



Home Office

**SECURITY & POLICING**  
**HOME OFFICE EVENT**

 ONLINE EVENT

# The Official UK Government Global Security Event

9-11 MARCH 2021



DIGITAL NETWORKING & MEETINGS



VIRTUAL EXHIBITION & FEATURES



ONLINE KEYNOTES & SESSIONS

RESILIENCE

RECOVERY

REBUILD

**Exhibitor Booth Rep How-to Guide**

# Exhibitor Booth Representative Guide - Getting started

This "How to" document will guide you through important information, instructions and best practices to interact with attendees and make the most of your exhibitor experience at Security & Policing 2021.

## Important preparation for live event days

### STEP 1:

**Attend a Booth Representative Training session or review the recording of the sessions.**

### STEP 2:

**Review this Booth Representative Guide to familiarise yourself with the key features.**

### STEP 3:

**Ensure you follow the system steps for optimal performance and perform your system check to test everything is working correctly. Follow up with your company's IT department as needed.**

### STEP 4:

**You will receive an email confirming your attendance and including a URL, on 1<sup>st</sup> March, to the virtual event platform, please register using the same email address that you received the email to.**

### STEP 5:

**Login to the live event platform from 1<sup>st</sup> – 8<sup>th</sup> March to familiarise yourself within the environment. You can also review our Visitor Guide to get more details on how to access all areas of the event.**

# Setup and system check for optimal performance

It is important to perform a **System Check** ahead of logging in and well in advance of the event:

<https://virtualdestinations.6connex.com/event/templatelibrary/system-check>

If any areas appear with a cross, you may need to adjust your computer settings to ensure you don't experience any issues on the platform. Also check if the video player plays the video and audio. You may need to check any issues with your own IT Dept.

## Steps to take for optimal performance in the event

- ◆ Please view the platform on a laptop, PC or Mac (if viewing on a smaller device you may want to 'zoom out' your browser a little)
- ◆ 1.4 Mbps internet connection minimum. A strong Wi-Fi connection or hardwired internet connection are recommended
- ◆ This is a virtual browser based experience. Please use Google Chrome or Firefox browser (Edge also works but Internet Explorer is not supported)
- ◆ 1024 x 768 screen resolution minimum. Make sure your browser and display settings on your desktop are not 'zoomed' in (3 dots top right of browser). If the screen appears zoomed in, you may need to zoom out from 100% to 60% depending on your screen size. You can zoom out with the shortcut **CTRL -** and zoom in with the shortcut **CTRL +** as well as via the 3 dots in the top right of your browser.
- ◆ Switch off your pop-up blocker if you have it enabled
- ◆ Audio is streaming over your device so be sure your speakers/headphones are turned up
- ◆ Windows 10 or Mac OS equivalent should be good for optimal experience
- ◆ Do not access or view on a VPN as this can also cause issues
- ◆ Close any unnecessary applications and refrain from streaming other media or downloading large files when accessing the event

# Registering and logging in on the event platform

Once you have been whitelisted in the event platform as a Booth Rep you will be sent a link to register on the virtual event platform via the event login page shown.

You must register using the same email address your Booth Builder provided in the registration process and the confirmation email was sent to.

When registering you will be asked for your areas of interest to aid networking and search functionality in the event.

You will also have the option to upload a profile image and we encourage attendees to upload a photograph of themselves where possible.

## Logging in after registering

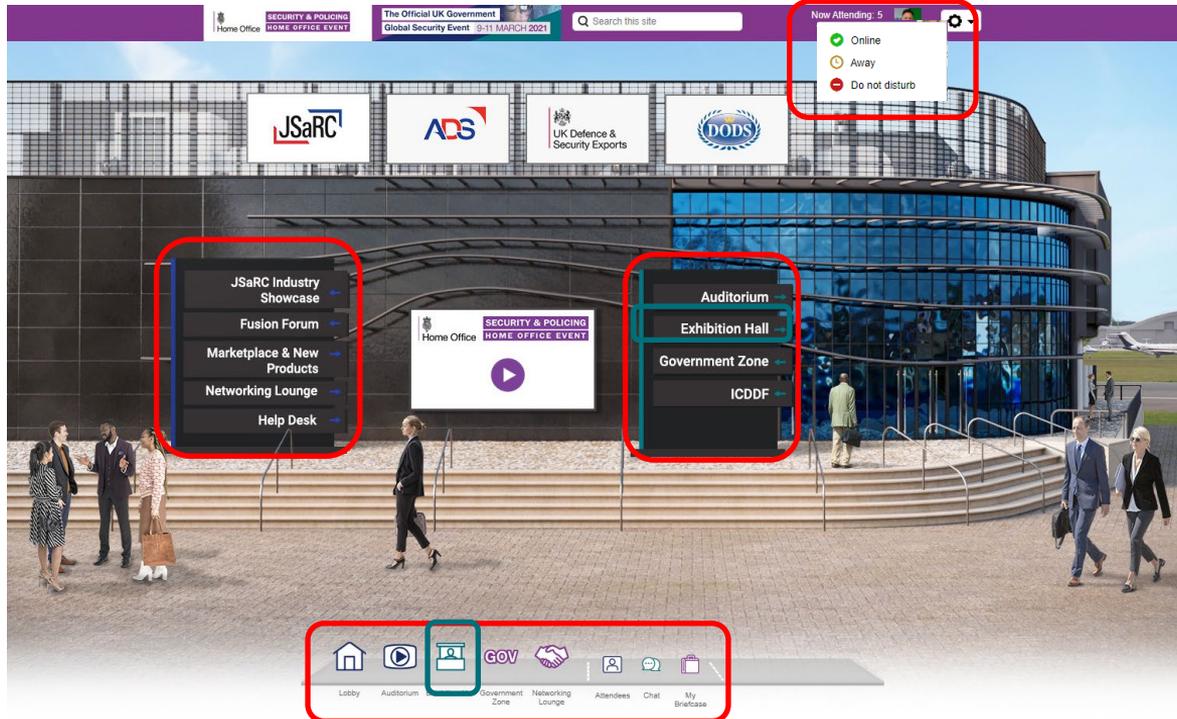
Once registered you will always login to the event platform via this login page using your unique login details. These login details must not be shared and only one login can be made per user, per device at any one time.

