

Viadeo revolutionizes professional meetings with “Let’s Meet”

Viadeo, France’s leading professional social network (PSN), has today launched “Let’s Meet”, a new mobile app making it easier for the 10 million Viadeo members in France to set up professional meetings. A truly revolutionary new tool, the app allows members to transform their virtual network into real-life opportunities with a single swipe!

In an effort to establish the company’s “New Vision” positioning, 2015 has already seen Viadeo implementing numerous changes to their mobile and web platforms as well as developing a host of new services for members. Today, the French network has released another innovative new feature with the launch of the first app specifically designed to facilitate real-life professional exchange and to help users uncover new opportunities in their local area.

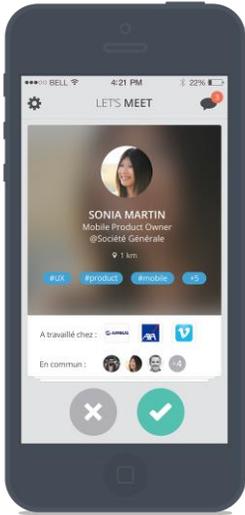
Whether you are handling an urgent request from a client and want to meet a graphic designer based less than a kilometer from you, or are attending a conference on recruitment and want to network with other attendees, “Let’s Meet” allows you to discuss career opportunities, get advice, and interact with new contacts, completely transforming the way you go about setting up professional meetings and providing a simple way to move from the virtual to the real world.

Streamlined user experience and location-based suggestions

Characterized by an extremely user-friendly design and a sleek interface, the “Let’s Meet” app allows you to interact and to meet in person with people that both interest you, and are interested in you!

As **Alexandre Takacs, Viadeo’s Mobile Product Director**, explained: *“With a single swipe, the user can anonymously decide whether or not they would like to meet the person suggested. Swiping to the right indicates their interest, while swiping left takes them to the next profile. When both parties display an interest in meeting, a ‘match’ is created and the members can start communicating via the in-app messaging system. In doing this, the app avoids any risk of abuse.”*





Elsewhere, another great strength of the “Let’s Meet” app is the personalized, location-based suggestions offered to users, allowing them to connect with professionals based in their local area. This feature allows users to make the most of the opportunities available around them while also expanding their professional network. Going out for an after-work drink with another Viadeo member based just around the corner suddenly becomes not only a possibility but quick and simple.

“Geolocation really takes on a new dimension in a professional context,” Alexandre Takacs added. “If, for example, you’re at a trade show or working away, “Let’s Meet” makes it possible to find professionals nearby in a matter of seconds while users can also refine suggestions according to criteria such as industry or distance.”

In perfect sync with the latest developments in the job market

The “Let’s Meet” app’s development resulted from Viadeo’s firm and well-founded belief that the French job market is currently entering a new era. As part of this transition, an individual’s potential for success increasingly depends upon their capacity to maximize their visibility in the market and develop their own, tightly-weaved network.

Ultimately, following the remarkable success of the online version of “Let’s Meet”, which has already seen members send over 170,000 meeting requests since its release just 8 months ago, the launch of the “Let’s Meet” app represented a logical next step.

“We’ve successfully designed a brand new product that quickly takes you from ‘swiping’ to ‘meeting’,” declared Dan Serfaty, Viadeo’s CEO. “Our aim is to help our members to break down the barriers that currently exist between them and we’re doing all we can to facilitate these professional meetings, which could potentially change the course of your life!”

“More and more, the job market requires people to build their own success,” he concluded. “In this respect, the “Let’s Meet” mobile app represents a real opportunity to take your professional future into your own hands and to take control of your career direction.”

About Viadeo

Viadeo is a global leader in the world of professional social networking with 65 million members worldwide and is France’s number one PSN with 10 million members. Regardless of industry or location, Viadeo provides all professionals - be it an entire company or an individual - with the opportunity to maximize their potential for success by enabling them to adopt and to master tools emerging alongside the latest developments in the job market. From strengthening your professional network to increasing your visibility and developing your employability, Viadeo provides members with the keys to success in the world of recruitment and employment online and on mobiles. For all additional information, please visit www.viadeo.com

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