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Web Summit is the biggest tech conference in Europe, with more than 44,000 tickets sold this year. It will take place at Lisbon in Parque das Nações, from the 7 to 10th of November. With 21 conferences, Web Summit is an unrivaled global meeting place for the world’s most disruptive technology companies and those interested in how that disruption can transform their businesses and their lives.
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BEFORE
WEB SUMMIT
TIME FOR SOME PLANNING

A go with the flow attitude during Web Summit might seem a good idea, but with so much things happening at the same time, you better prepare yourself. Otherwise you can feel overwhelmed when the event actually comes and end up missing a lot of great things.

Let’s start with:

**Defining Goals**
Web Summit will be an intense experience with thousands of things happening at the same time. An important first step is defining goals:

- What do you want to learn about?
- Is great networking the best outcome for you?
- Are you searching for a particular technology?

Keep in mind that Websummit only lasts for a few days so don’t go there trying to get everything, set realistic goals.
TIME TO EXPLORE THE APP

You know what could really help you achieve your goals?

Web Summit Mobile App
You can go to websummit.net/app to download the app. Use it to search for sessions and create your schedule. You can also connect and chat with other attendees. Make sure to fill your profile with up to date information.

Make your Schedule
Web Summit is composed by 21 independent conferences, so don’t leave to the last minute to plan which ones you want to attend. You can either use the App or go to websummit.net/schedule to plan your event.

Contact who you want to meet
Investors, possible clients, thought leaders, Wizdee...so many interesting folks attending Web Summit, we are sure there are people you really would like to meet. On the Web Summit app, click on the Discover icon to search for other attendees and interact with them via chat.

Pro tip: Don’t forget to to include the night events and parties in your schedule and to count with some downtime, so you can wander around the exhibition floor and rest.
Important info: As Portugal enjoys a subtropical Mediterranean climate, November is typically one of the wettest months. Expect a temperature in between 18ºC and 11ºC. Keep this information in mind while packing.

What to pack
A big part of making the most out of your Websummit experience begins the moment you start packing. Here are six things you can’t afford to forget:

- **Comfortable shoes**: you’ll be standing for hours and walking miles, a pair of comfortable shoes will be your best friends;

- **Charging cables**: or extra batteries, so you can power up throughout each day;

- **Smartphone**: every information you need will be in the Websummit mobile app;

- **Headache remedy**: prevent the headache that hours of fun, learning and talking to people will get you;

- **Umbrella**: like we said, November is one of the wettest months;

- **Business Cards**: networking is not about how many business cards you give away, but not having them at all will make your networking very difficult.
TIME TO TRAVEL

The best way to travel around Lisbon is by Metro/Underground. However you may need to take the bus or a Cable cars/Tram to reach some tourist attractions. Here is how to get to the venue:

From Lisbon Airport
Take any metro,count 3 stops and leave in the “Oriente” Station, then you just have to go through the shopping and Websummit is in the other side.

From Oporto Airport
Even though it’s an airport 300km away it’s easy to get to Web Summit from there. You just have to catch any Metro to “Estadio do Dragão” and leave in station “Campanhã”. Enter the train station and buy a ticket train to “Lisbon - Oriente”. For a faster trip we advise you to choose “alfa pendular” trains.

From City Center
Take any Metro on the Red Line with the direction “Aeroporto” (Airport) and leave on the Oriente Station.

By Car
It will obviously depend where are you starting your journey, but the easiest way is looking for directions for “Parque das Nações”.
VISITING BEAUTIFUL LISBON
5 PLACES TO VISIT IN LISBON

Belém Tower
Built in the early 16th century to be part of a defence system and gateway to Lisbon. It’s one of the most iconic sightseeing of the city and one of the biggest monuments to the Portuguese maritime discoveries.

Jerónimos monastery
Classified an UNESCO World Heritage Site in 1983 with the Belém Tower, its one of the most prominent examples of the Portuguese Late Gothic Manelene style of architecture.
Rua Augusta Arch
It’s a Triumphal arch, that ends the Augusta Street in the beautiful “Praça do Comércio”. It has become one of the most iconic postcards of Lisbon.

St Jorge Castle
A Medieval Moorish fortifications that protected the old citadel and offers now a beautiful view of the city.

Baixa Pombalina
After the Lisbon earthquake of 1755 this part of the city was completely rebuilt and is one of the first examples of earthquake-resistant construction, the large pedonal streets are the heart of Lisbon Tourism, so make sure to take a walk there.
5 PLACES LEFT OUT OF TOURIST GUIDES

LX Factory
It’s considered a creative mini-city, full of art galleries, traditional restaurants, design and hipster shops and even a concert hall.

