

# SHOPTALK Meetup FOR WOMEN

## GUIDELINES

8-minute read

Shoptalk Meetup for Women is an entirely new, online way to meet, network and collaborate with 1,000+ women from across the retail and ecommerce industries

*You ain't seen nothin' like it!*

Here's what all the buzz is about: 

- **Join an average of 8-12 meetings during Shoptalk Meetup for Women (during 24 time slots):**

Each video meeting is 15-minutes and **double opt-in** (you both swiped right). Need backup? Invite registered colleagues to join your meetings!

- **And that's not all!** As a bonus, we'll make up to 8 one-to-one email intros for high value **mutual matches** that weren't scheduled as meetings during Meetup! Yowza!




- **Join up to 2 Tabletalks during Shoptalk Meetup for Women:**

Tabletalks are 55-minute peer group deep dive video discussions. Pick from many topics, and share insights, address issues and generate takeaways with 5-8 peers. Many Tabletalks will be moderator-led, to help participants enhance learnings and delve deeper into topics.

For more, check out a quick (2-min) overview video [here](#).

**Here's what you need to do, and when you need to do it.** Don't worry, we'll guide you each step of the way with emails and reminders. **If you don't get an email, check spam (from [donotreply@shoptalk.com](mailto:donotreply@shoptalk.com)), then let us know at [registration@shoptalk.com](mailto:registration@shoptalk.com).** Also, remember to tell your IT wizards to whitelist shoptalk.com so you'll never miss an important email.



 We'll Email You On		 Your Deadline Is		 You Must
Mon, Apr 19	6 am PT 9 am ET	Fri, Apr 23	5:00 pm PT 8:00 pm ET	• <a href="#">Complete Your Meetings Profile</a>
Mon, Apr 19	6 am PT 9 am ET	Fri, Apr 30	5:00 pm PT 8:00 pm ET	• <a href="#">Select Tabletalks</a>
Mon, Apr 26	6 am PT 9 am ET	Fri, Apr 30	5:00 pm PT 8:00 pm ET	• <a href="#">Select Who You Want to Meet</a>
Mon, May 3	6 am PT 9 am ET	Wed, May 5	5:00 pm PT 8:00 pm ET	• <a href="#">Opt-In to Requests</a> (say <b>YES!</b> ) • <a href="#">Accept Tabletalks</a> • <a href="#">Do Tech Check</a>
Thu, May 6	6 am PT 9 am ET	Fri, May 7	5:00 pm PT 8:00 pm ET	• <a href="#">Accept Meetings</a> Takes <10 mins!
Mon, May 10	6 am PT 9 am ET	Mon, May 10	12 noon PT 3:00 pm ET	• <a href="#">Accept Any Additional Meetings</a> 6-hour turnaround! Takes <5 mins!
	12 noon PT 3 pm ET	Mon, May 10	5:00 pm PT 8:00 pm ET	• <a href="#">Accept Meetings Calendar Invites</a> • <a href="#">Accept Tabletalks Calendar Invites</a> 5-hour turnaround! Takes <5 mins!
Tue, May 11	9:30 am PT 12:30 pm ET	Thu, May 13	12:15 pm PT 3:15 pm ET	<b>It's time to MEETUP!</b> • <a href="#">Attend Your Meetings &amp; Tabletalks</a>
Mon, May 17 onwards				• <a href="#">Get Email Intros &amp; Provide Feedback</a>

YOU ARE HERE

## TIMING OF MEETINGS & TABLETALKS

The action happens on May 11, 12, and 13 (9:30 am-12:15 pm PT / 12:30 pm-3:15 pm ET each day) and you'll be on the screen where it all happens! Below is a general schedule--you'll see that every day, time slots combine into 55-minute Tabletalks. We get you have other stuff going on, so **you can opt out of time slots if you're not available.**

**Hosted Retailers & Brands:** you must be available for at least 16 slots (but we'll schedule you for only up to 4 Hosted Meetings).