The screenshot shows the event platform interface. At the top, there is a navigation bar with the Home Office logo, 'SECURITY & POLICING HOME OFFICE EVENT', and the event title 'Where technology and innovation meet' with the dates '9-11 MARCH 2021'. Below this is a large banner for 'The Official UK Government Global Security Event' with the dates '9-11 MARCH 2021'. The banner includes icons for 'DIGITAL NETWORKING & MEETINGS', 'VIRTUAL EXHIBITION & FEATURES', and 'ONLINE KEYNOTES & SESSIONS'. To the right of the banner are three buttons: 'RESILIENCE', 'RECOVERY', and 'REBUILD'. Below the banner is a 'Welcome' section with the text: 'Welcome to Security & Policing 2021 online. Security & Policing is THE official Government global security event, offering a world-class opportunity to meet, network and discuss the latest advances in delivering national security and resilience with UK suppliers. UK Government officials and senior decision makers across law enforcement and security from the UK and overseas. Hosted by the Home Office's Joint Security & Resilience Centre between 9-11 March 2021, this three-day online event gives Home Office approved visitors and exhibitors access to an innovative, digital event experience from the comfort and...

On the right side of the page, there are two registration options:

- Not Registered?** A button labeled 'Click Here to Register' is highlighted with a red box.
- Already Registered?** A section with a lock icon and the text 'If you have already registered, please log in.' Below this is an email input field containing 'securpolc@6connex.com', a password input field with dots, and a 'Login' button highlighted with a red box.

# Logging in to the event – The Lobby



Make sure your profile status is selected to **'Online'**.

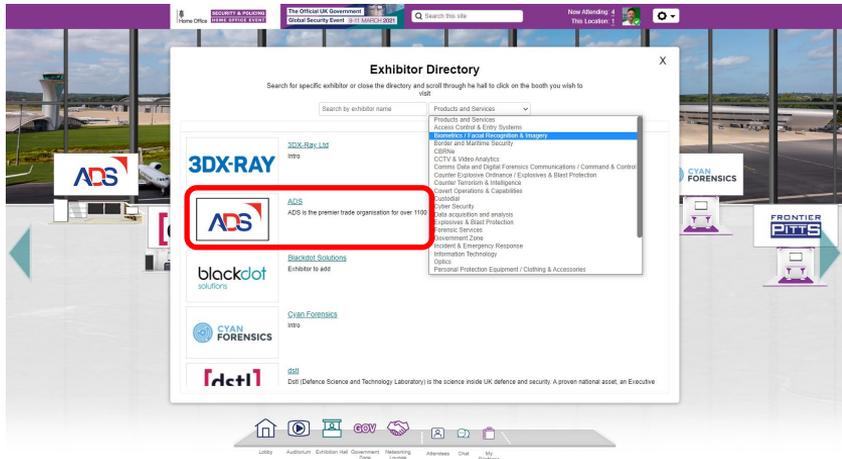
This can be toggled between **Away** and **Do not Disturb** when navigating the event, but we encourage all Booth Reps to remain Online where possible as that will ensure you are always open for engagement with other attendees.

After logging in you will be placed in the main lobby area of the event. You can use the bottom navigation bar and the clickable navigation tiles on the signpost totems to navigate around the main event areas of the event.

To navigate to your own organisation's booth, click on **Exhibition Hall** icon or sign.

# Navigating the event – The Exhibition Hall

## Exhibitor Directory View

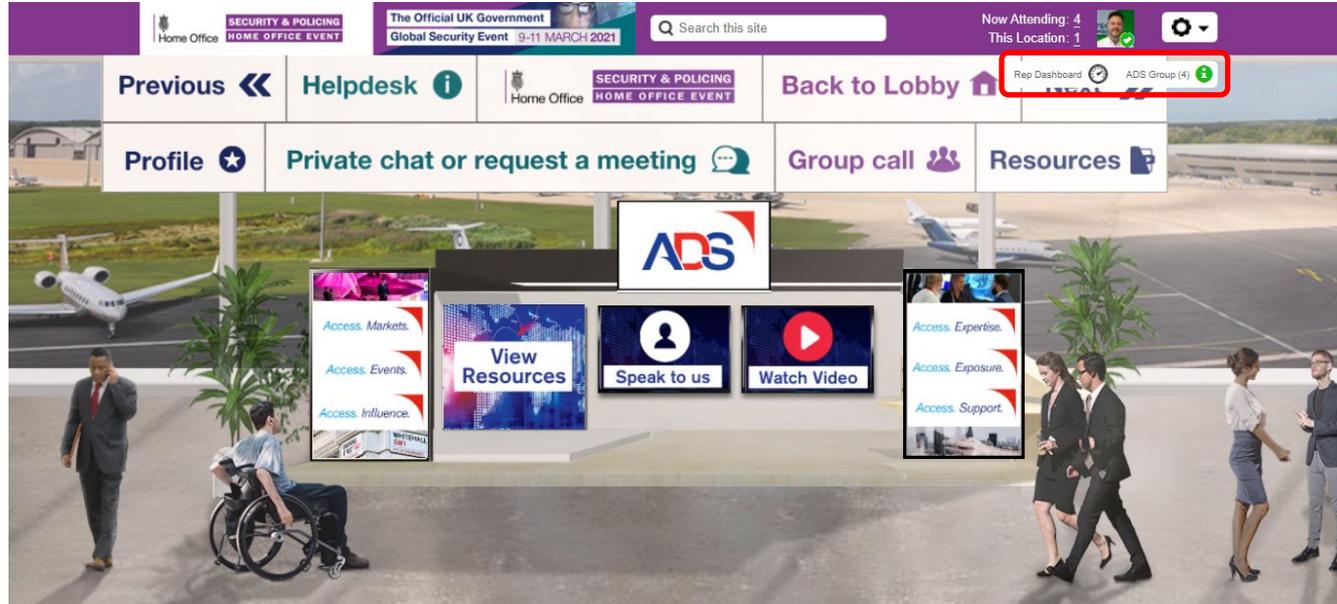


## Scrolling Exhibition Hall View



When in the Exhibition Hall you will be first greeted by the **Exhibitor Directory** View. Here you can search for your Exhibitor Stand Booths by name or select from Product & Service capabilities of interest. If you close this directory pop-up, you will be taken to the **Scrolling Exhibition Hall** View, where you will also be able to browse the Exhibition Hall by scrolling left and right by clicking on the arrows. To navigate to your own Exhibitor Stand/Booth, click on the booth icon, logo in the Scrolling Hall or organisation name in the Directory.