Amoreiras 360° View
The recently opened belvedere on the top other Amoreira towers. From here you will see almost all the city’s main sights.
Embaixada - Príncipe Real
A XIX century new-Arabian Palace in the neigh- bourhood of Príncipe Real, that was turned into an innovative shopping gallery for Portuguese design, crafts, gastronomy fashion and culture.

Casa Do Alentejo
If you like architecture this is a place you have to check, it’s an alternative house built to promote and preserve the culture of “Alentejo” (A Portuguese region). Inside you can find a restaurant and a tavern.

Santo Amaro Docks
The Docks below the April 25th Bridge is one of the most pleasant places for a drink in the afternoon. It is also pleasant by night, when the lights on the bridge turn on.
5 PORTUGUESE FLAVOURS TO TRY

1. Pastéis de Belém
The most well known sweet in Portugal. Can’t leave without trying it.

2. Francesinha
This Portuguese sandwich is traditionally from Oporto, but you can try it all over the country.

3. Pastéis de Bacalhau
It translates to Codfish pastries, but they are not sweet.

4. Port Wine
This is sweet wine is produced exclusively in the Douro Valley in the north of Portugal.

5. Moscatel
Also a sweet wine, but from the region of Setúbal, near Lisbon.
3 DURING WEB SUMMIT
COWORKING SPACES

There are plenty of coffee shops near the Web Summit venue and around Lisbon where you can work, but if you prefer the Coworking spirit here are some suggestions:

**Cowork Lisboa**
- Prices start at 12€ a day.
- www.coworklisboa.pt/
- info@coworklisboa.pt
- (+351) 216 066 960

**IDEIAhub**
- 1 minute away from the venue.
- www.ideiahub.pt/en/
- info@ideiahub.pt
- (+351) 21 0126 565

**Avila Coworking**
- Prices start at 18,5€ a day.
- www.avilacoworking.com/en
- info@avilacoworking.com
- (+351) 213 303 720

**Lisbon WorkHub**
- 5 minutes away from the venue by car and 25€ per day.
- www.lisbonworkhub.pt/
- info@lisbonworkhub.pt
- (+351) 21 868 0445

**Startup Now**
- 20 minutes away from the venue.
- www.startupnow.pt/
- info@startupnow.pt
- (+351) 211 302 400

*The image behind is from Cowork Lisbon.*
BEST PLACES TO EAT

You will find a great variety of restaurants around the Web Summit venue. Your ticket probably doesn’t include meals, but in the worst case you can go to Vasco da Gama shopping to grab some food or you can try some of the restaurants we selected:

**Lx Bistro**
Here you can taste portuguese food and a meal for two. With drinks it will cost you around 30€.

**Butchers**
This is a steak house and a meal here will cost you around 40€ for two people.

**Edo Sushi**
If you feel like going for sushi, this restaurant is a good one. It has an “all you can eat” option and the prices range from 15 to 20€/person.

**Miss Saigon**
This is a vegetarian restaurant and it’s only open during lunch time. A meal for two people costs around 25€.
NETWORKING LIKE A BOSS

Besides being a great opportunity to learn about technology and its impact in our lives, Web Summit is also an amazing opportunity to do some networking.

Start online
As we said before, go through the mobile app, search other attendees and engage with them.

On Facebook you will find smaller groups, dedicated specially to attendees from a specific city/country or just for women for instance.

On LinkedIn search for the group “Web Summit 2016, Lisbon”.

On Twitter you absolutely have to follow the hashtag #WebSummit. You can also follow @Wizdee for exciting content on the event.

If you meet someone interesting don’t be shy, add them to your professional network on LinkedIn and follow them on Twitter.
Continue Offline

The person that sits beside you in a session, the person in front of you in line for lunch, someone who asked you for information, these are all networking opportunities.

Here are some quick tips:

- Prepare your elevator pitch: a quick way to present yourself. It should include name, job role, company and what it does. Avoid hard sales pitch.

- If you are representing a Startup make sure to use some branded materials everytime.

- If you need to get rid of someone (it happens sometimes). Introduce the person to someone else, or politely say you need to go to a session, bathroom, etc.

- Prepare topics of conversation you could use. Always go with open questions to start conversations and avoid questions that can be answered with a Yes or No.

- Don’t forget to ask for business cards, to take a photo of them and their badge.

Pro tip: Every time a person is three feet away from you try to smile, make eye contact and start a conversation.
THE SHORT TO DO

Three quick and easy things you can’t forget to do after Web Summit:

1. Before you get to Web Summit draft a follow up email that you can send to all the awesome new contacts you will meet.

2. When you get back to the office review your notes from Web Summit and select what would be interesting to share with your co-workers. You can do a presentation, a blog post, etc.

3. Don’t stop engaging with the people you met during Web Summit. Follow them on social media and keep interaction going.