

# Attendee User Guide

**TU-Automotive  
Detroit**

 **WARDS**AUTO.  
Interiors Conference™

**ADAS & Autonomous  
Vehicles  
USA**

 **WARDS**AUTO.  
**UX** User Experience  
Conference™

**Connected Car  
Insurance**



# Welcome!

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**TU-Automotive  
Detroit**

 **WARDS**AUTO™  
**Interiors Conference™**

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USA**

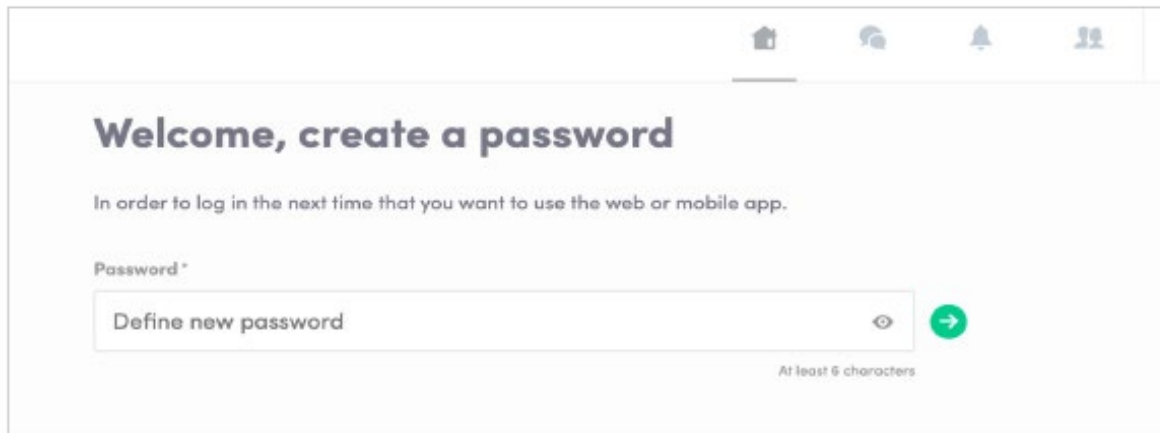
 **WARDS**AUTO™  
**UX User Experience  
Conference™**

**Connected Car  
Insurance**

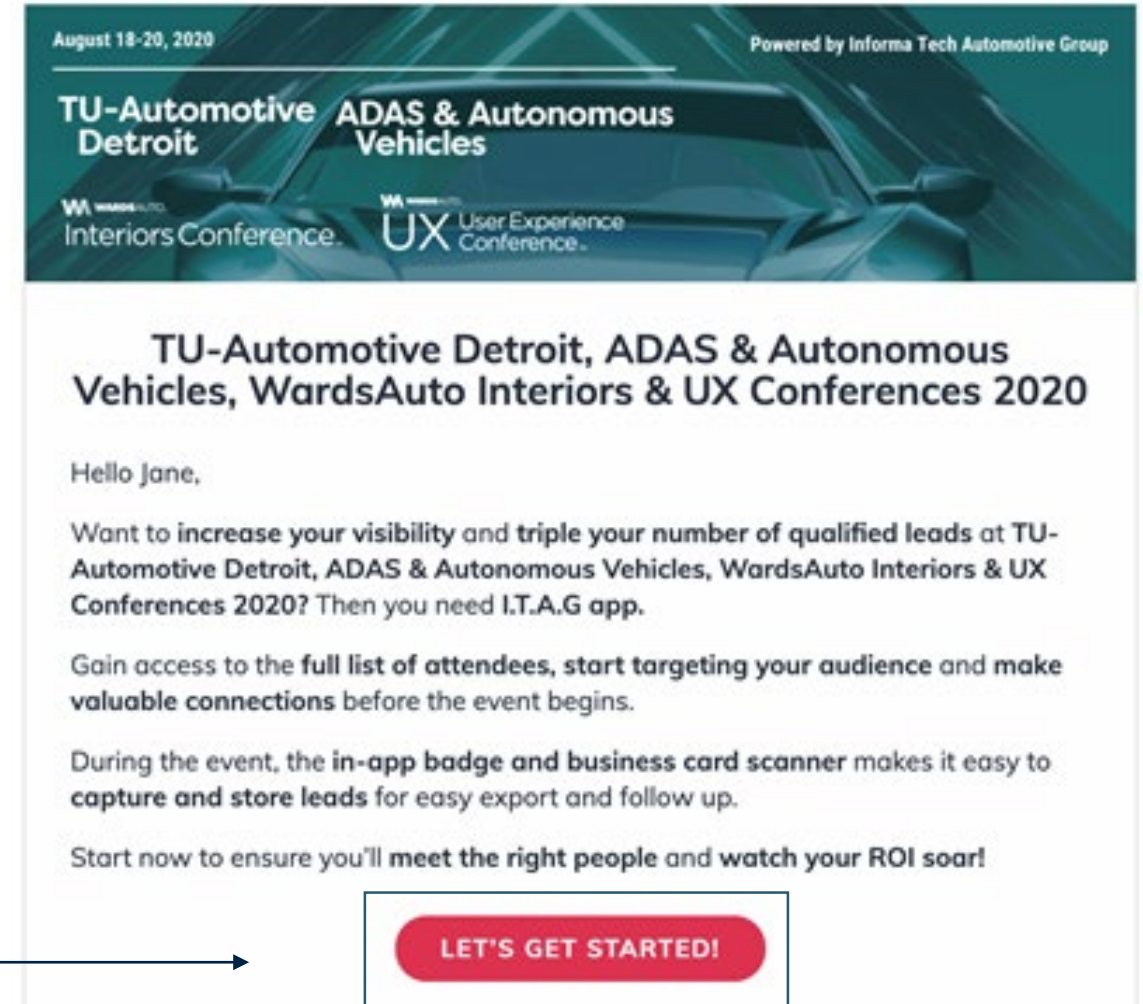
# How to Access the Virtual Event

# Access – Logging in for the First Time

1. You'll receive an email similar to 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 [hello@swapcard.com](mailto:hello@swapcard.com) so be sure to whitelist it!
2. A window will then ask that you to create a password for your account.



