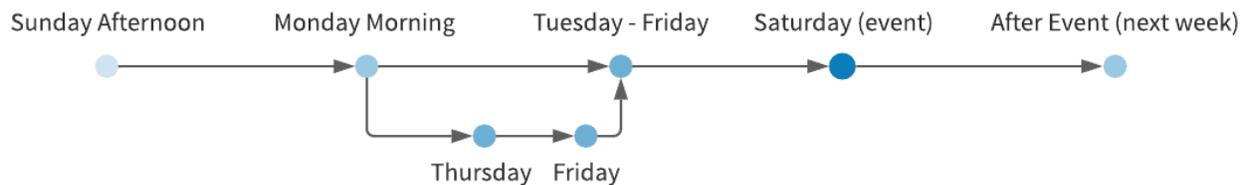


Virtual Event Show Flow

Prerequisite Information: Assumptions for the following sample flow chart.

1. Auction Closes at 9pm Saturday.
2. Silent auction items close at 9pm Saturday.
3. Live auction items close when the event closes.
4. Our show flow starts on the Sunday *before* the event.
5. The event is using OBS or Zoom to broadcast.
6. This ClickBid account has EventStream and Mass Messaging enabled.

Sample Virtual Event Timeline



Sunday - Day before silent auction opens

ToDo: Review your auction item closing times. Go to *Items > Manage Items* to review your item closing times and sort them to see if there are any random closing times. You can also verify the item status (Active = can be bid on) and item type (silent, live, quantity, etc) to make sure you're good to go. You can also go to *Dashboards > Readiness Dashboard* to view your item closing times.

Status	Start	Raise	Type	FMV
Type tc	Type tr	Type tr	Type ti	Type ti
Closed	125	20	Silent	300

ToDo: Make sure you are allowing *Register Now* for newcomers and that you have your requirements set properly (require credit card, address, allow checkout from phone). Go to *Software Settings > Landing Page Content* under the *Login/Register* tab to set these as desired.

ToDo: Email your donors. All of them. Let them know that the board president is streaming live on Monday at 10am. Be sure to register to bid and log in to see the video! Tap or click here: <https://KEYWORD.cbo.io> (where KEYWORD is your personal keyword).



ToDo: Social share some of your auction items. Click on the share icon in *Items > Manage Items* for the item(s) you want to share. NOTE: make sure your sharing is on. Go to *Software Settings > Landing Page*

Content. Then choose *Page Settings* and scroll down to the option *Show Item Sharing Buttons*. Be sure it is switched to Yes.

Monday - Launch day

ToDo: Open your silent auction. Go to *Software Settings > Landing Page Content* and choose *Login/Register Area*. If the *Event Start* date is still in the future, switch the *Open Auction Early* to *Yes*.

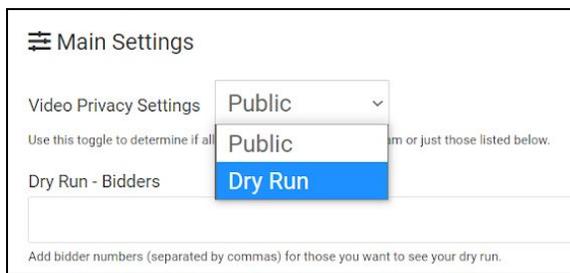
ToDo: Send a text message to all your bidders reminding them to log in and watch the broadcast (under the *Bidders > Text Bidders* menu item). Also, let them know the auction is now open. “[f], the auction is now open. Log in at 10am for a live video! [u]”

ToDo: Start your first broadcast a few minutes early. Go to *Event Central > Live Broadcast*. When you're ready to start sharing your web camera, press *Start*. Your bidders will now see the video pop up in real-time (with the ability to close). Be sure to motivate your viewers to share your landing page, auction items and to bid often. Remind them of the closing time and the live event on Saturday.

Tuesday through Friday

ToDo: Repeat the daily broadcast Tuesday - Friday as desired. The night before, send an email to your donors to join in and stay updated. Send a mass message before the broadcast. During the broadcast, update your viewers on how the auction is going, highlight items that have no bids, etc. Remember to keep it personal. There's no rule on how many times to broadcast.

Thursday or Friday - Setup and Dry Run of Live



Test your live broadcast using the Dry Run feature in *Event Central > Live Broadcast*. Your dry run should be your entire program that is assembled in OBS or Zoom. In OBS you can set up scenes that contain your pre-recorded video, live video camera, sponsor loop, etc. When you tap or click on a scene, that becomes the live element and is sent to your viewers.

Once your test is complete, don't change anything with it (except to turn off Dry Run). You can close your OBS software and it will retain your settings.

