pathable

How to Effectively Participate in your Conference's Pathable Community

We'd like to introduce you to the people you'll meet at our upcoming conference, so we've created an online extension of the event using our partner, Pathable.

In this community, you will be able to:
- Sign on to get to know the other attendees.
- Search for people interested in specific topics.
- Have mailing list-type conversations with people who share your interests.
- Create Contact List of people you want to follow-up with.
- Get recommendations on whom to meet.
- Schedule 1-1 meetings with other attendees.
- Create your own personalized agenda.

Community Overview

Here's a brief description of what you can expect to find, and what you can accomplish, on each of the community's different pages:
- *Home:* Quick snapshot of community activity
- *Attendees:* Search for contacts by name, tag, or category; click attendee name to access their profile and learn more about them. From the attendee profile page, you can send a private message, request a 1:1 meeting, or add that person to your contact list.
- *Exhibitors:* Listed alphabetically, you are able to peruse the exhibitors' online booths, which may include company brochures, white papers, specs, promotions and videos
- *Inbox:* All messages received & sent by you within the community are stored here
- *Conversations:* View community discussions; click on a subject to participate & add your thoughts
- *Twitter:* Summarizes all recent Tweets that have the event hash tag
- *Contacts:* Use Contacts to keep track of people you want to meet or already know. Your contact list is private, only you can view it.
- *Schedule:* View the conference schedule and add sessions to your personal schedule. Schedule 1:1 meetings with other attendees. Export your schedule to Outlook, iCal or Google Calendar. Make sure to block off your busy time. Use this area to export and/or print your personal schedule, and browse materials that have been uploaded by the speakers.

Some features you should know about:

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Rich Attendee Profiles
As an attendee, you'll personalize your own profile with photos, bios, tags, as well as links to all of your other representations of yourself on the web (e.g., LinkedIn, Twitter, Flickr).

Sponsor Participation
Sponsors participate in the community as peers of the attendees, providing them valuable, non-intrusive potential to make some great business relationships.

Unique Communication Tools
All social networks let users send messages, but only Pathable lets you target conversations to those who share your "tags".

Twitter, LinkedIn, Facebook
Ever wonder if anyone you know will be at the conference? Pathable automatically tells you which of your Twitter friends will be there, rolls up everyone's tweets and helps you use the event hash tag. Also integrates with LinkedIn, Facebook and more.

How to participate:
Please take a few minutes to log in and complete your profile -- add your photo and some descriptive tags for yourself and ones to describe the topics of interest to you at the conference. As the community grows, these tags can be used to find people with similar tags, and you can also use the conversation tools to send a message to just the people with the same tag.

You can also add links for the social media sites you use; the front page of the site will aggregate the latest in Flickr photos, blog posts, and Twitter activity for everyone in the community.

You can browse the schedule to learn more about the presenters and also to indicate which ones you might attend - this is a great way to meet other colleagues by knowing which sessions they will be attending. The entire schedule is exportable to iCal, Outlook, or Google calendar.

Also, the entire site is designed to be accessible via a mobile client.

We hope you take some time before the conference to become active in the community and can use it to be even more connected at the conference.