The screenshot shows a web interface with a navigation bar at the top containing icons for home, chat, notifications, and profile. The main heading is "Welcome, create a password". Below it, a subheading reads: "In order to log in the next time that you want to use the web or mobile app." There is a "Password \*" label above a text input field containing the placeholder "Define new password". To the right of the input field are an eye icon and a green arrow icon. Below the input field, it says "At least 6 characters".



# Access– Logging in once you have an Account

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

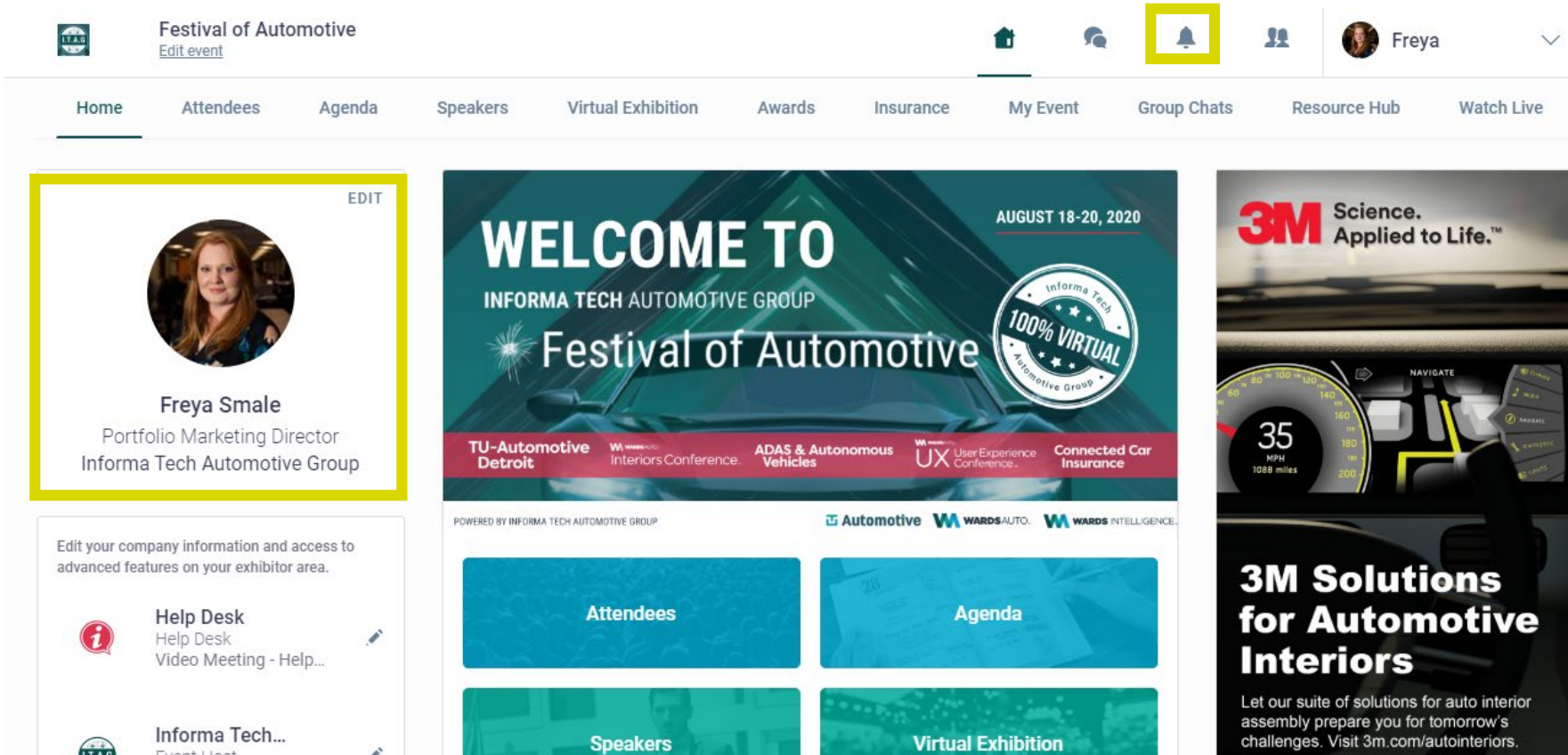
*Note: If you have forgotten your password after entering your email, click on “Send me a magic link” and you’ll receive an email to reset your password.*

# Navigating the Virtual Event





# Your Event Homepage



**Festival of Automotive**  
[Edit event](#)

Home Attendees Agenda Speakers Virtual Exhibition Awards Insurance My Event Group Chats Resource Hub Watch Live

**Your Profile**  
Click on edit to update your profile to maximize your networking opportunities.

**Alerts**  
View notifications, connection or meeting requests.

**WELCOME TO**  
INFORMA TECH AUTOMOTIVE GROUP  
**Festival of Automotive**  
AUGUST 18-20, 2020  
100% VIRTUAL  
Informa Tech Automotive Group

TU-Automotive Detroit WARD'S AUTO Interiors Conference. ADAS & Autonomous Vehicles WARD'S AUTO User Experience Conference. Connected Car Insurance

POWERED BY INFORMA TECH AUTOMOTIVE GROUP

**Attendees** **Agenda**  
**Speakers** **Virtual Exhibition**

**3M Solutions for Automotive Interiors**  
Let our suite of solutions for auto interior assembly prepare you for tomorrow's challenges. Visit [3m.com/autointeriors](http://3m.com/autointeriors).

