

## A Blogger's Speed Dating - Knigge

To be prepared for the Blogger Speed Dating in the best possible way and ensure successful outcomes we would like to give you some advice that might help you with your preparation for the appointments with your selected exhibitors.

### # PREPARATION

Inform yourself about the products and services that are offered by the exhibitor and set individual goals for each appointment. Determine how the exhibitor is of interest for you and prepare a small elevator pitch about your blog. Don't forget to bring your business cards and your media kit! It's great if you know what your blog can offer to the individual exhibitor. Please remember, cooperation's will only be successful if both parties benefit the same way!

### # ARRIVAL

Please arrive at least 15 minutes in advance of your first appointment so that you can find your first appointment right on time.

### # FOLLOW-UP

The reliability, speed and content of your follow-up will give blogger insight into your company's style of doing business. Thus, you should use your contact data of the appointments as a basis for direct follow-up actions, which should be finished no later than a week after the end of ITB Berlin. This can include thank-you mailings, phone calls, sending follow-up documents or direct cooperation offers.

### # ABSENCE

In case you cannot participate at the Blogger Speed Dating 2018 please inform us as soon as possible via email at [genze@messe-berlin.de](mailto:genze@messe-berlin.de).

**WELL THEN, LET'S SPEED DATE: #itbberlin**