

**YARE**  
YACHTING AFTERSALES & REFIT  
EXPERIENCE



**B2C**

**TIPS & BEST PRACTICES  
FOR CAPTAINS**

# B2C MEETINGS

TIPS & BEST PRACTICES FOR CAPTAINS

The **meetings** will take place on March 14 and 15, with the aim of **creating new business** contacts and **widening the network** of your possible suppliers. The B2C Meetings are planned through an online matching system where both **Companies and Captains** will register their profiles, specifying preferences in terms of business area interest (Captains) and Captains features' as vessel length, nationality an so on (Companies)

The profiles and informations will be **matched** by the system, therefore the more specific you are when selecting possible categories of companies you want to meet, the more interesting uuo



# B2C MEETINGS

TIPS & BEST PRACTICES FOR CAPTAINS



Navigo is glad to provide you with this tool in order to support your attendance to YARE 2024 B2C meetings.

	WEDNESDAY 13 MARCH	THURSDAY 14 MARCH	FRIDAY 13 MARCH
MORNING	<b>Captains' arrival</b> A selected group of international Captains reaches the Tuscan Yachting District	<b>The Superyacht Captains' Forum Keynote Address</b> - features an insight into the current state of the superyacht market and addresses the hot topics related to the industry.  <b>Workshop Session</b>	<b>B2C Meet the Captains!</b> Two half-day session dedicated to business between Companies and Captains. An Agenda of 15 meetings managed through our dedicated YARE APP allows matchmaking based on target
AFTERNOON	<b>Yare Preview: District Tour</b> Showing the district's excellence via guided tours and informal meetings	<b>B2C Meet the Captains!</b> Two half-day session dedicated to business between Companies and Captains. An Agenda of 15 meetings managed through our dedicated YARE APP allows matchmaking based on target	<b>Workshop Session</b>  <b>Passerelle Pitch</b>
EVENING	<b>Welcome Dinner</b>	<b>Networking Gala Dinner</b> The Gala Dinner is an event within itself and bright opportunity to mingle with all participants. Including entertainment, good food and music in exquisite locations.	<b>Captain's Night</b> For both Captains and Companies. Another network evening not to be missed!

## B2C MEETINGS

TIPS & BEST PRACTICES FOR CAPTAINS

The scheduled meetings will last for around **15 minutes** each: this length is enough to understand real chances for a business relationship.

You can easily manage all the Session of B2C Yare 2024 from the **Official Yare Mobile App**.

Your agenda will be available in your reserved area **few days before the event**. The matching system works through different steps.



**PROFILING SESSION**



**LIKE SESSION**



**MATCHMAKING & DIRECT CALL**



## B2C MEETINGS

TIPS & BEST PRACTICES FOR CAPTAINS



Update your **personal data**.

Complete and enrich the characteristics of your **profile** and update the features of your **yacht**

Indicate the target of **companies** you would like to meet at Yare B2C Meet the Captains.

After the **Profiling Session**, the System will release the entire catalogue with the list of the participating companies.



**Express preferences** on Companies you wish to meet during the one-to-one meetings

You can also **exclude** some **Companies** (max 5) you wish not to meet for any reason

After the Like Session, the **Matchmaking Sesion** will start.



The **Matchmaking** is the session of work that leads to the best meeting agenda.

During the Matchmaking session you will meet the **Companies**

If they **accept**, the meeting will be **scheduled** in your **meetings' agenda**, according to your available slots.

**NAVIGO**