

**mapic**<sup>®</sup>  
**ITALY**

# ONBOARDING GUIDE

Online Database



## Thank you for being a part of the MAPIC ITALY Online Database !

The platform allows all MAPIC Italy 2023 participants to promote their presence, make connections and generate leads. You will be guided to promote yourself and your company and take advantage of online database's functionalities.

1. Update your participant profile in order to present yourself and help the MAPIC Italy 2023 participants find you through the participant directory.
2. Update your company profile to deliver relevant information to help the participants find your company through the company directory (1<sup>st</sup> registered participant of each company to log-on to MAPIC Italy 2023 Online Database is entitled as "Company Administrator").
3. As a "Company Admin", allow your colleagues to also be an admin for your company on the platform.
4. Download the list of participants that have requested to be contacted.

Enjoy your reading.

MAPIC Team

**PREPARE  
YOUR PROFILE**



**LIVE  
PLAY  
SHOP**

When using MAPIC Italy's 2022 Online Database, we strongly recommend you using the latest version of one of the following browsers:

- Firefox
- Google Chrome
- Safari (on macOS)
- Microsoft Edge (on Windows 10)

**Note : Internet Explorer is not supported**

Edit My Profile | Edit company details | Company Hub | Logout

**Peter JONES**  
CEO-PRODUCER  
QUALITY

Upload picture  
Formats: jpg, png, gif  
file size: 1MB

About Peter

atlasree.dehx@gmail.com

Twitter LinkedIn

Select items that best represent your company to help visitors to find you through searching the participant directory.

Your company activity

the selected item will be used in filter

Your company activity

the selected item will be used in filter

There are 2 ways to update your own profile:

1. Through the navigation panel on the top of each page by clicking “My profile”.
2. On Participant directory page, by clicking on “Edit my profile”.

You can update a section each time a pen is available.

To set up your profile you can add:

- your photo (recommended size 180\*180px, max 1MB)
- your description, job title and segmentation information on your activity
- Your business objectives
- your contact information is displayed by default. Click on the pen picture, then “Change”.

Email and Phone are currently visible to others. [Change](#).

**IMPORTANT:** Try to be as accurate as possible when filling in your business activities. We have enhanced filter and searching capabilities, those will be used by the participants to identify the relevant contact to meet within a company.

The screenshot shows a multi-section form for updating a company profile. At the top left is an 'Upload logo' section with instructions: 'Format: jpg, png', 'Max file size: 1MB', 'Recommended: 180x180px', and 'Please ensure you own all items in the image's content to use this image'. Below this is a 'QUALITY' section with a 'Stand: NOT ASSIGNED' label and an 'Add Session' button. The 'Test' section contains the text 'Test' and 'Salema' with a date 'Sat 19 February - 18:49-20:49'. A 'FOLLOW US' section lists social media icons for Facebook, Twitter, YouTube, LinkedIn, WeChat, Instagram, VK, and Odnoklassniki. The 'Description' section has a text area with the prompt 'Describe what your company does. Maximum 600 characters'. The 'Brands we represent' section has a text area with the prompt 'Tell visitors all the brands that your company will represent at the show'. At the bottom left is a 'Filters' section with the prompt 'Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below)'. It includes three categories: 'Your company country / region' with 'Cape Verde' selected, 'Your company activities' with 'Other' selected, and 'Your company genres' with 'Kids', 'Docs - Factual', and 'Unscripted Formats' selected. At the bottom right is a 'COMPANY WEBSITE', 'COMPANY EMAIL', and 'COMPANY PHONE' section with text input fields. Below that is an 'ADDRESS' section with the text '52 Quai de Dion Bouton PUTEAUX'.

There are 2 ways to update your Company profile:

1. Through the navigation panel on the top of each page by clicking “Company profile” OR “Company Hub”
2. On Participant directory page, by clicking on “Edit company details”

To set up your company page you can add :

- a logo (recommended size 180x180px , max.1MB)
- a banner (recommended size 600x150px, max 1MB)
- a description and contact information
- the segmentation informations of your company
- Links to social media profiles

**IMPORTANT:** Try to be as accurate as possible when filling in the company description and all attached data. We have enhanced filter and searching capabilities, those will be used by participants to search for specific companies or activities.