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



# Navigating the Platform

The navigation bar at the top of the homepage and navigation buttons link to the conference, exhibition, awards and networking.

**Attendees** – directs you to the list of attendees.

**Agenda** – directs you to the agenda where you can select sessions.

**Speakers** – directs you to the list of speakers.

**Virtual Exhibition** – directs you to the exhibitor booths.

**Awards** – directs you to the awards ceremonies.

**Insurance** – direct you to Insurance specific content.

**My Event** – shows you the sessions and meetings you have organized.

**Help Desk** – ask the team for help.

**Group Chats** – chat with your fellow attendee.

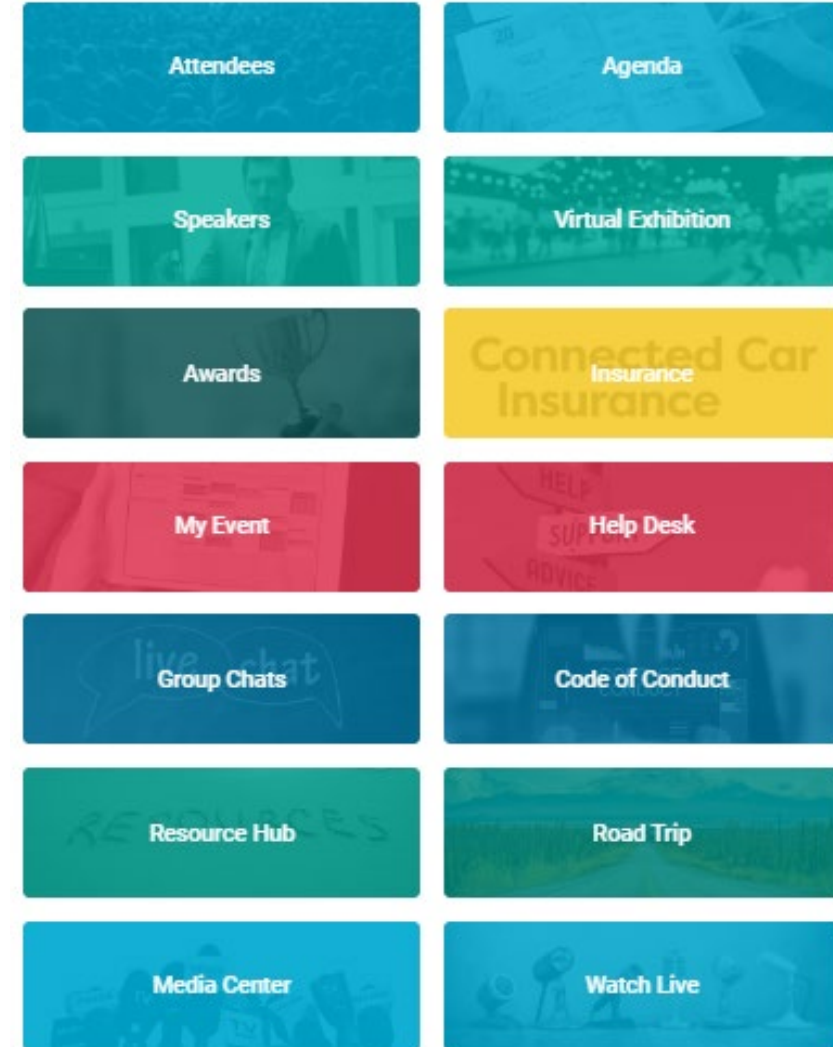
**Code of Conduct** – read our code of conduct.

**Resource Hub** – access useful content and resources.

**Road Trip** – take part in a fun game!

**Media Center** – for the Press to ask questions.

**Watch Live** – navigate to the current live session.





# Agenda

Access the event's full agenda featuring every workshop, track session, keynote and scheduled networking activity.

- [View](#) session descriptions and speakers.
- [Sign up](#) for and add sessions to your schedule.
- [Join](#) "live" or on-demand sessions.

The screenshot shows the 'Festival of Automotive' event page. At the top, there's a navigation bar with icons for Home, Attendees, Agenda (selected), Speakers, Virtual Exhibition, Awards, Insurance, My Event, Group Chats, Resource Hub, and Watch Live. The user 'Freya' is logged in. Below the navigation bar, there's a date selector showing 'TUESDAY 18', 'WEDNESDAY 19', and 'THURSDAY 20'. The main content area is divided into three sections: 'Refine the list' with a search bar and filters for Session Types, Track Name, and Themes; a central list of sessions for Tuesday, August 18th; and a 'Your schedule' section on the right. The sessions listed include 'Welcome from Informa Tech Automotive Group' (2:50 PM - 2:55 PM) and 'Chairperson's Opening Remarks' (2:55 PM - 3:00 PM), both featuring Caroline Hicks and Stephen Bell from Informa Tech Automotive Group. The 'Your schedule' section lists 'Happy Hour Networking' (Tue, Aug 18, 2020 8:05 PM), 'TU-Automotive Awards Ceremony' (Tue, Aug 18, 2020 8:15 PM), and 'WardsAuto 10 Best Interiors Awards Ceremony' (Wed, Aug 19, 2020 5:20 PM).

