



# Welcome to the CCBA Virtual Winter Conference: Virtual Platform Walk Through

November 9, 2020

# Thank you to our Exhibitors!



# WINTER **20** VIRTUAL CONFERENCE

**DEC 7+8**





# CCBA Winter Conf. – Virtual Platform Agenda

- Important Deadlines
- Conference Schedule
- Exhibitor Staff Registration
- How to Log-in to your Exhibitor Admin Portal
- Lead Retrieval Overview
- How to set-up your Virtual Booth
- How to connect with conference attendees during the event
- How to “host” a presentation on your exhibitor page
- New incentive program- attendee game & prizes during the conference
- Walk through the Event Platform
- Q&A





## CCBA Winter Conf. – Deadlines

- **Friday, Nov. 20:** Deadline to complete the exhibitor presentation form
- **Monday, Nov. 30:** Deadline to complete your virtual exhibit booth set-up
- **Thursday, Dec. 3<sup>rd</sup>:** All conference attendees get access to the virtual platform
- **Dec. 7+8:** CCBA Winter Virtual Conference
- *Attendee lists will be sent to all exhibitors one week prior to the conference and post-event.*





# CCBA Winter Conf. – Schedule

- *Attendees will be able to contact exhibitors at anytime during the conference.*

CCBA's Virtual conference hours:

- Monday, Dec. 7: 9:00 a.m.- 4:30 p.m.
- Monday, 10:00 a.m.- 10:45 a.m.: Exhibitor “meet & greet” with attendees
- Tuesday, Dec. 8: 9:00 a.m.-4:30 p.m.
- [Full Conference Schedule Here](#)





# Exhibitor Staff Registration

- *For this year's conference, we are pleased to offer exhibitors free registration for you and your team.*
- *No limit on the number of staff*

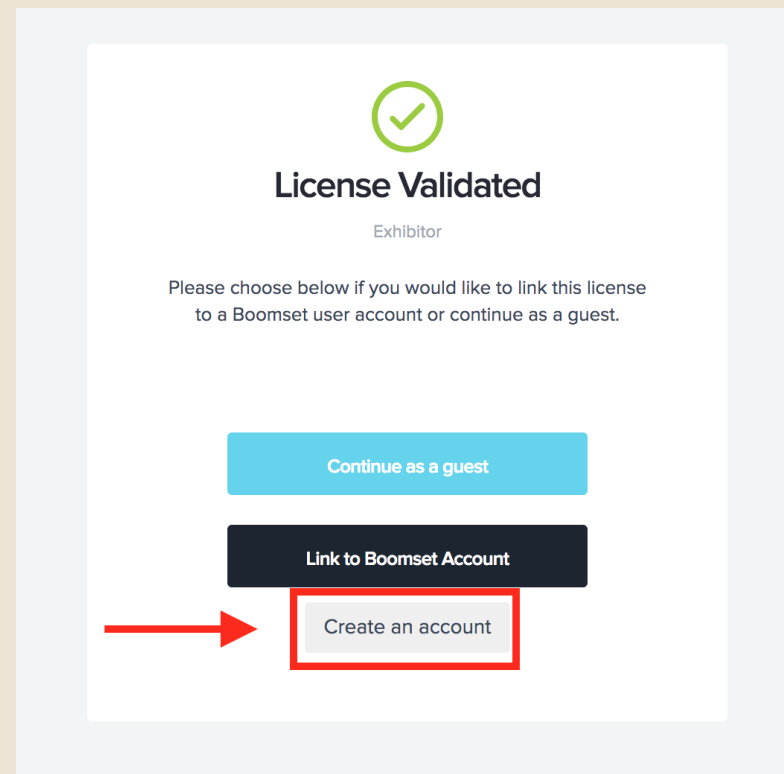
## How to Register:

- Register through CCBA's main conference registration page. [Link here](#)
- PLEASE NOTE: When you are completing the registration attendee information please be sure to check the box when it asks if your company is exhibiting at the conference.
- Once your team is registered CCBA staff will add them to your exhibitor profile page, they will show up under the "Staff" tab.