## COMPANY ADMINISTRATORS

Profile

Company Administrators

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

+Add Company Administrator

Email address	Login roles	
atlasree.dehx@gmail.com	Primary Administrator	

**1<sup>st</sup> registered participant of each company to log-on to MAPIC Italy Online Database is entitled as “Company Administrator”.**

You can add more Company Administrators among the participants of your company at MAPIC Italy. Please note they need to be already registered (and part of the Participant Directory of the online database).

They will be then able to fulfill exactly the same role as you do.

From “Company Profile” go to “Company Administrators” then click on “Add company Administrator” and enter the email address of the person you want to assign this role.

Edit My Profile | Edit company details | **Company Hub** | Logout

Mapic Italy 2022 - QUAL...▼



18 - 19 May 2022

Company Name	Digital offering
QUALITY LTD	Bronze package

**Edit Profile Page**

This information will appear in the show website.

**Emperia**  
Lead Capture Services

A consolidated list of leads.  
(Total: 0, New: 0)

The Company Hub is available through the navigation menu at the top of each page.

You can edit your profile page within this menu.

You will be able to track and export your leads by clicking on the "Emperia" button in the Company Hub.

A lead is a MAPIC Italy 2023 participant who has clicked on the "Contact Me" button on your company page.

The data includes contact details such as email address and phone number along with first name, last name, job title and company name.

## EMPERIA

**DOWNLOAD LEAD REPORT**  
Download your consolidated leads in the format of your choice

Total Leads 0   New Leads 0



**BROWSE  
ONLINE  
DATABASE  
DIRECTORIES**



« Participants » Directory will highlight all participants at MAPIC Italy 2023.

Add to favorites, search bar & filters available.

Main filters on :

- main activity
- geography
- Sort on : Newest / First name A-Z and Z-A / Recently updated

When clicking on each participant, a detailed page opens and displays their details, including phone number and email address when participant accepted to be displayed.

You can contact participants through a chat services.

## Filter

### Features

Innovator (1)

### Your company activity

Investors (2)

### Please specify which sector(s) you invest in...

Car Parks (1)

Mixed Use (1)

### Country

Afghanistan (1)

France (7)

[My Hub](#) [Companies](#) [Participants](#) [Sessions](#) [Speakers](#)

## Participants Directory

8 participants

- 

**Peter JONES**  
CEO-PRODUCER  
QUALITY  
France  
Created 20th Apr
- 

**Peter BYRNE**  
CEO  
QUALITY LTD  
France  
Created 20th Apr
- 

**Peter CLARK**  
Sales Representative  
QUALITY SA  
France  
Created 20th Apr
- 

**Peter SMITH**  
-  
QUALITY GMBH  
France  
Created 20th Apr

« Companies » Directory will highlight all companies participating at MAPIC Italy 2023.

Search bar & filters available.

Main filters on :

- main activity
- geography

Sort on : Newest / First name A-Z and Z-A / Recently updated

When clicking on each company, the company page will be displayed with all details company has filled in: description of services, representatives of the company etc.

## Company Directory

Filter

Search

Showing 7 exhibitors

Innovator (1)

**Your company activity**

Investors (2)

**Please specify which sector(s) you invest in...**

Car Parks (1)

Mixed Use (1)

**Country**

Afghanistan (1)

France (6)

**QUALITY**  
Bank, Car Parks

**Premium**

**QUALITY GMBH**

**QUALITY INC**  
HNWI, Family office, Private investor, Mixed Use

**QUALITY LTD**

**Premium**

**QUALITY SA**

## Sessions Directory

[Access the Speakers' Directory](#)

[At a glance](#)

18th May (3)

Wednesday

10:30



### OPENING KEYNOTE : The path forward for a sustainable future

Patrizia Liguti - Chiomenti

🕒 10:30 - 11:00

12:00



### Sustainability and mixed-use : the key growth drivers for retail property

Armando Garosci - Largo Consumo, Simona Portigliotti - Nhood Italy, Giuseppe Amitrano - Dils, Heinz Peter Hager - Supernova, Antonello Magliozzi - Arcadis Italia

🕒 12:00 - 12:30

14:00



### From quick commerce to instant needs

Andrea Aiello - Retail&food - Edifis, Giovanni Panzeri - Gorillas, Agustina Clair - Glovo, Sara Colombo - Iper Montebello

🕒 14:00 - 14:30

« Sessions » Directory will highlight all the conference sessions that will take at MAPIC Italy 2023.

