SHOPTALK LUXE

February 2 - 4, 2027 · Abu Dhabi

INSIDER'S GUIDE TO A SUCCESSFUL MEETUP EXPERIENCE

DEFINE SUCCESS IN ADVANCE: MAXIMIZE YOUR ROI BEFORE, DURING & AFTER THE EVENT

1 | WHAT IS MEETUP

The Meetup program delivers pre-scheduled, double opt-in 1:1 meetings (15 minutes) with your target accounts. It gives you control over who you meet onsite by completing the pre-event steps in the platform ahead of time! **Note:** The process runs on an individual basis, not company level so each individual builds their own schedule. Make the most of every stage to maximise your results!

2 | MARK YOUR TOP ACCOUNTS

During the pre-scheduling process, at the Request and Opt-in stage, make sure to mark your top-priority accounts as **"Super Relevant"**, these are prioritized above **"Relevant"** requests, helping you secure the meetings that matter most!

INTERNAL PREPARATION

Your Meetup journey starts here! Review Full Meetup Guidelines and timeline here

ENSURE YOU ASSIGN MEETING REPS:
Meeting Reps are the individuals from your team who take both your paid-for Hosted meetings and general meetings.



HOW THE PRE-SCHEDULING ALGORITHM WORKS

The pre-scheduling system uses your actions to build your schedule. The more meeting requests you make and opt-ins you accept, the more information the algorithm has to work with, increasing your chances of receiving a full, high-value schedule. Your availability and meeting prioritization are also taken into account when creating your schedule.

MAXIMIZE YOUR ONSITE MEETINGS - MAKE EVERY MEETING COUNT

KNOW YOUR PITCH
Be clear, concise, and focused on the value you bring and the problem you solve.

BRING THE PRODUCT TO LIFE
Use strong proof points, i.e. case studies, metrics, or a short demo.

SHOW SENIOR COMMITMENT
Have decision-makers take the meetings to signal intent and credibility.

STRUCTURE YOUR 15 MINUTES
Set objectives, stay focused, and end with clear next steps.

BE MEMORABLE
Agree follow-ups and share materials that keep you top of mind

MAXIMIZE YOUR TIME

3 | YOUR FINAL SCHEDULE

View your full schedule on 27 January! Download the Shoptalk Luxe 2027 Mobile App. Each attendee has up to 16 meeting slots. Your Hosted meetings connect you with key retailers and consumer brands and are prioritized. The general meetings are scheduled based on availability, driven by your requests and opt-ins made.

4 | POST-EVENT FOLLOW-UP

After Shoptalk Luxe, we'd love your feedback! Complete your feedback and through the platform, you'll be able to access the contact details of everyone you connected with during the Meetup programme, so you can continue conversations post event immediately.