

Vendor Tips & Suggestions for Chat Room

Thank you for supporting the conference! To help you have a productive, interactive chat room 30-minute session we are providing the following tips and suggestions.

Reminder:

Exhibit Chat Session 1: 2:35 to 3:05 pm on Thursday, April 15th

Exhibit Chat Session 2: 4:35 to 5:05 pm on Thursday, April 15th

Exhibit Chat Session 3: 10:15 to 10:45 am on Friday, April 16th

Prep Your Room

- Being backlit by a window or light fixture will cause your image to be viewed as a silhouette. If you have lighting behind you, please add lighting in front of your so that participants can see a brighter image.
- We encourage you plan your virtual background carefully.
 - You may want to create a virtual background with your logo and contact info, check out
 - i. <https://support.zoom.us/hc/en-us/articles/210707503-Virtual-Background>
 - ii. <https://support.zoom.us/hc/en-us/articles/204674889-Zoom-Rooms-Customized-Background>
 - iii. <https://www.canva.com/learn/funny-zoom-backgrounds/>
- Wear a Company shirt
- If you have the space and equipment, you could set up your exhibitor booth and run your chat room from that space.

Prep Your Tech

- Make sure you know how to use the technology and have a strong internet connection. We are using Zoom and www.Zoom.us has an unlimited amount of How-Tos on their website.
- Wi-Fi Strength: technology will vary for participants. Please ask attendees to disconnect other devices from Wi-Fi to make sure there is no lag time. If you are concerned about your Wi-Fi, your internet provider has an app with which you can shut down any device connected to your Wi-Fi, such as security cameras, alarms, TVs, etc. If you are showing a video and worried about lag, provide a link to the video as a Plan B.
- During your vendor chat room, you are welcome to:
 - Share short videos
 - Show engaging images
 - Data & graphs
 - Create a powerpoint

Virtual Presentation Tips

- Rename yourself to reflect your full name and company (click on the 3 dots on your picture/screen)
- Look directly at the camera (as opposed to your monitor) when you are speaking
- Mute any notifications and shut down any applications, such as email, that may be distracting during the forum
- Turn your phone to silent
- Warn your family & housemates
- Don't multitask – keep your focus on the conversation.
- Shut off any unnecessary computer programs
- Open the chat box on your screen so you can see what non-audible people are saying
- Hit the Record (if you choose) and let people know you are doing so, so you can get back to them with answers afterward if you run out of time
- Another great resource: <https://ebcne.org/news/ebc-guidelines-for-high-quality-virtual-presentations/>

Format

- **Interactive session** as opposed to a passive PowerPoint presentation.
- **Brief introductions:** *“Thank you your participation in our vendor chat room My name is XX (add a sentence or two -on you and your work and your org/company. Each person who speaks up should first briefly introduce themselves first. Names and affiliations can also be shared with the group via the chat function”*
- **Framing the conversation:** *ex: “I’d like to start with a brief overview of our product and services and how we have helped municipalities/the state. What questions do you have about us? (you can also post questions to the chat function for reference).”*
- **Moderate:** Encourage questions, but also be prepared if no one asks questions. *Do* call on individuals.
- **Close:** When the warning appears on the screen letting people know the time is almost up, tell them they will automatically be put back into the main room. Wrap up the conversation highlighting your services and how people can contact you. You may want to consider some sort of virtual swag such as a downloadable coupon to those that contact you after the session.