Display sessions day by day.

Each conference page will highlight a description of the session as well as the speakers.

**This year the sessions Directory will be available directly on the conferences page: <https://www.mapic-italy.it/en/programme.html>**

« Speakers » Directory will highlight all speakers attending MAPIC Italy 2023 and the sessions where they are speaking.

This year the sessions Directory will be available directly on the conferences page: <https://www.mapic-italy.it/en/programme.html>

My Hub Companies Participants Sessions Speakers

Showing 46 speakers



**Agustina Clair - Glovo**  
Director New Business

[View Sessions](#)



**Alessandro Antonio Nacci - Sofia Locks**  
Founder & CEO

[View Sessions](#)



**Alessandro Lodigiani - R2M Solution**  
Country Manager

[View Sessions](#)



**Alessandro Mazzanti - CBRE**  
CEO Italy

[View Sessions](#)



**Altin Arapi - Parquery**  
Sales Manager

[View Sessions](#)



**Andrea Aiello - Retail&food - Edifis**  
Editor-in-chief

[View Sessions](#)



**Andrea Boris Hipeco - Immofinanz**  
Co-Managing Director - Head of Operations Italy

[View Sessions](#)



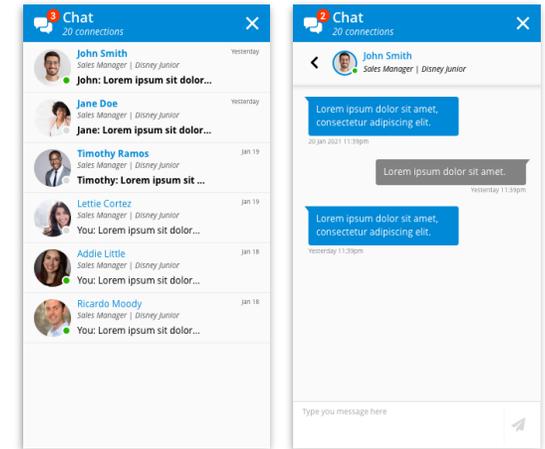
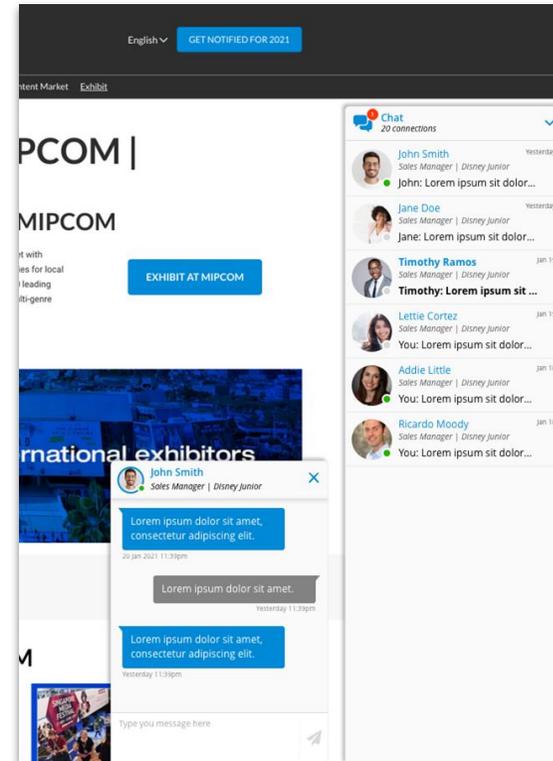
**Andrea Roero - Fervo**  
Chief Digital Officer

[View Sessions](#)

A chat functionality will allow participants to get in contact on the platform with other participants they are interested in.

All conversations are stored to get access to previous communications whenever you need.

- ✓ Chat to any other participant on the show
- ✓ Show online status
- ✓ Chat history
- ✓ Click through to participant details
- ✓ Include hyperlinks
- ✓ Show read/unread



**mapic**<sup>®</sup>  
**ITALY**

THANK YOU

