

# SINGAPORE FINTECH FESTIVAL 2025

## SFF MEETUP PROGRAMME GUIDELINES

8-minute read

Singapore FinTech Festival's SFF MeetUp programme is Asia's largest FinTech Meetings Programme. We'll facilitate 20,000+ meetings for 3,000+ participants, helping the Singapore FinTech Festival community meet and do business like never before.

- **You'll get to participate in as many 15-minute speed date meetings as you'd like**, up to 20 timeslots—limited only by your availability and mutual interest. Each meeting is double opt-in (you both wanted to meet each other) so there's no wasted time.
- **Meet the people you need to meet, across dozens of use cases.** Need to meet potential partners or investors? ☒ Need to uncover the newest and hottest startups? ☒ Need to find new solutions for your company? ☒ Looking for new hires or your next move? ☒ And more!

Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way with reminders. **If you don't get an email, check spam (from donotreply.sff2025@eventpt.com) then let us know at [meetup@sgfintechfest.com](mailto:meetup@sgfintechfest.com).**

You must	It'll take	We'll email you on		Your deadline is	
• <a href="#">Complete Your Profile</a>	10 mins	Wed, 8 Oct	9 am SGT	Wed, 22 Oct	8 pm SGT
• <a href="#">Request Meetings</a>	60-90 mins	Thu, 23 Oct	9 am SGT	Wed, 29 Oct	8 pm SGT
• <a href="#">Opt in to Requests You've Received</a>	<30 mins	Thu, 30 Oct	9 am SGT	Tue, 4 Nov	8 pm SGT
• <a href="#">Accept Meetings</a>	<10 mins	Wed, 5 Nov	9 am SGT	Fri, 7 Nov	8 pm SGT
• <a href="#">Accept Calendar Invites</a>	<10 mins	Mon, 10 Nov	9 am SGT	Mon, 10 Nov	8 pm SGT
<ul style="list-style-type: none"> <li>• Singapore FinTech Festival time!</li> <li>• <a href="#">Attend Your Meetings</a></li> </ul>	--	Wed, 12 Nov	See next page for meeting time slots!	Thu, 13 Nov	See next page for meeting time slots!

## TIMING OF MEETINGS

All meetings take place on Wednesday, 12 November and Thursday, 13 November. Below is a general schedule. **You can opt out of any time slots you're not available for.**

Start (SGT)	End (SGT)	Mins	Wed, 12 Nov	Thu, 13 Nov
12:30 PM	12:45 PM	0:15	Meeting Slot #1	Meeting Slot #11
12:45 PM	12:48 PM	0:03	Transition time	Transition time
12:48 PM	1:03 PM	0:15	Meeting Slot #2	Meeting Slot #12
1:03 PM	1:06 PM	0:03	Transition time	Transition time
1:06 PM	1:21 PM	0:15	Meeting Slot #3	Meeting Slot #13
1:21 PM	1:24 PM	0:03	Transition time	Transition time
1:24 PM	1:39 PM	0:15	Meeting Slot #4	Meeting Slot #14
1:39 PM	1:42 PM	0:03	Transition time	Transition time
1:42 PM	1:57 PM	0:15	Meeting Slot #5	Meeting Slot #15
3:00 PM	3:15 PM	0:15	Meeting Slot #6	Meeting Slot #16
3:15 PM	3:18 PM	0:03	Transition time	Transition time
3:18 PM	3:33 PM	0:15	Meeting Slot #7	Meeting Slot #17
3:33 PM	3:36 PM	0:03	Transition time	Transition time
3:36 PM	3:51 PM	0:15	Meeting Slot #8	Meeting Slot #18
3:51 PM	3:54 PM	0:03	Transition time	Transition time
3:54 PM	4:09 PM	0:15	Meeting Slot #9	Meeting Slot #19
4:09 PM	4:12 PM	0:03	Transition time	Transition time
4:12 PM	4:27 PM	0:15	Meeting Slot #10	Meeting Slot #20

## 8 Oct - 22 Oct

### Complete Your Profile (takes 10 minutes)

You can do this on: Desktop ☒ Singapore FinTech Festival Mobile App ☒

1. **Start Your Profile on Wednesday, 8 Oct, and complete it by Wednesday, 22 Oct at 8:00 pm SGT.** *We'll share everyone's profiles at the same time once they're all complete.*

- **Tell us about yourself--select from 100+ data points!** This information will help others determine if they want to meet with you.
- **Tell us your availability (or default to fully available)** and we'll send you invites to block your calendar. Being available for more time slots increases the chances of being able to schedule meetings for you.
  - You can change your availability at any time from **Wednesday, 8 Oct** to **Tuesday, 4 Nov at 8:00 pm SGT.**
- **Share the love!** Click **Post on Social** to tell your X followers and LinkedIn contacts that you're participating in the Singapore FinTech Festival! Add your profile photo to your posts!
- **Consider making an Announcement:** Tell the thousands of SFF MeetUp participants (including Media) about your newly announced products, partnerships, funding, acquisitions, research and anything else!