# Your Exhibitor Stand Booth



Your Exhibitor Stand/Booth will have been setup and populated with graphics and assets by your **Exhibitor Booth Builder** ahead of the event.

There are two important features within the stand booth which you are assigned:

**1) Info / Representative Card**

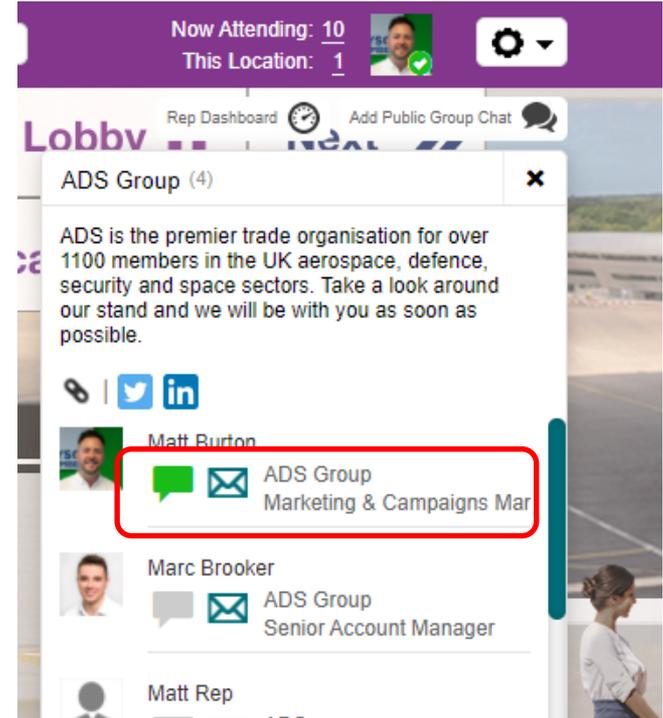
**2) Rep Dashboard**

You can find these in the upper right corner of your stand booth as highlighted.

# Info / Representative Card

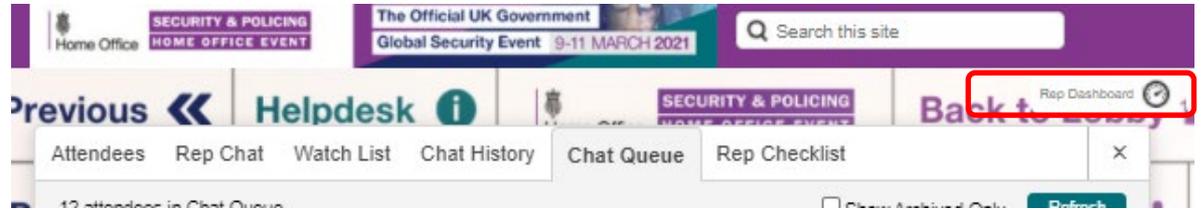
- ◆ Within your assigned booth, your name is listed within **the Info/Rep Card**.
- ◆ Your organisation's profile information, website and social links will be displayed here at the top and will be added by your Booth Builder / Stand Manager via 'Extras > Customise Info Card' when building your virtual stand booth.
- ◆ Attendees can access this by clicking the **Profile** button in the top navigation bar or your organisation name in the clickable tab in the top right:  

- ◆ The chat bubble next to your name should be green indicating you are online. If it is not select your own profile image and adjust to Online as shown on page 5.
- ◆ Attendees can engage in a 1:1 private chat with a Booth Rep by clicking on a green chat bubble.
- ◆ If a Booth Rep leaves their assigned Booth to enter another location within the Virtual Environment, the chat bubble will remain green, and Booth attendees will still be able to send a chat message to that Booth Rep.
- ◆ If a Booth Rep logs out of the environment, the chat bubble will be grey, unavailable for chat.
- ◆ Attendees always have the ability to **In-mail** a Booth Rep at any time via the blue message icon; they can also include an attachment to their in-mail. See full details on subsequent page.



# Rep Dashboard Overview

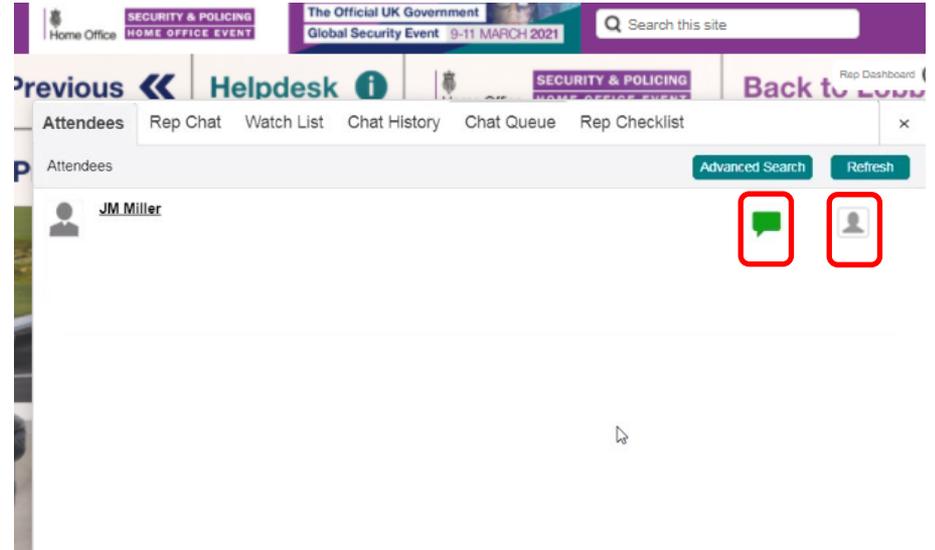
As soon as you get on to your booth stand ensure you open your Booth Rep Dashboard by clicking on the tab in the top right corner.