Start (PT)	End (PT)	Mins	Tuesday, May 11	Wednesday, May 12	Thursday, May 13
<b>9:30 AM</b>	<b>10:45 AM</b>	<b>1:15</b>	<b>Meetings Session A</b>	<b>Meetings Session C</b>	<b>Meetings Session E</b>
9:30 AM	9:45 AM	0:15	Meeting #1	Meeting #9	Meeting #17
9:45 AM	9:50 AM	0:05	Break	Break	Break
9:50 AM	10:05 AM	0:15	Meeting #2	Meeting #10	Meeting #18
10:05 AM	10:10 AM	0:05	Break	Break	Break
10:10 AM	10:25 AM	0:15	Meeting #3	Meeting #11	Meeting #19
10:25 AM	10:30 AM	0:05	Break	Break	Break
10:30 AM	10:45 AM	0:15	Meeting #4	Meeting #12	Meeting #20
10:45 AM	11:00 AM	0:15	Break	Break	Break
<b>11:00 AM</b>	<b>12:15 PM</b>	<b>1:15</b>	<b>Meetings Session B</b>	<b>Meetings Session D</b>	<b>Meetings Session F</b>
11:00 AM	11:15 AM	0:15	Meeting #5	Meeting #13	Meeting #21
11:15 AM	11:20 AM	0:05	Break	Break	Break
11:20 AM	11:35 AM	0:15	Meeting #6	Meeting #14	Meeting #22
11:35 AM	11:40 AM	0:05	Break	Break	Break
11:40 AM	11:55 AM	0:15	Meeting #7	Meeting #15	Meeting #23
11:55 AM	12:00 PM	0:05	Break	Break	Break
12:00 PM	12:15 PM	0:15	Meeting #8	Meeting #16	Meeting #24

**\*\* All times above are PT**

## APR 19 - APR 23



### 1 Start Your Meetings Profile on Mon, Apr 19, and complete it by Fri, Apr 23 at 5 pm PT.

We'll share everyone's profiles **at the same time** once they're all complete. This is also your last chance to transfer tickets.

- **Add details about yourself**...it's your time to shine.  
PS: Be sure to get on Featured Lists!
- **Tell us your availability** during Shoptalk Meetup for Women and we'll send you invites to block your calendar. You can change your availability at any time from Mon, Apr 19 to **Wed, May 5 at 5 pm PT.**
- **Prepare now to add the following to your profile** because people notice news and offers!
  - **Make an Announcement:** Guidance is [here](#).
  - **Make an Offer No-One Can Refuse:** If your organization is a sponsor, you can provide a promotion or offer, such as discounted rates and free trials. Who doesn't love a good deal!?!)

**If you're an Organization Admin** you can edit and complete profiles on behalf of participants from your organization (they can thank you later!).

- If your organization is a sponsor, you (or another Org Admin) must complete your sponsor organization profile at this stage.
- If your organization purchased Hosted Meetings, you (or another Org Admin) must designate sufficient participants from your organization as **Hosted Meetings Representatives** (who take Hosted Meetings). You can buy more Hosted Meetings until Wed, May 5 via the link in the platform.

### 2 Start Your Tabletalks Selections on Mon, Apr 19, and complete them by Fri, Apr 30 at 5 pm PT.

Tell us how many Tabletalks you'd like to join (one or two), which topics you're interested in (some will be moderator-led), what questions you'd like discussed, and any organizations you'd prefer not to be placed with (yes, you can avoid competitors).

Want more? Check out this week's quick (3-min) tutorial video [here](#).

If you're a Hosted Meetings Rep, you should select **ALL** Hosted Retailers & Brands you are interested in (these will default to Hosted Meeting requests).



## APR 26 - APR 30

### 1 Select who you want to meet!

"You get a meeting request! You get a meeting request! And you get a meeting request!"...be the Oprah of meeting requests! Basically, now is the time to select everyone you'd be cool connecting with (*whether as 15-minute scheduled meetings during Meetup or via post-Meetup email intros*).

We've got 1,000+ interesting people!