- **If you're an Organisation Admin** you can edit and complete profiles on behalf of participants from your company.
  - Check out the [Org Admin Pro Tips](#) at the end of these guidelines for more info.
- 2. **Registration Deadline!** To participate in SFF MeetUp, you must register before **Wednesday, 22 Oct at 8:00 pm SGT**.

## 23 Oct - 29 Oct

### **Request Meetings** *(takes 30-90 minutes)*

You can do this on: Desktop  Singapore FinTech Festival Mobile App 

Now's the time to request meetings with everyone you'd spend 15 minutes with.

#### 1. Request Meetings:

- Start requesting meetings on **Thursday, 23 Oct** and complete by **Wednesday, 29 Oct at 8:00 pm SGT**.
  - Select everyone you want to meet! At a minimum, we recommend you make meeting requests equal to at least 4x the number of time slots you're available for.
    - Select everyone from a company you want to meet—you can have meetings with >1 person from the same company (but only once we've scheduled all possible meetings with unique organisations).
  - Use **Filters** and **Predefined Lists** to quickly and efficiently make selections.
  - Don't wait til the last minute to make selections! With tools like **Bookmarks**, you can start your selections and come back if needed to finish them.
  - Indicate your **interest level**. 'Very Interested' selections get scheduled first, before 'Interested' ones.

#### 2. Org Admins: You can request meetings on behalf of participants from your company.

## 30 Oct - 4 Nov

### **Opt In to Requests** *(takes up to 30 minutes)*

You can do this on: Desktop  Singapore FinTech Festival Mobile App 

1. **Opt In to Requests You Receive from People You Didn't Previously Select:** Start opting in to meeting requests on **Thursday, 30 Oct** by opting-in to meeting requests by **Tuesday, 4 Nov at 8:00 pm SGT**.
  - **Everyone:**
    - We facilitate meetings based **only** on the requests you opt in to (and your previous selections), so please opt-in to **every request from someone you'd spend 15 minutes with**.
    - The more requests you opt in to, the more meetings you'll likely get.
2. **Org Admins:** You can opt in on behalf of participants from your company.
3. **Availability Deadline!** You can change your availability until **Tuesday, 4 Nov at 8:00 pm SGT**.

## 5 Nov - 7 Nov

### **Accept Your Meetings** *(takes less than 10 minutes)*

You can do this on: Desktop  Singapore FinTech Festival Mobile App 

1. On **Wednesday, 5 Nov**, you'll receive an email to review and accept each of your meetings. Please do this by **Friday, 7 Nov at 8:00 pm SGT**. *It won't take more than 10 minutes* (if that!).
  - You get meetings with people you selected who also selected you...so, not accepting meetings might disappoint others!
  - If you don't accept a meeting by the deadline, that meeting won't get scheduled :-(
  - You need to accept your own meetings--Org Admins **cannot** accept on your behalf.
  - **New for 2025:** You can add a registered colleague to your meetings at this stage, as long as they're available. They'll receive a calendar invite on 10 Nov. Your colleague's availability won't affect whether or not your meeting is scheduled.

## 10 Nov

### Accept Calendar Invites *(takes less than 10 minutes)*

1. **Accept Your Meetings Calendar Invites:** On **Monday, 10 Nov**, you'll receive a calendar invite for each scheduled meeting. YOU MUST ACCEPT all calendar invites by **Monday, 10 Nov at 8:00 pm SGT**. This is a quick turnaround, but *it won't take more than 5 minutes*.
  - a. **Important Note:** Neither we nor the person you're meeting will be notified if you decline a calendar invite! So email us at [meetup@sgfintechfest.com](mailto:meetup@sgfintechfest.com) if you really can't make it to a meeting. *It's not enough to simply decline a calendar invite.*
  - b. We can't change **any** meeting times (fun fact: Singapore FinTech Festival is enabling 20,000+ meetings!), and you should not reschedule Singapore FinTech Festival scheduled meetings outside of the SFF MeetUp Programme.
  - c. If a person you're scheduled to meet is no longer available, we'll let you know--people have emergencies, so this does happen once in a while!
  - d. If colleagues have invited you to join their meetings you'll receive calendar invites for those meetings too.