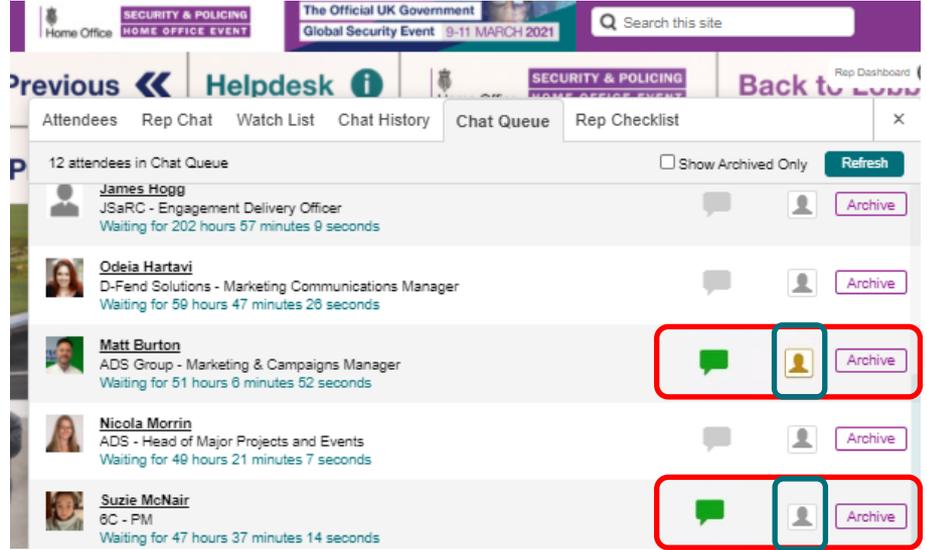
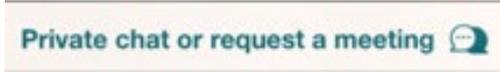
- ◆ **Attendees** - shows attendees who are visiting the booth, there is an intentional slight delay in displaying the attendees after they have entered the booth. When an Attendee is displayed, their **Profile** card (click name hyperlink) and their Attendee card (click little avatar icon) are accessible. See full details on subsequent page.
- ◆ **Attendee card** – shows details on the number of booth visits, displays a list of who they are currently interacting with in the booth or who has interacted with them, including names of the reps (chat transcript is available on the hyperlinked name), star icon to add to Watch List (see below), Notes on the attendee taken by the reps in this booth, e.g. “Interested in x product” (downloadable). (See full details on subsequent page.
- ◆ **Rep Chat** – in this tab, representatives can coordinate between each other; this chat is only visible to the booth reps assigned to this booth. See full details on subsequent page.
- ◆ **Watch List** – Add Attendees here by clicking star icon in Attendee card to capture comprehensive list of attendees that interacted with reps in this booth, list can be downloaded as a report. See full details on subsequent page.
- ◆ **Chat History** – displays list of all attendees that booth reps chatted with inside this booth. **Warning:** This is easily wiped out by one click on “Clear Chat History” button, this is irreversible and applies to the view of all reps. See full details on subsequent page.
- ◆ **Chat Queue** – Displays all attendees that requested to be chatted with. Those who are being talked to by your fellow booth rep have golden Attendee icon, those who are waiting have grey attendee icon, proceed by clicking on the **green** bubble (if bubble is grey, attendee has logged out of the environment) and chat to them 1:1 (you can also use Video chat 1:1). See full details on subsequent page.
- ◆ Add colleagues to 1:1 text chat by clicking “Add person to this chat” in the chat window. Leave 1:1 chat by clicking red cross button.

# Attendees

- ◆ With your **Booth Rep Dashboard** open, you will be able to see attendees who enter your stand booth listed in the Attendees tab
- ◆ Your Booth Builder / Stand Manager has the option to add a doorbell noise alert to your stand, which rings for the Booth Rep to hear when a Booth Rep has the **Booth Rep Dashboard** open and somebody enters your stand. This feature can be turned on or off, but needs to be set prior to the event in the Booth Build under **Extras > Enable Doorbell**, so if in doubt we recommend you turn it on.
- ◆ You can choose to engage with an attendee if their message icon is **green** by clicking on the icon here, or wait until they request to chat with you privately or enter the **Chat Queue**. See subsequent page.
- ◆ You can also view the attendee card of your visitor by clicking on the grey profile icon to view more details about them and add to your **Watch List**. See subsequent page.



# Chat Queues



- ◆ Attendees who request to 'Private chat or have a meeting' from the top navigation bar or via a 'Chat with us' link on your stand will be placed into your **Chat Queue**. You will receive an alert to notify you of this.
- ◆ You can then access the **Chat Queue** from the relevant tab on the **Rep Dashboard** and engage with attendees in the order you wish. Their message icon will appear **green**, if they are still logged in to the platform, which you can then click on to start a private chat.
- ◆ You can discuss with other Booth Reps who wants to instigate chats with which attendees via the **Rep Chat** functionality.
- ◆ You can access each attendee's **Attendee Card** by clicking on the grey profile icon (see subsequent page). Here you can add to your **Watch List**, which we recommend you do for every attendee who requests to chat.
- ◆ If one of your other Booth Reps is already chatting with someone in the **Chat Queue**, their grey profile icon will appear **gold**, so you know not to try and also chat with them as they are already engaged.

- ◆ Select archive to 'file' attendees out of your **Chat Queue**, when they have been responded to. We recommend you don't do this until you have added the attendee to your **Watch List**. Once they have been added to the Watch List and spoken to, we advise you archive to clear out the chat queue, so you know who has and hasn't been spoken with. Archived attendees can be accessed again via the '**Show Archived only**' checkbox.
- ◆ Please be aware each Booth Rep can only have 10 simultaneous private chats open at one time. Always '**Leave Chat**' upon conclusion of your conversation but add to **Watch List** before you do so.