Friday Night

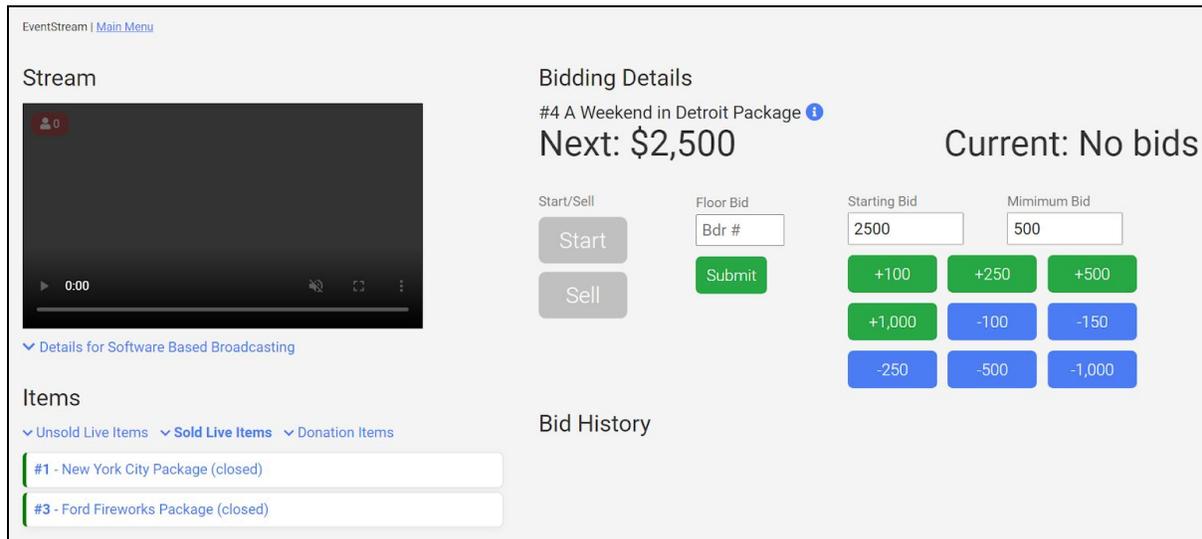
ToDo: Go to *Bidders > Email Bidders* to email your bidders telling them that the big day is tomorrow. Remind them when the auction will close and when the broadcast will start. Provide the link to the landing page in all your emails. If using Mass Messaging, use the [u] shortcode to link directly to the user's login.

Saturday - The Event

ToDo: In the morning send a text message to your bidders to remember to check out the unbid items by going to *Unbid Items* in the menu. Remind them to set their max bids so the system will continue to bid on their behalf.

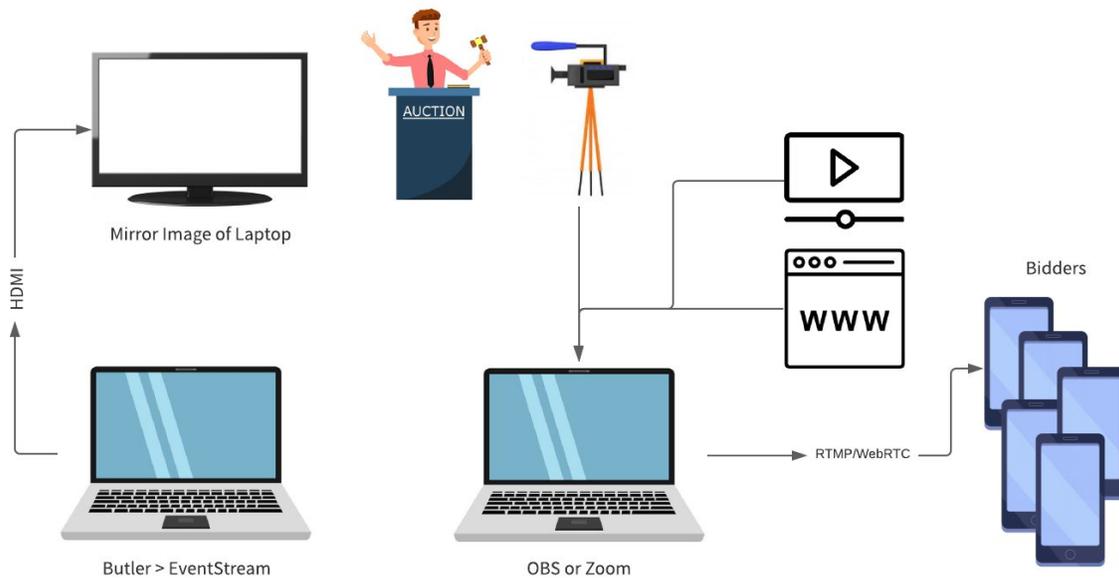


☐ ToDo: Within a few hours of the live stream, make sure you are set up on your laptop with OBS or Zoom. You will want to dedicate a computer to running your video stream. The goal is to only use this machine to stream and click on as few things as possible during the broadcast.



☐ ToDo: Running a live auction or paddle raise? Dedicate a machine to running the *Butler* > *EventStream* page where you can run your live auction in partnership with your auctioneer. It is also recommended that you set up a second monitor on this machine and mirror your display. You can then point that display at the auctioneer so they have a “confidence monitor” and can see what you’re clicking on. They will also see the names of the bidders and donors (during paddle raise). This is really important for the auctioneer.

□ **ToDo:** Review with your volunteers who will be running which element of the program. It's recommended that you have a dedicated volunteer for the OBS or Zoom broadcast and one dedicated volunteer for the live auction and paddle raise.



□ **ToDo:** Start the program early with a splash screen. The OBS or Zoom meeting should have a “The program will begin soon” screen. This will let bidders pre-load the video stream so they can be online when the show starts. Send a text message right after you start your broadcast. Tell everyone to join and look for the video to appear.

□ **ToDo:** Send a follow up text message a few minutes before the live auction starts. This will remind bidders to jump into the software to bid on the live and paddle raise. “[f], the broadcast is starting! Join now and watch. [u]”

□ **ToDo:** If you’re conducting a raise the paddle, be sure to set up an appeal display and either add it to your OBS broadcast or share the screen on Zoom. This will motivate your audience to give more. Go to *Items > Manage Items*. Click on the donation item and press *Projected Display Settings*. Copy the *Share Link* and use that in your OBS or Zoom broadcast. You can also make adjustments to the display page here (showing a goal or not, showing donor names, etc).

Saturday - After the Event

□ **ToDo:** Send a thank you text to the winners of auction items reminding them to check out of the auction (from their phones). Remember to use the *Bidders Not Checked Out* filter and remember that this includes quantity based items such as raffle tickets. “[f], don’t forget to pay for your items online. Thank you! [u]”