**Festival of Automotive**  
[Edit event](#)

Home Attendees **Agenda** Speakers Virtual Exhibition Awards Insurance My Event Group Chats Resource Hub Watch Live

TUESDAY 18 WEDNESDAY 19 THURSDAY 20

Refine the list

Search

**Filters**

SESSION TYPES

TRACK NAME

THEMES

2:50 PM 2:55 PM **Welcome from Informa Tech Automotive Group**

Keynotes

Opening Remarks

Caroline Hicks · Informa Tech Automotive Group

Informa Tech Automotive Group

2:55 PM 3:00 PM **Chairperson's Opening Remarks**

Keynotes

Opening Remarks

Stephen Bell · Informa Tech Automotive Group

Informa Tech Automotive Group

3:00 PM **Driving the Future of Automotive- Trends and Outlook that are**

**Your schedule**

**Happy Hour Networking**

Tue, Aug 18, 2020 8:05 PM

**TU-Automotive Awards Ceremony**

Tue, Aug 18, 2020 8:15 PM

**WardsAuto 10 Best Interiors Awards Ceremony**

Wed, Aug 19, 2020 5:20 PM

[See all](#)

**Festival of Automotive**  
[Edit event](#)

Home Attendees Agenda Speakers **Virtual Exhibition** Awards Insurance My Event Group Chats Resource Hub Watch Live

Refine the list

Search

**Filters**

TYPE

**Event Host**

**Informa Tech Automotive Group**  
Event Host  
Video Meeting - Informa Tech Automotive Group

**Headline**

**SiriusXM**  
Headline

**Platinum**

**AEye**  
Platinum  
Video Meeting - AEYE

**Fujitsu**  
Platinum

**My bookmarks**

**AEYE**  
Platinum  
Video Meeting - AEYE

**RIDECELL**  
Platinum  
Video Meeting - Ridecell Inc

**Help Desk**  
Help Desk  
Video Meeting - Help Desk

**You may also like**  
Here's an opportunity to contact and meet other potential companies or partners.

**MEDC**  
Exhibitor  
Video Meeting - MEDC

**SafeRide Technologies**  
Exhibitor

**LogiSense**  
Exhibitor

**NIRA Dynamics**  
Exhibitor  
Video Meeting - NIRA

# Make connections with the Auto Tech industry.

Search solution providers by key categories.

## Visit the virtual booths to:

- Learn more about their products and services.
- Chat privately with team members with the option to start a video meeting and share a screen for live demos.
- Request meetings.
- Access vendor literature such as white papers, case studies, spec sheet, and more.
- Make a connection with a team member.
- Follow the sponsor on social media.

**Highlight Informa Tech Automotive Group**  
Interested in Informa Tech Automotive Group? Click below to bookmark it so you don't forget!

**BOOKMARK**

**Talk with Informa Tech...**

**Book a meeting**  
Select a time slot to set up a meeting with Informa Tech Automotive Group

Tuesday, August 18, 2020

12:00 PM	12:20 PM	12:40 PM	1:20 PM	1:40 PM	2:00 PM
2:20 PM	5:50 PM	6:10 PM	6:30 PM	6:50 PM	7:10 PM
7:30 PM	7:50 PM	8:10 PM	8:30 PM	8:50 PM	9:10 PM
9:30 PM	9:50 PM	10:10 PM	10:30 PM	11:00 PM	11:20 PM
11:40 PM					

[See more slots](#)

**Information**

Informa Tech Automotive Group: Connecting the automotive and technology ecosystem to inform, inspire and accelerate a brighter future.

Combining the research expertise of Wards Intelligence, the reach and community of WardsAuto, and the connection and expert insight of TIA-Automotive, our trusted brand.

[See more](#)

