

BEFORE

- Download the Nordic Business Forum event app
- Download Brella app and start booking meetings
- Get your seminar pass from the pre-check-in
- Read the Welcome Kit
- Get to know the route / Helsinki
- Get to know the speakers by reading the Speaker Spotlights
- Pick your outfits — remember comfortable shoes!
- Pack your business cards
- Charge your computer and phone, and take a power bank with you!
- Take headphones with you to listen to the simultaneous interpretation by Delingua
- Start following @NBForumHQ and using #NBForum2017 on social media

DURING

- Arrive early for check-in (if you missed the pre-check-in)
- Scout out the venue and find your seat
- Watch interviews at the Business Insider Nordic Live Studio
- Eat! Try out our menu at lunch
- Eat more! Taste the delicious snacks during breaks
- Drink lots of water to stay hydrated
- Grab a drink from our mocktail bar
- Keep an open mind and network with other event guests
- Book meetings with Brella and arrive early for your meetings
- Engage in discussions and network with people at the Theme Tables
- Take notes during the sessions to reflect on later
- Visit our partners' exhibition stands
- Visit our Business Corners if you need to catch up on work
- Go take a photo at the NBForum 2017 photo wall
- Say hi to our staff and volunteers — we're here to serve you!
- Join the discussion on social media using #NBForum2017
- Rate the speakers after every session using the Nordic Business Forum event app
- Make the most of your evenings by continuing to casually network at Maxine

AFTER

- Tell us what you thought by giving feedback online or in person
- Contact the people you've met and follow up on business opportunities
- Follow up on missed connections by using NBForum 2017 as a talking point
- Share lessons and memories of NBForum 2017 with your friends and colleagues
- Go to NBReport for recaps on speakers sessions and anything you missed
- Stay tuned for the executive summary!
- Check the sketchnotes by Linda Saukko-Rauta
- Keep the conversation going on social media using #NBForum2017
- Buy your ticket for NBFSweden 2018 — it's just around the corner!