# Attendee Cards

Once you click on an attendee's Attendee Card, a Booth Rep can:

- ◆ In-mail the attendee
- ◆ Add the attendee to the 'Watch List' (see next slide)
- ◆ View the attendee's number of booth visits
- ◆ View the attendee's chat history - active and history.
- ◆ Make notes that are viewable by all representatives and download details
- ◆ Click on 'Chatted with' hyperlinks to view the chat and email it to yourself.

The screenshot displays the Home Office Security & Policing Attendee Card interface. The main window shows a list of attendees in a chat queue. A red box highlights the 'Attendee Card' for Nicola Morrin. Within this card, a blue box highlights the 'Send an email' and 'Add to Watch List' buttons. Another blue box highlights the 'Chatted with' section, which lists 'Suzie McNair' and 'Tim Fleming' as hyperlinks. A third blue box highlights the 'Note' section, which includes a text input field, a 'Download Notes' button, and a 'Submit' button.

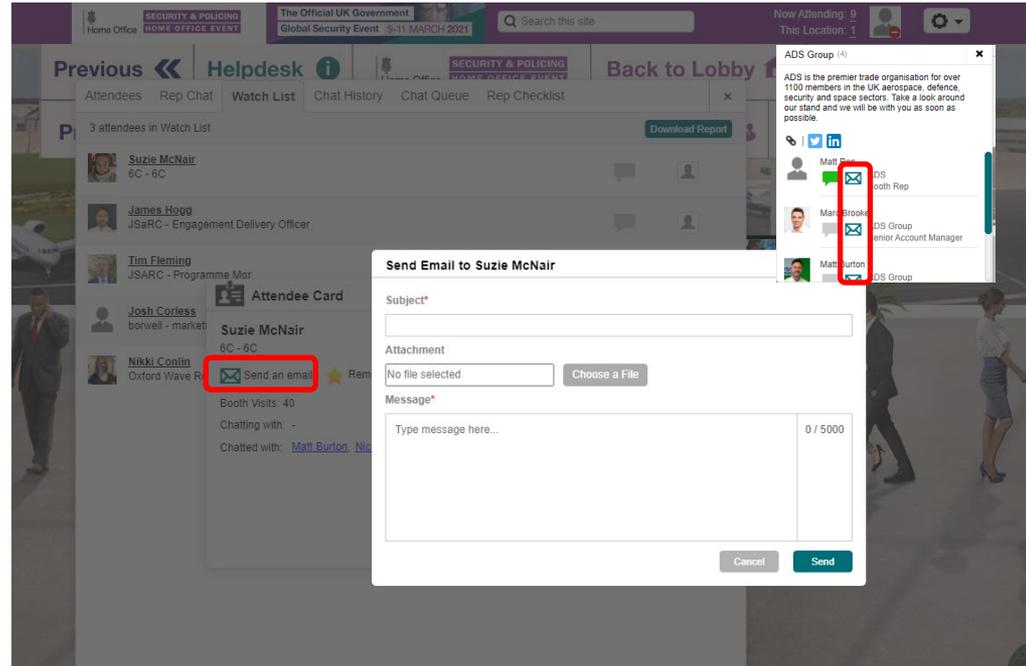
# Watch List

- ◆ Booth Reps can add booth visitors to the **'Watch List'** from the attendee card by clicking on the star icon.
- ◆ This flags to other Booth Reps that the visitor is a warm lead and allows representatives the ability to save and download numerous details about the attendee and their interactivity within the booth, including contact details to follow-up with post-event.
- ◆ This is recommended best practice for all attendees who engage with your stand booth.

The screenshot displays the Home Office Security & Policing Global Security Event interface. At the top, there is a navigation bar with the Home Office logo, the event name, a search bar, and the current location. Below this, a menu bar includes options like 'Attendees', 'Rep Chat', 'Watch List', 'Chat History', 'Chat Queue', and 'Rep Checklist'. The 'Watch List' tab is active, showing one attendee: Suzie McNair, 6C - PM. A red box highlights the 'Remove from Watch List' button, which features a star icon. Below the attendee card, there is a 'Note' section with a list of interactions: Matt Burton (Warm lead), Matt Burton (02/08/2021 05:58 pm), Nicola Morrin (02/08/2021 09:44 pm), and Nicola Morrin (02/08/2021 09:44 pm). A 'Download Notes' link and a 'Submit' button are also visible.

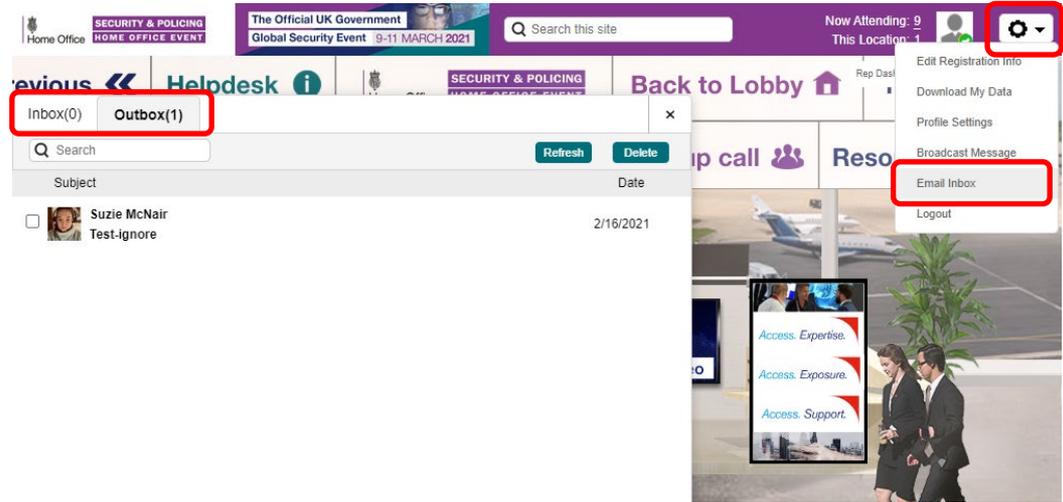
# In-Mail

- ◆ When a Booth Rep clicks into a visitor attendee card you also have the option to **Send an email**.
- ◆ This option brings up a pop-up window where you can send an 'in-mail' to the visitor if they are now offline but saved in your **Watch List**, set as Away or Do Not Disturb, or you simply would rather send an email than start a 1:1 private chat.
- ◆ This sends the attendee an in-mail as well as an actual email alert to their work email that the attendee used to register for the platform with.
- ◆ This can be used as an alternative way to share files directly with attendees you engage with.
- ◆ When visiting other Stand Booths, attendees can also in-mail Booth Reps stands directly by selecting the blue message envelope icon from the organization's **Info Card** in the top right corner.