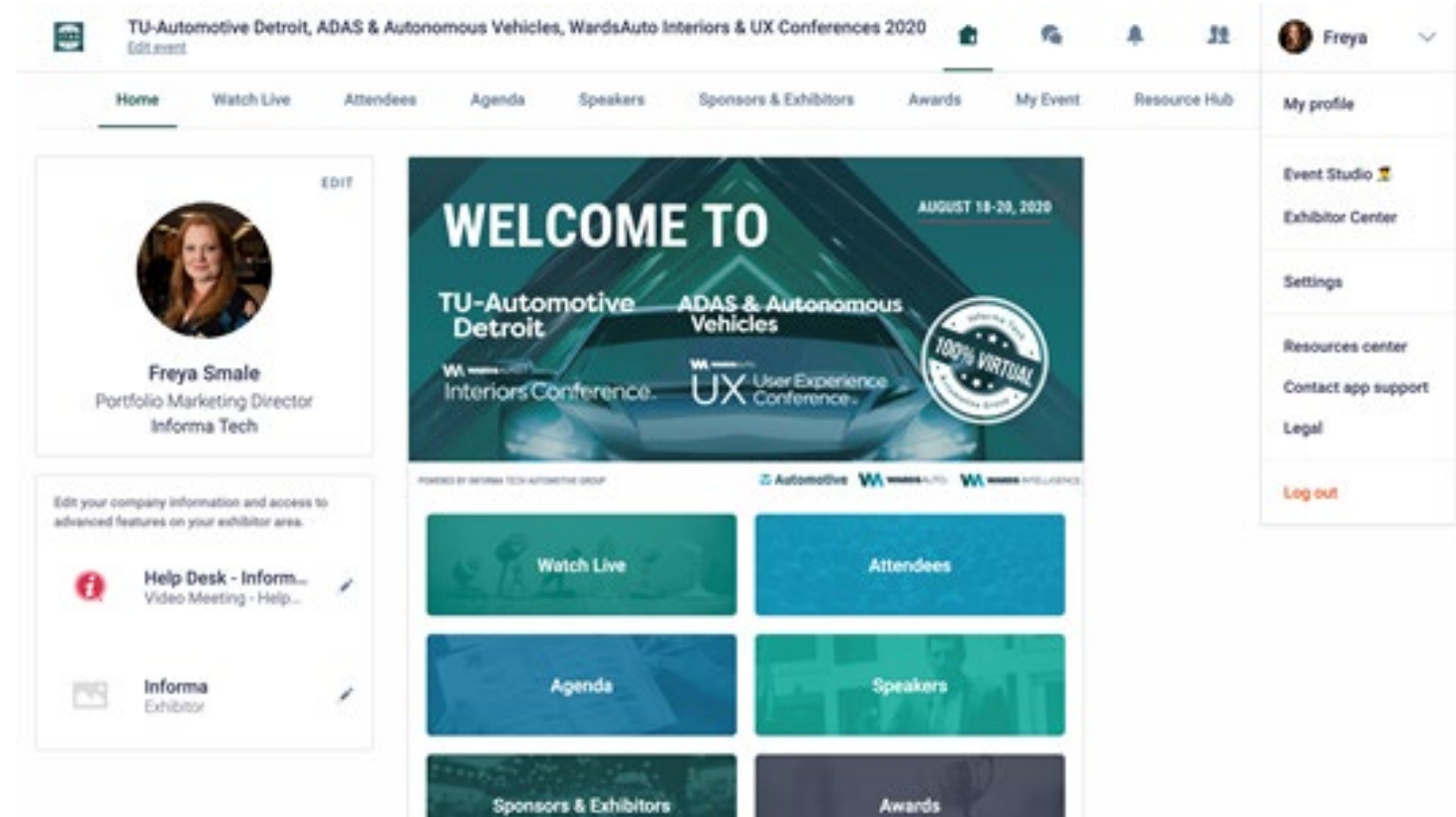
**Contact this company**  
Send a message to the company if you have any questions about their services or products. A member of their team will answer you as soon as possible.

# How to Update Your Profile

# Profile – Be Sure to Personalize Yours!

Fellow attendees are more likely to accept your meeting invite if they can learn more about you.

1. Click on “Edit” to add information to your profile.
  2. Information you can edit on your profile.
    - Your photo
    - Personal information
    - Skills
    - Biography
    - Social Media
    - Contact details
- Just click on “edit” or “add” to populate your information!