## 12 Nov - 13 Nov

### Attend Your Meetings

1. **Attend Your Meetings:** **It's time! You're at Asia's largest FinTech Meetings Programme!** You **must** join all your scheduled meetings. Not showing up may result in you--and your company--being *barred* from future participation. Here's what you need to know:
  - a. **Where are the meetings?** All meetings are held in a dedicated SFF MeetUp area in Hall 6 of Singapore Expo and each meeting is assigned a table number.
  - b. **How do I know where to go?** Check the Singapore FinTech Festival mobile app (or your calendar invites) for the assigned table number for each meeting, and at the start of each scheduled meeting proceed directly to the assigned table for your meeting (table numbers are in the app and your calendar invites).
  - c. **When should I arrive?** You should arrive at the SFF MeetUp area 5-10 minutes before your first scheduled meeting. There is no check-in required. If you have any questions, there will be a Q&A desk.
  - d. **What happens if the person I'm meeting doesn't show up?** Give them 5 minutes and if they've still not joined, click the "Mark as No Show" button in the Singapore FinTech Festival mobile app.
  - e. **What other Do's and Don'ts are there?**
    - i. Do join each meeting on time and don't exceed the allotted 15 minutes for each scheduled meeting.
    - ii. Do check the table number for each scheduled meeting--each of your meetings will be at a different table. There is a 3-minute transition time between each meeting.

- iii. Do download the Singapore FinTech Festival mobile app ahead of your meetings (if you haven't already). You can take notes and request follow-ups in the app.
- iv. Don't enter the SFF MeetUp area at any time you do not have a SFF MeetUp meeting.

## 15 Nov Onwards (& Upwards Too!) Provide Feedback

You can do this on: Desktop  Singapore FinTech Festival Mobile App 

1. **Help us to help you!** On **Monday, 11 Nov**, you will receive an email to provide feedback on your meetings and the event to help us improve Singapore FinTech Festival--please share your thoughts!
  - a. Once you provide feedback, you can download a summary of your meetings, including your notes and contact details of who you met.

*SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of SFF MeetUp, you can't solicit participants (including individuals you're scheduled to meet prior to your meetings) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programmes. Do not assume that requests (or opt-ins) to meet with you as part of SFF MeetUp indicate any interest in meeting with you outside of SFF MeetUp.*

## Organisation Admins: Pro Tips

If you're an Org Admin, here's some more helpful info:

- **Completing Org Admin tasks:** To help complete action items for participants and your company, you'll need to use your desktop (the Singapore FinTech Festival mobile app does not support Org Admin activities). If you're a participant just completing action items for yourself, you can use the Singapore FinTech Festival mobile app.
- **'Manage Participants & Roles' screen:** From this screen you can:
  - **Select who you want to manage:** Go to 'Manage Participants & Roles' and select the participants from your company that you want to 'Manage As Org Admin'. You can now help complete action items for them.
  - **Add or Assign Org Admins:** Click 'Add New Org Admin' to add unregistered individuals as Org Admins, or click 'Assign' to assign participants as Org Admins.
- **Request Meetings stage:**
  - **'Manage company's Participants' Selections' screen:** If you want to help make selections for some or all of the participants you're managing, check the boxes next to their names.
  - **Org Admin view:** Org Admins can request meetings for multiple participants from a single screen. Your productivity just went up 📈!!!
    - To request to meet an individual for one or more of the participants you're requesting meetings for, indicate each participant's interest level ('Interested' or 'Very Interested'). You can also add a reason for each request.
    - If you view a System Generated List, you can see if it applies to all, or only some, of the participants you're requesting meetings for.
    - You can see if an individual has been selected by other participants from your company (if they've shared their meeting requests with one or more of the participants you're requesting meetings for).
  - **Collaboration & Efficiency tools:** Just like regular participants, Org Admins can use the full range of collaboration and time-saving features:
    - **Bookmarks:** If you're not sure you want to request to meet someone (for the participants you're requesting meetings for, or yourself if you're a participant), simply Bookmark them and decide later (they'll be under 'Bookmarks').
    - **Saved Lists:** Click 'Save List' to name and save a specific search/filter result so you can come back to it later (it'll be under 'My Lists').
  - **Meeting Requests Progress:** Click the tooltip at the top of the screen to track the progress of participants you're helping manage against their recommended minimum number of meeting requests.
- **Accept Meetings onwards:** From the Accept Your Meetings stage onwards, you may view the ongoing progress and status of the participants you want to manage, including:
  - View if participants have accepted their meetings
  - View if participants have accepted any additional meetings
  - View participants' scheduled meetings
  - View if participants have provided feedback