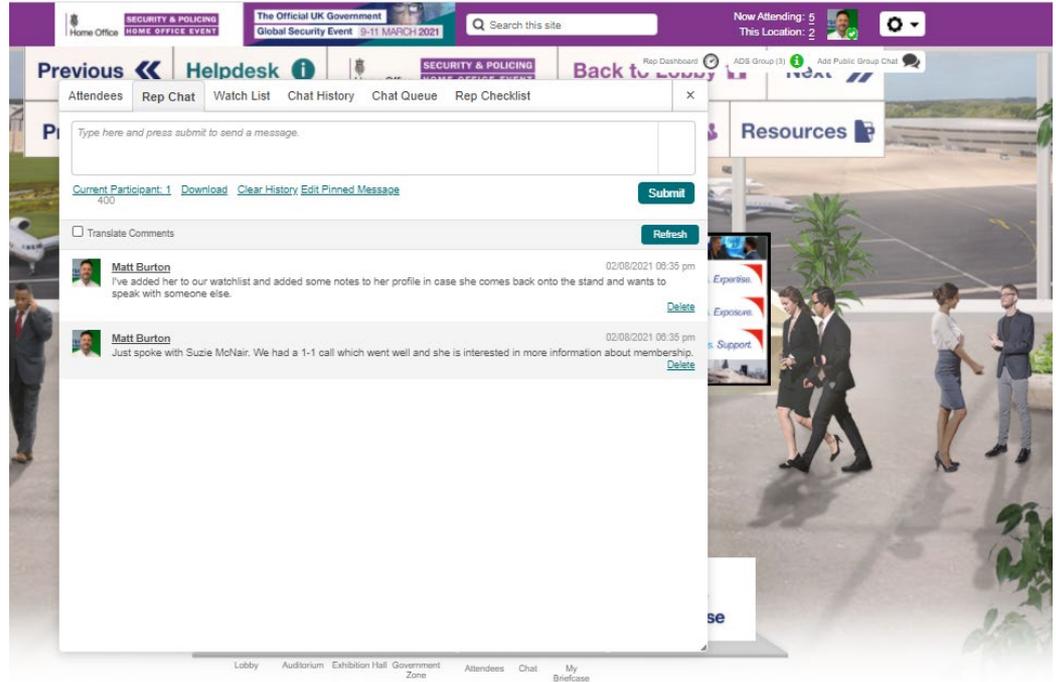
# Accessing your In-Mail Inbox

- ◆ To access your **In-mail Email Inbox**, go to your personal account settings when logged in to the platform by selecting the cog in the top right corner.
- ◆ Select **Email Inbox** in the drop-down menu.
- ◆ A pop-up window will appear where you will be able to view your **Inbox** of received in-mails and your **Outbox** of sent messages.
- ◆ You can reply directly to emails here in the platform.
- ◆ You will receive alerts in your actual work email, but you cannot reply direct from your work email. You will need to login and reply within the platform in-mail system.



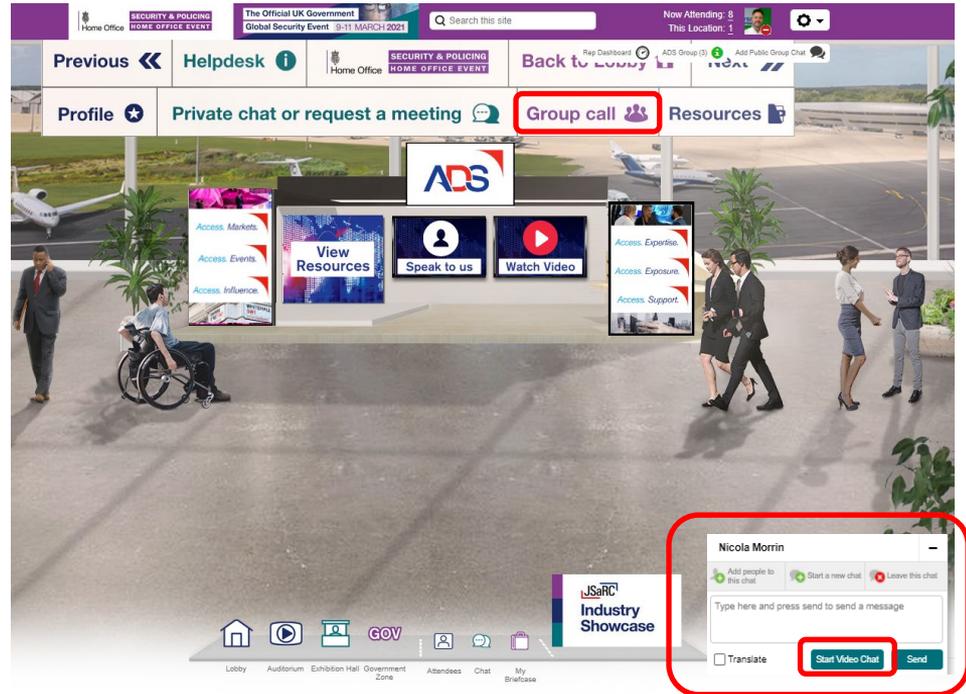
# Rep Chat

- ◆ To coordinate activities within the booth, representatives assigned to the booth can chat with each other in the **Rep Chat** tab.
- ◆ There is also the ability to download the chat, pin important messages for your fellow Booth Reps or clear the history if required (this cannot be retrieved so we recommend not to clear unless necessary).



