

Cenfluence Cluster Member Guide to Synapse Orlando 2022

We're excited for you to join us at Synapse Orlando, the annual gathering of Central Florida's innovation community. Synapse Orlando is an ideal place to gain insights that will spark new partnerships, secure investments, and accelerate your career and your business.

We want to help you make the most of this opportunity. Below, you will find tips for connecting with Cenfluence and getting the most out of this event.

CONNECT WITH CENFLUENCE AT SYNAPSE ORLANDO

TIME	LOCATION	OPPORTUNITY
11-11:45 a.m.	Breakout Stage 5, Tier 4	The Future of Clean Energy Presented by Duke Energy
12-12:45 p.m.	Lockheed Martin Stage, Tier 2	Clustering to Catalyze Innovation <ul style="list-style-type: none"> • Tim Hill, Intuitive Research and Technology Corporation • Maryann Kilgallon, Pink Lotus Technologies • Teresa Speck, SoarTech • Brian Andrew, Precision Periodic • Amy Beard, Ph.D., Cenfluence – Moderator
	Breakout Stage 2, Tier 2 Donor Room	Is Your Business Ready for the Metaverse? Kyle Morrand , 302 Interactive – Moderator
	Breakout Stage 3, Tier 2 Steinmetz	Scaling Up in Orlando Christina Drake and Shari Constantini , Kismet Technologies
1-1:45 p.m.	Breakout Stage 2, Tier 2 Donor Room	Healthcare Innovation – Crossing the Chasm: From Concept for Reality <ul style="list-style-type: none"> • Christina Drake, Kismet Technologies • Fluvio Lobo, Digital Anatomy Simulations
	Falcon's Beyond Innovation Mainstage, Tier 3	Leveraging the Pathway to Top Tech Talent Paul Sohl , Florida High Tech Corridor – Moderator
3-4:30 p.m.	Falcon's Beyond Innovation Mainstage, Tier 3	Afternoon Keynote with Timoni West Timoni West , Unity

Clustering to Catalyze Innovation

12-12:45 p.m. @ Lockheed Martin Stage, Tier 2



Tim Hill
Director, INTUITIVE



Maryann Kilgallon
CEO, Pink Lotus Technologies



Teresa Speck
Director, Soar Technology



Brian Andrew
CEO, Precision Periodic

EXHIBITING CLUSTER MEMBERS



Energy + Environmental Sciences

Duke Energy
Green Actioneers



Gaming, Entertainment + eSports

302 Interactive
SimBlocks.io



Learning Sciences + Human Performance

Envy Labs
Employers 4 Change



Life Sciences

Pink Lotus Technologies
Velmeni

CENFLUENCE BOOTH

Stop by the Cenfluence booth for swag and to connect with the Cluster Team.

Get featured on our website and social media when you come by and leave a quick video or text testimonial about how Cenfluence has helped your company.

Keep an eye out for Orange TV, which will be at the event filming Cluster Members in action.

TAG US ON SOCIAL MEDIA

Cenfluence Profile Tags:

- LinkedIn: [@Cenfluence](#)
- Twitter: [@Cenfluence](#)
- Facebook: [@Cenfluence](#)

Synapse Profile Tags:

- LinkedIn: [@SynapseFL](#)
- Twitter: [@SynapseFL](#)
- Facebook: [@SynapseFL](#)
- Instagram: [@SynapseFlorida](#)

Hashtags:

- #SynapseOrlando
- #InnovationLivesHere
- #OrlandoInnovation
- #OrlandoTech



Maximize Your Attendance

Tips and Suggestions Before, During, and After Synapse

BEFORE

Let your network know you're attending.

Publish a post(s) on your business and/or personal social media pages about your plans to attend Synapse Orlando, including how your network can connect with you in-person at the event (i.e., exhibit booth location, panel presentation).

For example: "Join me next week at Synapse Orlando, where I'll be exhibiting on behalf of [COMPANY NAME] at booth 123." You can also [share this post about the event](#) with your comments.

Prepare your elevator pitch.

Synapse Orlando is known to attract more than 2,000 attendees. This creates a tremendous networking opportunity. To make the most of it, be sure your "elevator pitch" is ready to succinctly communicate who you are, what you do, who it serves and why it matters. If appropriate, you may also mention membership in Cenflurence and how Cluster Member services have helped your company fulfill its mission.

Update your digital presence.

If you make new connections at Synapse Orlando, one of the first things they will likely do is research your company online. Ensure your website and social media pages are updated with the latest information, including contact information.

The same goes for your personal profile on LinkedIn. [Check out these tips](#) for optimizing your profile.

DURING

If you're exhibiting, put your best foot forward.

Set up your exhibit space so it's an eye-catching, polished representation of your brand. At minimum, we recommend bringing a branded tablecloth and ample copies of your business cards and marketing collateral (brochures or flyers). As resources allow, you may also bring product prototypes, pop-up banners, a TV monitor or other display for company videos, as well as giveaways that will entice visitors to visit (i.e., pens, mints, hand sanitizers). While you're at the space, stand in front of, or adjacent to, the table rather than sitting in a chair. This is a more welcoming posture that demonstrates your enthusiasm to network.

Display your Cenflurence member badge.

The Cenflurence team will distribute an acrylic table-top frame with member badge that you can display at your booth to connect with other Cluster Members and spread the word about the Cluster Community.



Get social.

As your schedule allows, capture and post photos and videos throughout the day, and share key learnings or inspiring quotes shared by guest speakers. Twitter and Instagram stories are ideal places to share these real-time updates. Be sure to tag Synapse Orlando and Cenffluence profiles, and use hashtags as appropriate (shown on page 2).

Connect with Cenffluence and your Cluster Member colleagues.

See details below about Cenffluence's presence at Synapse Orlando, including our panel presentation and where you can find other Cluster Members on the exhibitor floor.

Have your LinkedIn QR code ready.

If you run out of business cards, your LinkedIn profile is a great alternative. Each LinkedIn profile is assigned a unique QR code that makes it easy to connect with people while networking at the event. In the search bar at the top of your LinkedIn home page, click the QR code icon to find your unique code ([see detailed instructions here](#)). Screenshot the code for easy access.

AFTER

Follow up to foster new relationships.

At night or the morning after Synapse, spend a few minutes conducting personal outreach to solidify new connections via email or LinkedIn. In your outreach, include a reminder about how you met, what you discussed and information about how your company might be of service to your new contact, as well as where or when might be an appropriate time to reconnect in the future. If appropriate, invite them to learn more about Cenffluence and how they can join you as a Cluster Member.

Continue the conversation on social media.

Compile some of the photos and videos you captured at Synapse Orlando, and share them in a social media post summarizing your experience at the event. Note any speakers or new connections who made a lasting impression.

Debrief and prepare for your next event.

Before your memory fades, document key learnings from the event, including some of the practices that may or may not have worked to maximize your presence at Synapse Orlando. Plan to apply these to your attendance at Synapse Summit 2023 in Tampa, as well as other upcoming trade shows.



VISIT US AT
OUR BOOTH

