



MustMeet.com Press Release – 6<sup>th</sup> May 2009

**Right people, Right place, Right time**

*- Online event networking tool launches -*

MustMeet.com, the world's first ever online self-service business-to-business networking tool, launched this week. Designed specifically for the events industry, event organizers can now quickly add face-to-face networking to every business event.

With over 22 million business events, conferences and trade exhibitions across the globe each year, many companies and individuals use these events as a platform to generate business and forge partnerships by using the opportunity to network with likeminded people.

MustMeet makes it easy for event attendees to set up professional personal profiles online, view the profiles of other delegates and exhibitors attending the same event, and pre-book meetings at convenient locations around the event. This self-service approach puts the attendee in total control of their diary, connecting them with the right people at the right time throughout the event.

Users can personally invite key individuals to meet based on their job title, background, interests and areas of expertise. MustMeet maximises the potential for new business partnerships and guarantees that attendees get the most out of an event.

"Many people don't like networking. They are uncomfortable striking up conversations with people next to them – and even more uncomfortable moving on. In reality the people you really need to meet are never just standing next to you – they are on the other side of the venue and you need to plan these meetings up front" says Leon Levy, founder of MustMeet. "The

events industry is crying out for an online tool that simplifies and manages this process effectively, ensuring that companies can really make the most of the events they invest so much money in. This is exactly what MustMeet does.”

He continued: “Most event organizers find that networking at events is time-consuming and expensive to co-ordinate. MustMeet makes the whole process hassle-free – it can take only a few minutes to set up networking at an event. We are convinced that the product will revolutionise the way networking is managed at events and help to take the events industry to the next level.”

MustMeet is the ideal tool for both event organisers and participants, no matter how big or small the organisation. The product is based on a Software as a Service (SaaS) self-service web model that offers event organisers a highly scalable, pay-as-you-go pricing structure. The price for 100 users is £125, with larger events just £0.25 per user. Event organizers control when and where meetings can be held and Delegates benefit from a familiar diary interface.

Event Organizers and venue managers can go to [www.mustmeet.com](http://www.mustmeet.com) for a free whitepaper on adding networking to business events.

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### **About MustMeet**

MustMeet is a trading entity of 118Software Solutions Ltd., which runs networking events for corporate clients and professional associations. MustMeet.com embeds the experience of running these events into a completely self-service system designed for any Event Organizer to quickly and cost-effectively add powerful diary-based networking to their business events. MustMeet has all the functionality required to manage networking and make sure your delegates know who to meet, when to meet them and where they are meeting, at a fraction of the price of bespoke systems.