- **Expand your squad! Select everyone** you want to connect with and would be happy to spend 15 minutes meeting. The more people you select, the more **meetings** we can schedule (**and the more email intros you'll get**). Select everyone from a company you really want to meet--you won't be connected with >1 person from the same company.
- Start Date: **Mon, Apr 26**; End Date: **Fri, Apr 30 at 5 pm PT.** We'll share all meeting requests with everyone **at the same time** after this date.
- **Ask our 75+ Experts!** We've brought together a range of incredible experts to help answer your questions on key issues facing you and your business. To view and select Experts, click on Featured Selection Lists and Ask-an-Expert. For a sneak peek at our Experts, click [here](#).

**Hosted Meetings Representatives:** If you're a Hosted Meetings Rep, you should select **ALL** Hosted Retailers & Brands you are interested in (these will become your Hosted Meeting requests). At a minimum, **we recommend you make Hosted Meeting requests equal to at least 5x the number of Hosted Meetings that your organization has purchased.** For example, if your organization has purchased 10 Hosted Meetings, you should make at least 50 Hosted Meeting requests.

**Organization Admins:** You can make selections on behalf of participants from your organization, including making Hosted Meeting requests on behalf of Hosted Meetings Reps.

Want more? Check out this week's quick (4-min) tutorial video [here](#).

## MAY 3 - MAY 5



**1 Opt-In to Requests You Receive from People You Didn't Previously Select:** They like you! They really like you! Return the love starting **Mon, May 3** by opting-in to requests from people you didn't previously select by **Wed, May 5 at 5 pm PT.**

- We schedule meetings and send email intros based **only** on the requests you opt-in to (and your previous selections), so please opt-in to **every request**. Remember, you won't be connected with >1 person from the same company.
- Opt-ins are not guaranteed meetings - they help us understand who wants to meet who.

**2 Accept Your Tabletalks Assignments:** You'll get your Tabletalks assignments on **Mon, May 3** and you must accept them by **Wed, May 5 at 5 pm PT.** Tabletalks is where it's at!! This is your chance to meet new people to discuss and debate topics. You won't want to miss this!

**3 Tech Check:** You should also do a quick audio-video tech check to be sure your system is ready for your meetings and Tabletalks.

If you're a **Hosted Retailer & Brand**, you must opt-in to Hosted Meeting requests from at least 12 organizations (you can opt-in to multiple requests from the same organization, but they'll only count as 1 organization). If you receive Hosted Meeting Requests from <12 organizations, then you must opt-in to the number you receive. But remember, we'll schedule *only 4 Hosted Meetings max.*

If you're a **Hosted Meeting Rep.**, opt-ins from Hosted Retailers & Brands will default to Hosted Meeting requests.

If you're an **Organization Admin**, you can opt-in on behalf of participants and opt-in to Hosted Requests on behalf of Hosted Meetings Reps. Weds, May 5 is the last day to buy more hosted meetings.

## MAY 6 - MAY 7



**1 Accept Your Meetings:** On **Thu, May 6 at 6 am PT**, you'll receive an email to review and accept each of your meetings. Please do this by **Fri, May 7 at 5 pm PT.** We promise, *it won't take more than 10 minutes* (if that!).

More on accepting meetings:

- If you don't accept a meeting by the deadline, that meeting won't be scheduled. :( Both participants have to accept!
- Need backup? You can add up to 2 registered colleagues to your meetings at this stage as long as they're available. They'll receive a calendar invite on Mon, May 10. Your colleague's availability won't affect whether or not your meeting is scheduled.
- You need to accept your own meetings - Organization Admins can't accept on your behalf.

If you're a **Hosted Retailer & Brand**, you must accept **all** of your Hosted Meetings (max of 4). You won't be penalized if the other person doesn't accept.

If you are a **Hosted Meetings Rep**, you must accept **all** of your Hosted Meetings.

Want more? Check out this week's quick (3.5-min) tutorial video [here](#).