# Chat options & functionality

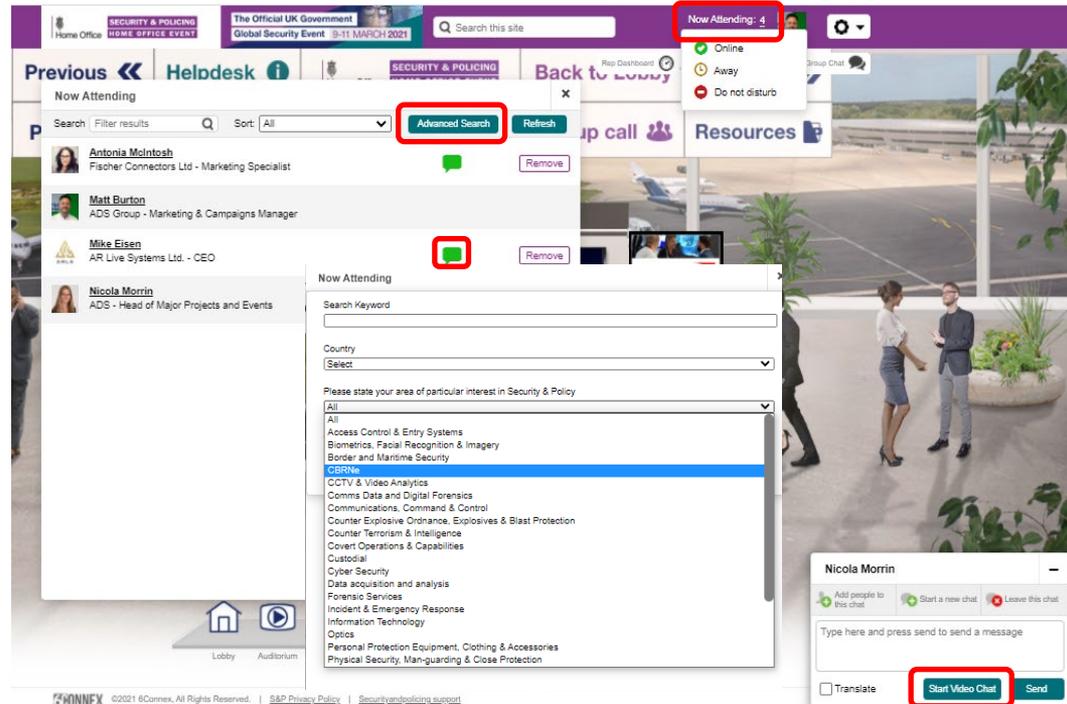
- ◆ Once you have clicked the **green** message icon on an attendee the chat box will appear in the bottom right corner. This will also appear here if someone instigates a chat with you.
- ◆ You can have a 1:1 video call by selecting '**Start Video Chat**' (only 1:1). Please ask permission via text chat before starting a Video Chat. Please note this is a direct 1:1 chat 'Facetime' chat only and you can't share your screen.
- ◆ You can add multiple people to a chat one at a time to create a small group text conversation.
- ◆ Start multiple 1:1 chats & leave any chat when you are finished. (Max 10 simultaneous chats at any one time.)
- ◆ Translate a chat conversation to the language of your choice.
- ◆ If you require a group video call or to share another screen, you need to invite the participant to your own organization's third-party conferencing platform. You can either insert a URL link to this in the chat, or your Booth Builder may have added a link via the **Group Call** button in the top navigation for you to direct people to.
- ◆ You can also share links to files or your own website in the chat bar, which you could then present 1:1 via Video Chat.



When engaging with other attendees we ask all attendees and exhibitors to follow our Code of Conduct to ensure good etiquette is adhered to (See page 20).

# Finding and chatting with attendees outside of your Stand Booth

- ◆ We encourage exhibitors to also engage with attendees outside of their stands for a more proactive networking approach and to maximize the opportunity this virtual event environment provides.
- ◆ You can see and search all event attendees by clicking **Attendees** in the navigation bar or the number next to **'Now Attending'** in the top toolbar.
- ◆ Invite others to chat by clicking on the **green** chat icon; attendees who are away will have a **yellow** icon.
- ◆ Attendees who do not wish to be disturbed will have a **red** icon and you will not be able to start a 1:1 private chat.
- ◆ Note the headshot icon to identify any Staff or Representatives.
- ◆ You can always reach out to invite people to attend your stand in this way too, but we ask for exhibitors not to spam all visitors and adhere to our **Code of Conduct** to ensure good etiquette is adhered to ([see page 20](#)).



# Broadcast Messages on your Stand Booth

- ◆ **Broadcast Messages** are accessible to Booth Reps when you are on your stand booth and allow you to send a pop-up message to everyone who is on your stand at that set time, or schedule for a time of your choosing.
- ◆ This can be a simple marketing message or a holding message if your stand is busy to suggest to explore specific items of content.
- ◆ To send a **Broadcast Message**, click on the top right cog when on your stand and select **Broadcast Message**. The pop-up will appear when you can construct a message to send now, or schedule or see sent messages.
- ◆ We recommend to add a message duration otherwise attendees have to close the pop-up for it to disappear (*in most-cases attendees will close themselves anyway*).
- ◆ You can also link to a piece of content by selecting **Enable Click-Action** > **Link Content** and selecting an item from your content folder.
- ◆ Once ready click **Send Broadcast** or **Schedule Broadcast** if scheduling for a specific release time.
- ◆ Please note Premium and Platinum exhibitors also have access to a select number of platform-wide Broadcast messages to all attendees as per your chosen package.