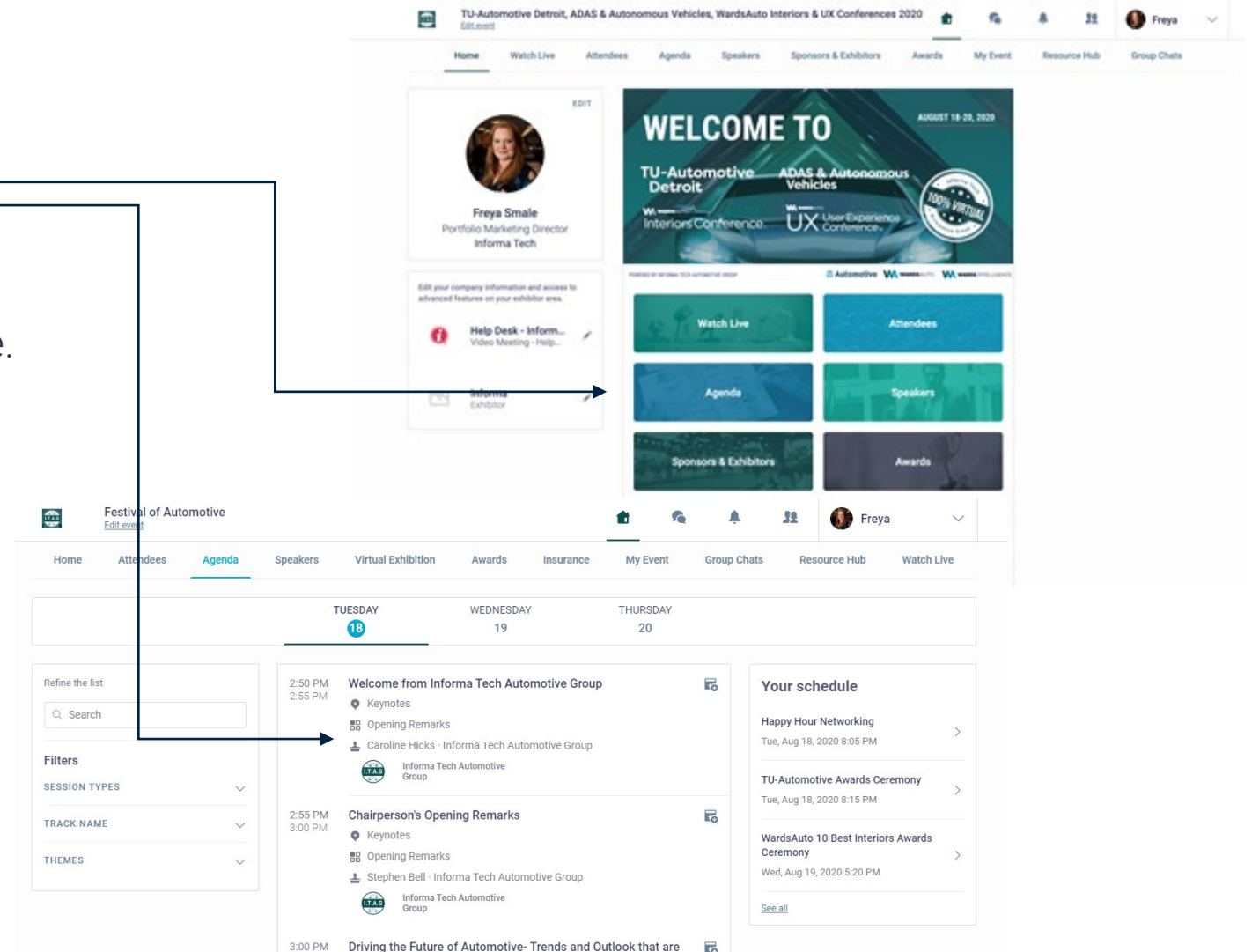


# How to Join A Session



# Joining A Live Session

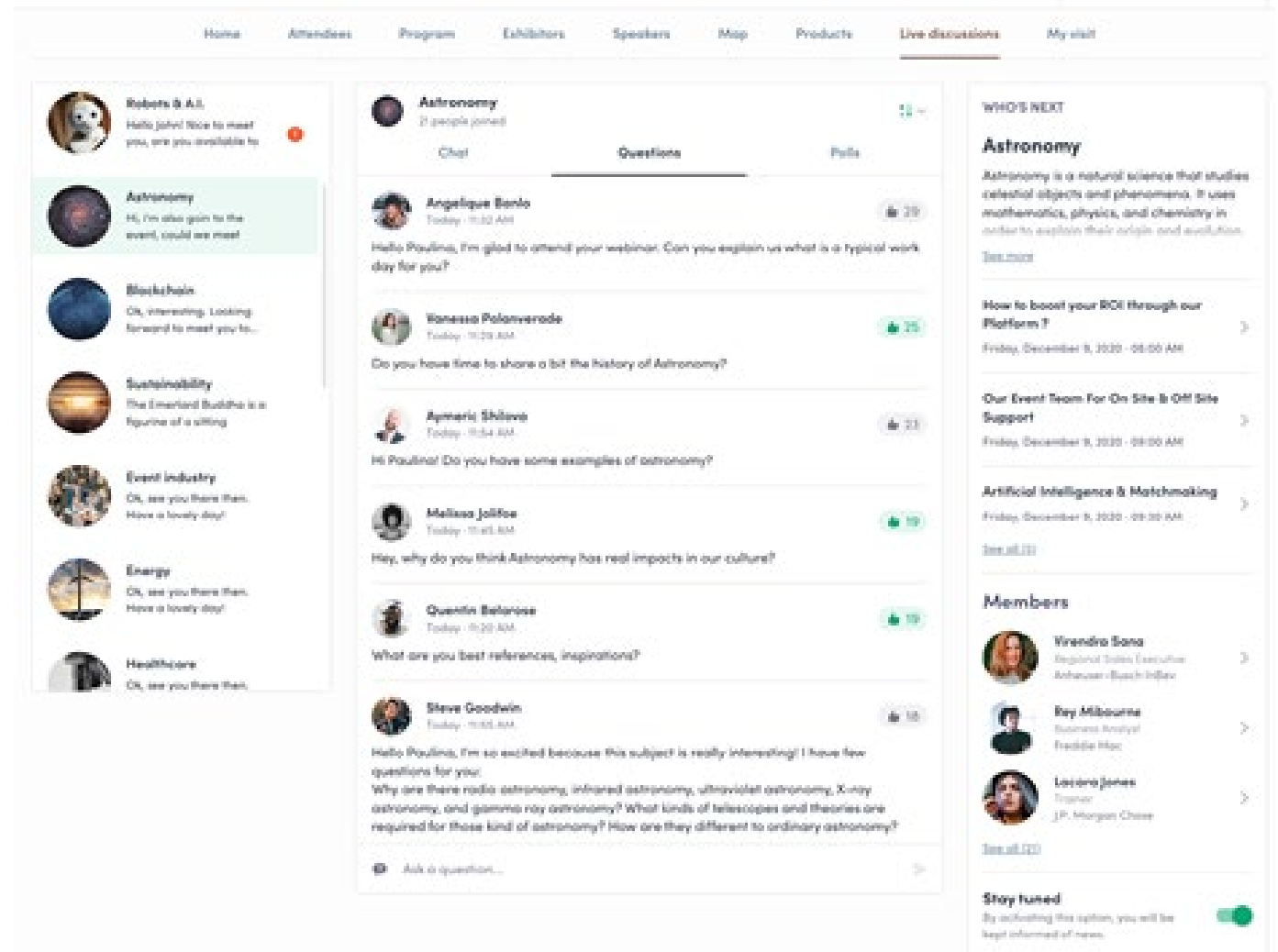
- From “Agenda”, click on the session you’d like to join.
- 24 hours prior to the official start time, a countdown appears on the session page.
- When it's time for a session to begin, a video will be displayed at the top of the session page and starts automatically (\*if you’re using Safari, please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





# 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.



# How to Make Connections and Request Meetings

# Request A Meeting

- From main navigation, click on “Attendees”.
- 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 Event” to see if contacts have accepted your meeting request.

