and company logo will be the first thing many investors see and play a big part in attracting them to click into your event to view the details.



TIP 5

Include details that will “Sell” your event

Investors have consistently highlighted that the detail they most care about is **who** they are meeting. Make sure you list all the event participants and also include detailed Bio's as investors welcome having information about management they may not be familiar with. Also, make use of the “Summary” and “Description” fields to list out discussion topics or any other pertinent information that will pique investor interest in your event.