**MAY 10** It's Shoptalk Meetup for Women week! And we couldn't be more excited!

- 1 **Accept Any Additional Meetings:** Additional meetings are either replacements for meetings that were not accepted by the other party, or new meetings from your previous selections where others have become available. If you've got additional meetings, on **Mon, May 10 at 6 am PT**, you will receive an email to accept them. Please accept these meetings **THE SAME DAY by 12 noon PT**. This is a quick turnaround, *but it won't take more than 5 minutes*.

If you're a Hosted Retailer & Brand with <4 accepted Hosted Meetings and you receive an additional meeting, you must accept it.

- 2 **Accept Your Meetings Calendar Invites:** On **Mon, May 10 at 12 noon PT**, you'll receive a calendar invite for each scheduled meeting. That's a lot of calendar invites, we know... but that just means you're super popular! Please accept all calendar invites **THE SAME DAY by 5 pm PT**. This is a quick turnaround, but (you guessed it)--*it won't take more than 5 minutes*.

More on accepting your calendar invites:

- We can't change **any** meeting times (fun fact: 10,000+ meetings are happening during Shoptalk Meetup for Women!), and you should not do meetings outside of our platform!
- If a person you're scheduled to meet is no longer available, we'll let you know--people have emergencies, so this does happen once in a while!
- Since meetings are with specific individuals, you can't transfer your meetings.
- If colleagues have invited you to join their meetings you'll receive calendar invites for those meetings too.

- 3 **Accept Your Tabletalks Calendar Invites:** On **Mon, May 10**, you'll receive separate calendar invites for your Tabletalks. Please accept each calendar invite **THE SAME DAY, by 5 pm PT**. The only change we can make to your Tabletalks assignments is to drop you from them. Tabletalks are super fun, informative, and they always get high marks by participants!

**Your current and complete list of meetings and Tabletalks are now available! Woo hoo!**

Want more? Check out this week's quick (4.5-min) tutorial video [here](#).

**MAY 11 - MAY 13** Shoptalk Meetup for Women is here!

- 1 **Attend Scheduled Meetings & Tabletalks:** Don't leave 'em hanging! You **must** join all your scheduled meetings and Tabletalks. Not showing up may result in you--and your organization--being *blacklisted* from future participation.

- **When should you click the link to join?** We suggest joining meetings and Tabletalks up to 2 minutes early. And **if someone is late**, give 'em a 5-minute grace period....
- **Need backup?** You can invite up to 2 registered colleagues until 30 minutes before the start of your meeting. They'll get a calendar invite if they're available.

If you're a **Hosted Retailer & Brand**, you must attend **all** of your Hosted Meetings (max of 4). If you're late, the other person may already have left, in which case you're considered a no-show. You won't be penalized if the other person doesn't show up or if they're late more than 5 mins and you've left.

If you're a **Hosted Meeting Representative**, you must attend **all** of your Hosted Meetings.

YOU  
ARE  
HERE

## MAY 17 ONWARDS (&amp; UPWARDS TOO!)



- 1 **Get New Email Introductions:** On **Mon, May 17**, you'll get email intros for up to 8 high value mutual matches that weren't scheduled as meetings. What's high value, you ask? That's when you and the other person both say you're *Very Interested* in meeting each other. Note that Hosted Meetings aren't included in email introductions.

And here's why this is **such a huuge deal**: These are **entirely new** introductions to people you really want to meet who also really want to meet you! Once introduced, simply follow up directly. Shoptalk Meetup for Women...like a gift that keeps on giving!

- 2 **Help us to help you!** On **Tues, May 18**, you will receive an email to provide feedback on your meetings and help us improve Shoptalk Meetup for Women in future--please share your thoughts!

That's all Folks!



SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Shoptalk Meetup for Women, you can't solicit participants (including individuals you're scheduled to meet prior to your meetings) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation with no refund and blacklisted from future events. Do not assume that requests (or opt-ins) to meet with you as part of Shoptalk Meetup for Women indicate any interest in meeting with you outside of Shoptalk Meetup for Women.