**Note:** the meeting time slot is held and blocked until it is accepted or declined.

**Katarina Hohnec**  
Office Manager, Sales & Marketing Coordinator  
TASKING

**Meet Katarina**  
Select a time slot to set up a meeting with Katarina.

Tuesday, August 18, 2020

3:00 PM	3:20 PM	3:40 PM	6:30 PM	6:50 PM	7:10 PM
7:30 PM	7:50 PM	8:10 PM	8:30 PM	8:50 PM	9:10 PM
9:30 PM	9:50 PM	10:10 PM	10:30 PM	10:50 PM	11:10 PM
11:30 PM					

Tuesday, 18th August • 3:40 PM to 4:00 PM [Edit](#)

Video Meeting - TASKING [Edit](#)

Message (optional)

Introduce yourself and the purpose of the meeting

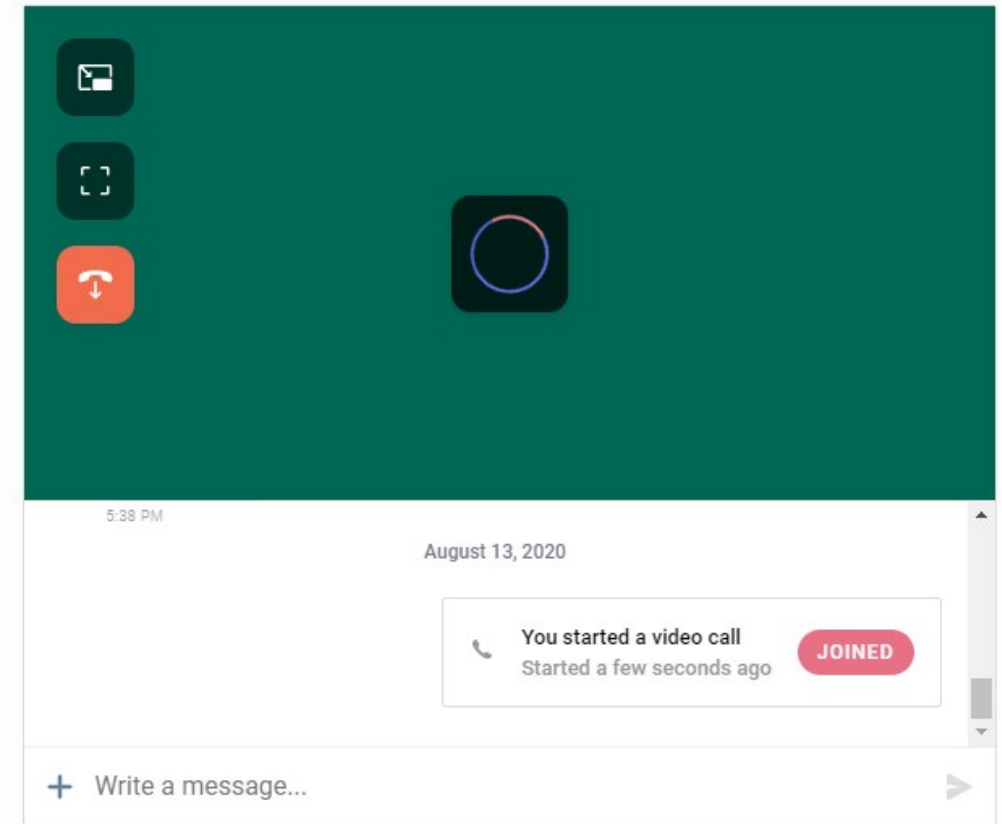
[SEND MEETING REQUEST](#)

# Start A Video Meeting

- From main navigation, click on “My Event”.
- 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.



# Make a Connection

- From main navigation, click on “Attendees”.
- 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 the 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 displays a user interface for connecting with a contact named Caroline Hicks. The main section, titled 'Meet Caroline', shows a profile picture and contact information: 'Caroline Hicks, Portfolio Director, Events, Informa Tech Automotive Group'. Below this is a meeting scheduler for 'Tuesday, August 18, 2020' with a grid of time slots. A 'See more slots' link is at the bottom. To the right, a chat window titled 'Talk with Caroline' shows a message 'Looking forward to chatting!' from August 11, 2020, and a 'Test meeting' button. Below this, a message indicates 'Video call ended a minute ago' on August 13, 2020. At the bottom of the chat window is a 'Scoring' section with five stars and a 'Tags' section.

Is connected

**Caroline Hicks**  
Portfolio Director, Events  
Informa Tech Automotive Group

**Meet Caroline**  
Select a time slot to set up a meeting with Caroline.

Tuesday, August 18, 2020

12:40 PM	1:00 PM	1:20 PM	1:40 PM	2:00 PM	2:20 PM
2:40 PM	5:30 PM	5:50 PM	6:10 PM	6:30 PM	6:50 PM
7:10 PM	7:30 PM	7:50 PM	8:10 PM	8:30 PM	8:50 PM
9:10 PM	9:30 PM	9:50 PM	10:10 PM	10:30 PM	11:00 PM
11:20 PM	11:40 PM				

[See more slots](#)

**Talk with Caroline**

August 11, 2020

Looking forward to chatting!  
11:59 AM

Caroline Hicks  
Test meeting  
5:38 PM

August 13, 2020

Video call ended  
a minute ago

+ Write a message...

**Scoring**  
Adding a scoring helps your follow-up by knowing the potential of each connection made.  
★ ★ ★ ★ ★

**Tags**

# Set Available Meeting Times

- From main navigation, click on “My Event” followed by “My Meetings”.
- 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.

