

## **Cosmoprof Worldwide Bologna Launches WeCosmoprof the Digital Event for Beauty**

**From 4 to 10 June**, Cosmoprof Worldwide Bologna will officially launch **WeCosmoprof**, a developed virtual environment for global beauty community.

During seven days you will be able to connect, to be informed, and to be entertained by the 3 most highlighted offline sections, including B2B online networking, virtual CosmoTalks with inspirational content, and online live demonstrations for beauty professionals.

### **1. B2B online networking**

The digital event makes it easy to scout for new business partners, organize digital meetings, meet and greet (and collaborate) with your clients and suppliers in a private virtual room. It's the best way to connect with the industry's movers and shakers and make real business.

#### ➤ Online interaction

Thanks to Cosmoprof My Match, a sophisticated search engine software, it will be easier than ever to find new partners for the exhibitor's business. The platform allows exhibitors to contact directly potential clients and plan online B2B meetings using our powerful chat tools and other interactive systems.

#### ➤ Virtual meetings

All exhibitors can easily book a virtual room to meet clients, discuss projects, and business opportunities.

### **2. Virtual CosmoTalks**

WeCOSMOPROF will host "CosmoTalks the virtual series", the first online program of webinars by Cosmoprof, with some of the sharpest minds of the beauty industry: they will share their wisdom, experience, and advice to reshape our industry with a long-term vision after this unforeseen global emergency. Click <https://www.cosmoprof.com/en/wecosmoprof/knowledge/> for registration and pre-register for your favorite topics.

### **3. Online live demonstrations**

WeCOSMOPROF presents "Cosmo Virtual Stage", the virtual stage that will host training sessions, focused on new consumers' habits and trends, on efficient communication strategies, and the best opportunities for hospitality tourism, SPA, and wellness. Click <https://www.cosmoprof.com/en/wecosmoprof/training/cosmo-virtual-stage/> for registration and pre-register for your favorite training course.

**In addition, how exhibitors, buyers and attendees to register on WeCosmoprof?**

**If you are a 2020 Cosmoprof Worldwide Bologna exhibitor:**

- Access your exhibitor's area.
- Complete your exhibitor's profile (Company profile, brands, product bible, and other members' info). →

- Activate and complete the registration to Cosmoprof MyMatch.
- Please contact your sales representative for any inquiries or if you are interested in our sponsorship opportunities (Digital banners, newsletters, dedicated e-news, social media exposure).

**If you are a buyer:**

- You can access your reserved area here (<https://www.cosmoprof.com/en/visit/reserved-area/>).
- If you wish to enroll in our Cosmoprof MyMatch platform, please register on the Cosmoprof Website Here, or if you are already registered, access your reserved area and select "Cosmoprof MyMatch" to complete your registration.

**If you are an attendee::**

- If you are interested to attend our CosmoTalkswebinars or Cosmo Virtual Stage live session, please register or log in on Cosmoprof Website here (<https://www.cosmoprof.com/en/visit/register-here/>) and then preregister to your favorite event.

Logon [www.cosmoprof.com](http://www.cosmoprof.com) for further info.