The screenshot displays the 'Broadcast Message' form within the Home Office Security & Policing interface. The form is titled 'Broadcast Message' and includes a search bar at the top. Below the search bar, there are two buttons: 'Send Broadcast' and 'Schedule Broadcast', both highlighted with red boxes. The form contains a text input field for the broadcast message text, a 'Schedule' checkbox (checked), a 'Message Duration' checkbox (unchecked), and a 'Link Content' dropdown menu. The dropdown menu is open, showing a list of content items: 'ADS', 'About ADS', 'ADS ADVANCE Magazine Dec-Feb 2021', 'ADS Facts and Figures 2020', 'ADS Membership Brochure', 'ADS Upcoming Events', 'Find out about ADS Membership', and 'Introducing ADS video'. The 'Schedule Broadcast' button is also highlighted with a red box. The interface includes a navigation bar at the top with 'Home Office', 'SECURITY & POLICING', and 'HOME OFFICE EVENT' logos, and a search bar. A user profile menu is visible on the right side, showing options like 'Edit Registration Info', 'Download My Data', 'Profile Settings', 'Broadcast Message', 'Email Inbox', and 'Logout'. The background shows a virtual stand booth environment with a 'JSaRC Industry Showcase' banner.

# Code of Conduct

The organisers are committed to creating a safe environment that is inclusive and free from discrimination. All participants and visitors must abide by the following policy:

## Expected Behaviour

- ◆ Be considerate of those around you.
- ◆ Be respectful of others and viewpoints that may differ from your own.
- ◆ Be mindful of your words and actions.
- ◆ Be respectful of others' time and wishes. If they do not engage with you in a requested chat, do not persist with requests.
- ◆ Please ensure you start a text chat and request a Video Call, before you start one.
- ◆ Be considerate of the volume of 'in-messages' that you send and do not blanket-mail everyone. Anyone reported as doing so will be removed from the online platform.

## Unacceptable behaviours may include, but are not limited to:

- ◆ Offensive or unwanted behaviour or language related to race, religion, colour, national origin, sexual orientation, gender expression or identity, transgender status, age, disability, veteran or marital status, or any other protected categories under applicable law.
- ◆ Visual harassment, such as sexual images or offensive language at the Event, including presentations and slide decks.
- ◆ Intimidation or bullying online.
- ◆ Sharing your event registration or making event content available to unregistered 3rd parties.
- ◆ Any other illegal activity not already covered above.
- ◆ Sharing your event registration with another person(s).
- ◆ Failure to follow any of the rules or regulations of the event or instructions of the event staff.

## Consequences of Unacceptable Behaviour

Unacceptable behaviour will not be tolerated and could result in debarment from current and/or any future events. If a participant is seen engaging in unacceptable behaviour, the Organisers may take appropriate action, up to and including expulsion from the event without warning or refund.

## Reporting Behaviour

If you are the subject of, or witness to any violations of this Code of Conduct, you can contact us: [securityandpolicing@adsgroup.org.uk](mailto:securityandpolicing@adsgroup.org.uk)

# Tracking & Metrics for your Stand Booth

**6CONNEX**  
Virtual Destinations. Real Business Solutions.

## Control Panel

Welcome to the Virtual Experience Platform  
**Control Panel!**

Using the Control Panel you may control all aspects of your Virtual Site, from who may access it, to what kinds of content, virtual rooms and spaces it will contain, to how you will drive traffic to certain areas through promotions and emailings. After your Virtual Site has launched, you can even track user behavior and the performance of certain areas and content. Please choose an option from the dashboard below to get started!

Log Off  
Welcome, Example Exhibitor! Account Settings

- Content Library**  
In this area, you may create, edit, and manage content items and library.
- Virtual Rooms**  
In this area, you may create, edit and manage Virtual Rooms.
- Chat Sessions**  
In this area you may create chat sessions which may take place in certain areas or during presentations.
- Tracking & Metrics**  
In this area, you may track user behavior and performance of content and areas of the Virtual Site.
- Surveys**  
In this area, you may create surveys which may be presented to Users in different areas of the Virtual site.
- Help**  
Click here to contact us with questions about the Control Panel.

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Once the event is live your **Booth Builder / Manager** will be able to access your Stand Booth's full **Tracking & Metrics** by heading back to the **Control Panel** homepage. Select **Tracking & Metrics**

This area give the **Booth Builder / Manager** access to more comprehensive reporting in addition to the Booth Rep reports which can be downloaded from the **Rep Dashboard**.

# Accessing & downloading reports

Once in the **Tracking & Metrics** area, **Booth Builders / Managers** can:

- ◆ Select your date range and time zone.
- ◆ Select the reports you want to download.
- ◆ Select the columns to include in each report.
- ◆ Run your reports.

## Reports available include:

- ◆ Who has entered your stand booth
- ◆ Who has viewed your different content types

You can download user details or export a CSV file for all entries and content engagements by clicking the highlighted area.

The screenshot displays the 'Metrics for Edna Sandbox (Environment ID: 1777)' dashboard. At the top, there's a 'Registration Sets' dropdown set to 'All Registration'. The 'Activity Dashboard' section shows a filter by 'Date Range' (Oct 7, 2020 - Oct 13, 2020) and 'Specific Day' (Oct 13, 2020). A 'Download Activity Reports' button is visible. Below this, a table shows 'Total Content Views 3' with columns for Content Title, Content Type, Location, Number of Views, and Unique Views. A modal window titled 'Total content views' is open, showing a detailed table of content views. In the bottom right corner of this modal, two buttons are highlighted with a red box: 'Download User Details' and 'Export as CSV'. Below the modal, there's a section for 'Total Webinar Views 0' with a 'Details' button. At the bottom, a section for 'Total Booth Entries 1' shows a table with columns for Booth Name, Total Entries, and Unique Entries.

Content Title	Content Type	Location	Number of Views	Unique Views
Test2	Video	Test	1	1

Content Title	Content Type	Location	Number of Views	Unique Views
Test2	Video	Test	1	1
Testing this	HTML Window	Test	1	1
Testing this 2	HTML Window	Test	1	1

Booth Name	Total Entries	Unique Entries
Test	1	1



Home Office

**SECURITY & POLICING**  
**HOME OFFICE EVENT**



ONLINE EVENT

9-11 MARCH 2021



UK Defence &  
Security Exports

