



## Stronger Together: Kentucky, Ohio, and the EU Conversation Starter Matchmaking Platform

While we've all become accustomed to virtual events during COVID, they unfortunately don't give the same ability to network and build new connections that in-person events do. For this reason, we will be utilizing the exciting matchmaking platform Conversation Starter to allow you to meet **one-on-one with EU and EU Member State trade representatives and European businesses.**

Conversation Starter will allow you to find and connect with the right person to discuss the transatlantic trade and investment opportunities that matter most to your business. Through a series of 12-minute video chats hosted directly through the platform, you'll be able to discuss business opportunities, plan follow up discussions, exchange contact information, and more.

Whether you're a manufacturing company looking to collaborate with European partners, a tech startup hoping to expand into EU markets, or are searching for ways to bring European investment into your state, this is the perfect opportunity for you to build the connections to help your business and your brand grow.

All you have to do is follow these three easy steps. Let's get started. (Signing up is very intuitive and takes less than 5 minutes).

- [Click here to create your profile.](#)
  - Write a 2-line bio, what you're looking for from connections (your request) and what you can provide them (your offer). Each section is a maximum of 160 characters.
- **Schedule meetings.** Starting April 1, you will be able to view all registered participants.
  - The platform will recommend participants for you to meet based on your ask and offer.
  - You can also search all participants by name, company, and keyword.
  - Conversation Starter will email you invites from others, which are also viewable on the platform, and will suggest meeting times.
- **Connect.** All conversations will take place on **April 13 between 1:15 pm – 3:15 pm ET.**
  - Your networking schedule can be found under the "Agenda" tab.
  - Each 12-minute video calls take place on the Conversation Starter platform - nothing to install.

You can also find step-by-step instructions on how to create your profile and utilize the platform [here](#).

If you have any questions or experience any issues with the platform, please reach out to our Events Manager, Zach Mellen ([zach.mellen@eupopusa.com](mailto:zach.mellen@eupopusa.com)).