The screenshot displays the 'My Event' page with a navigation bar at the top containing links: Home, Attendees, Agenda, Speakers, Virtual Exhibition, Awards, Insurance, **My Event** (highlighted with a yellow box), and Group Chats. On the left sidebar, under the 'My Event' section, there is a list of options: My schedule, **My meetings** (highlighted with a yellow box), My networking, My bookmarked companies, and My wish list. Below this list is an 'Export' button. The main content area shows a section for 'See my team's meetings' with a right arrow. Below this is a toggle for 'Display empty slots' which is currently turned on. The main content area is titled 'Tuesday, August 18, 2020' with a link 'Make unavailable all day'. The meeting slots are listed as follows:

Time Slot	Status	Action
12:00 PM - 12:20 PM	Available for a meeting	<a href="#">Make unavailable</a>
12:20 PM - 12:40 PM	Available for a meeting	<a href="#">Make unavailable</a>



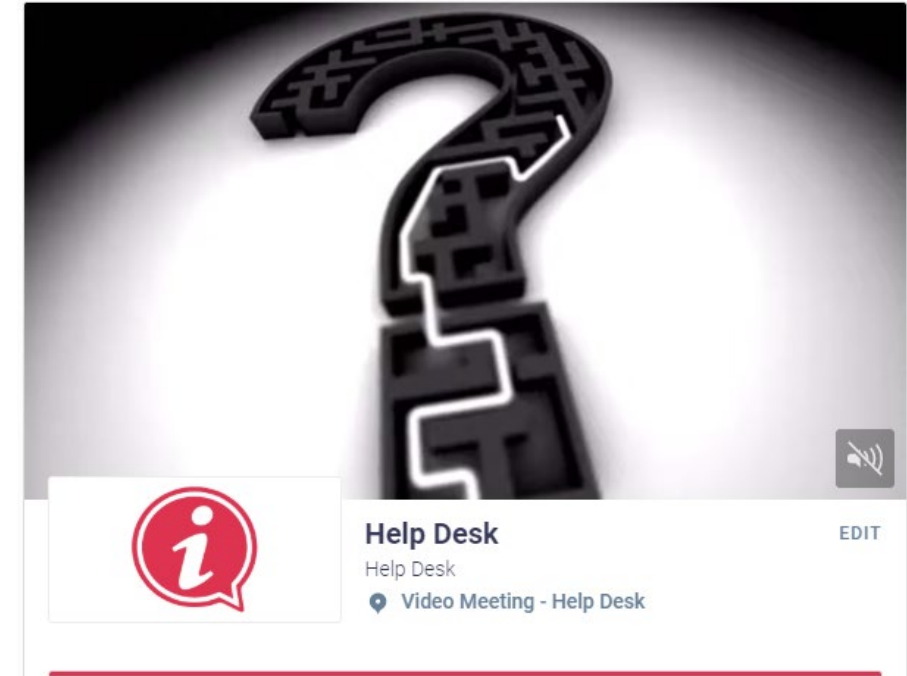
# Additional Resources and Information

# Help Desk

Throughout the event, you can ask our experts! We'll be on hand to assist with any technical issues, any content questions and to help in any way we can.

# Video Demos

- Your Profile and Schedule: <https://youtu.be/u-nnrLgj3NI>
- Networking Attendees: <https://youtu.be/eR0NV76pplY>
- Networking Sponsors: <https://youtu.be/qiezawBG6Oo>



# Code Of Conduct

We believe our community should be truly open for everyone. We are committed to providing a friendly, safe and welcoming virtual environment for all, regardless of gender, sexual orientation, disability, ethnicity, or religion. This code of conduct outlines our expectations for participant behavior, as well as the consequences for unacceptable behavior. We invite all sponsors, speakers, attendees, media, exhibitors and other participants to help us realize a safe and positive conference experience for everyone. All determinations of appropriate or inappropriate behavior are in Informa's sole discretion and the decision(s) of the Informa representatives will be final.

## Behavior

- You will behave in a way as to create a safe and supportive environment for all Informa Tech Automotive Group virtual events (webinar, live streams, etc.) participants (including employees, moderators, attendees, vendors, sponsors, speakers, and volunteers).
- You will not engage in disruptive speech or behavior or otherwise interfere with the virtual event or other individuals' participation in the event or engage in spamming of other attendees.
- You will not engage in any form of harassing, offensive, discriminatory, or threatening speech or behavior, including (but not limited to) relating to race, gender, gender identity and expression, national origin, religion, disability, marital status, age, sexual orientation, military or veteran status, or other protected category.
- You will comply with the instructions of the moderator and any Informa Tech Automotive Group virtual event staff.
- You will comply with all applicable laws.

## Scope

We expect all virtual event participants (including Informa Tech employees, moderators, attendees, vendors, sponsors, speakers, and volunteers) to uphold the principles of this Code of Conduct. This Code of Conduct covers the virtual event and all related events (social or otherwise). Informa employees participating in virtual events must always continue to abide by all company policies.

## Consequences

Breaches of this Code of Conduct may result in disqualification from participating in future live and virtual events and from engagement with Informa Tech Automotive Group. If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact Rebecca Smith - [rebecca.smith.gb@informa.com](mailto:rebecca.smith.gb@informa.com). The above policies may be revised at any time by Informa and are non-negotiable. This Code of Conduct is without prejudice to Informa's rights, all of which it expressly reserves.

# Enjoy the Virtual Event!

Visit the Help Desk at any time during the event to ask any specific questions you may have.

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