

YARE
YACHTING AFTERSALES & REFIT
EXPERIENCE



B2C

**TIPS & BEST PRACTICES
FOR COMPANIES**

B2C MEETINGS

TIPS & BEST PRACTICES FOR COMPANIES

The B2C Meetings are planned by an **online matching system** where both Companies and Captains register their profiles, specifying preferences in terms of business area of interest (Captains) and Captains' features as vessel length, nationality and so on (Companies).

These informations are **matched** by the system, therefore the more specific you are in selecting categories, the more interesting your agenda will be.



B2C MEETINGS

TIPS & BEST PRACTICES FOR COMPANIES



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		The Superyacht Captains' Forum Keynote Address - features an insight into the current state of the superyacht market and addresses the hot topics related to the industry. Workshop Session	B2C Meet the Captains! 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	For Captains only	B2C Meet the Captains! 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	Workshop Session Passarelle Pitch
EVENING		Networking Gala Dinner 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.	Captain's Night For both Captains and Companies. Another network evening not to be missed!

B2C MEETINGS

TIPS & BEST PRACTICES FOR COMPANIES

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 COMPANIES



Complete or update your **company data**.

Create your **company page** that will be seen by Captains.

Insert details about the **category** of your company and the business field.

Indicate the **Captains characteristics** according to the target that you wish to meet during face-to-face meetings **B2C Meet the Captains**



See the entire **name list** of the **Captains**

Exclude up to 7 Captains names that you would **not like** to meet

Get an sms by the captains that express a **Like** for your company



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

During the Matchmaking session you can receive **Direct Calls** from **Captains** wishing to meet you.

If a Captain will send a Direct Call on you as a direct choice, you will receive a **SMS notification**: you will be able to see the invitation through your B2C Matching Reserved Area deciding whether to accept the meeting or not. This could generate extra meeting, that could be inserted in your **agenda** according to your free slots.

If you **accept**, the meeting will be **scheduled** in your **meetings' agenda**, according to time availability.

NAVIGO