# Admin Portal Log-in

1. Email from Boomset with your log-in link
2. Set up your company's admin account





# Admin Portal

- Access Leads + Set up your Virtual Booth in the Admin Portal

Lead Retrieval Events > Virtual Coffee with Jason

Manage Design

**Leads**

Manage Options  
Info  
QR Code  
Advanced Settings

Custom Qualifiers  
Qualifiers List  
Add New Qualifier

**Virtual**  
Settings  
Information Tabs

**Your Leads** [Export Leads](#)

Search leads

1 Total 0 Hot 0 Warm 1 Cold

Name	Email	Company
Chris Lavin	jason@boomset.com	Cafe Avec Amour







## Lead Retrieval

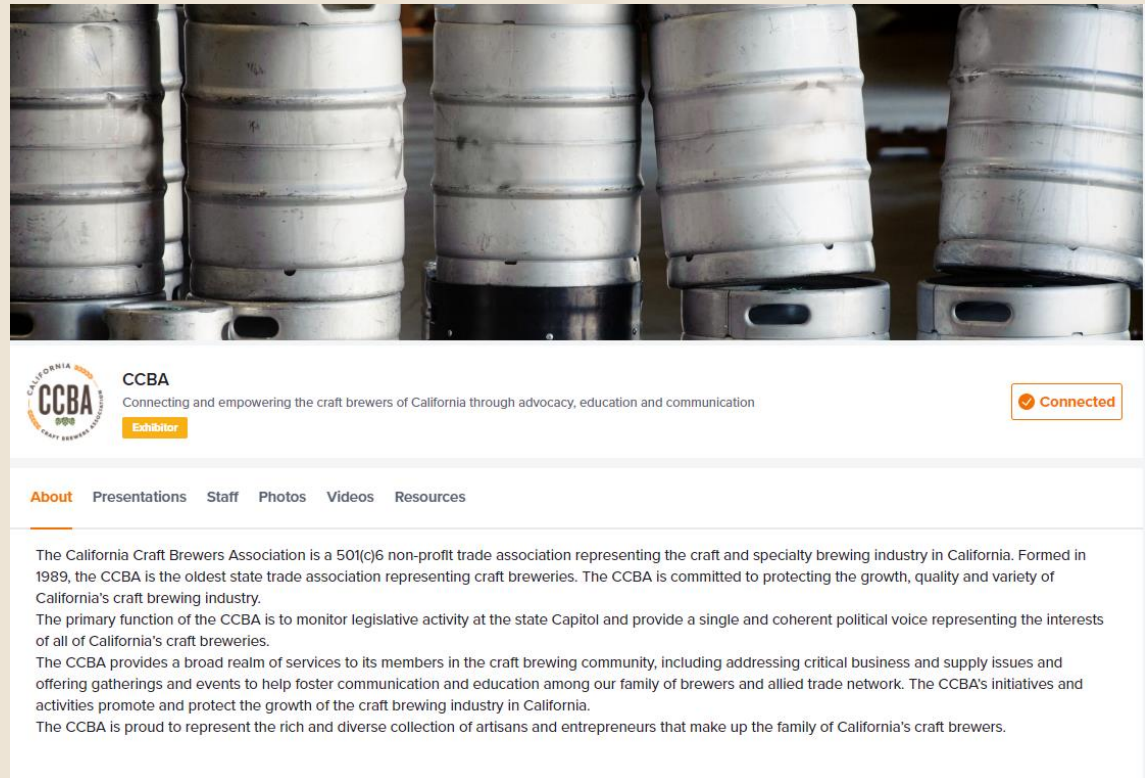
- The **leads tab** will show a list of the attendees who have connected with your virtual booth.
- Though you will also be able to see this list on the virtual event while the event is live, this page gives you the **option to export the leads** (upper right-hand corner) to receive a spreadsheet of those who have connected.





# Virtual Booth Set Up

- All of the setup for the booth will take place under the **Virtual section** on the left sidebar, under the Settings and Information Tabs.





# Virtual Booth Set Up: Settings Page

- On the Settings page, you can upload your logo, cover image or video, slogan and select a brand color that will highlight various aspects of your exhibitor booth.
- The Presentations and Staff toggles will enable or disable the visibility of those two sections on your booth. Presentations are live broadcasted sessions that the event organizer must assign to you.
- The Staff tab will show a gallery of your booth staff, their images, and their profiles. CCBA will add your staff to your exhibitor page once they are registered

The screenshot shows the 'Settings' page for a virtual booth. It includes sections for: Logo (with a 'CKC' logo and 'Upload logo' button), Cover Image/Video (with a 'Photo' dropdown and 'Upload image' button), Company Slogan (with a 'Connect with us!' text input), Brand Color (with a purple color swatch, 'CC00FF' text, and 'Edit' button), Presentations (with an 'OFF' toggle), and Staff (with an 'OFF' toggle).





# Virtual Booth Set Up: Information Tabs

- The About section allows you to provide information about your company, and is the first thing attendees will see when they visit your booth.

The screenshot displays a web interface for managing a virtual booth. At the top, there are two tabs: 'Manage' (with a gear icon) and 'Design' (with a design icon). On the left side, there is a vertical navigation menu with the following items: 'Leads' (with a person icon), 'Manage Options' (with a person and gear icon), 'Custom Qualifiers' (with a question mark icon), and 'Virtual' (with a blue 'X' icon). Under 'Manage Options', there are sub-items: 'Info', 'QR Code', and 'Advanced Settings'. Under 'Custom Qualifiers', there are sub-items: 'Qualifiers List' and 'Add New Qualifier'. Under 'Virtual', there are sub-items: 'Settings' and 'Information Tabs' (which is highlighted in blue). The main content area is titled 'Virtual' and has a sub-header 'About' with tabs for 'About', 'Photos', 'Videos', 'Resources', and 'More'. Below the sub-header, there is a text area with the prompt 'Generate some chemistry by giving an overview of your company.' and a rich text editor toolbar with icons for bold, italic, underline, strikethrough, list, text color, background color, undo, redo, link, and code. The text area contains the placeholder text 'Type something'. At the bottom right of the main content area, there is a blue 'Save' button.





# Virtual Booth Set Up: Information Tabs

- The **photo tab** is a photo gallery, you will upload images directly into the platform for attendees to view.
- The **video tab** is a video gallery, you will be able to include either external links or embed code into this section. An external link will take the attendee to the link you've provided, whereas embed code will allow the attendee to view the video directly in the virtual booth. Embed code is generally found in the "Share" option of your video source platform.
- Finally, the **Resources section** is where you can upload any miscellaneous documents. Accepted file types are: .png, .jpg, .jpeg, .svg, .pdf, .doc, .docx, .xls, and .xlsx. The file size limit is 15mb per document, and you may upload up to 50 documents.
- **Be sure to turn Visibility "On" in each section to make the tab show up on your booth.**





# Virtual Booth Set Up: Information Tabs

- Note: you will be able to see your own exhibitor booth as you set it up by visiting [virtual.boomset.com](https://virtual.boomset.com), signing in with your email address, clicking on the name of the event, and visiting the Exhibitor/Sponsor tab.
- If you do not see your event listed, please reach out to the event organizer to add you to the guest list as an attendee.





# Connecting with Attendees

## PRE- EVENT PROMOTION

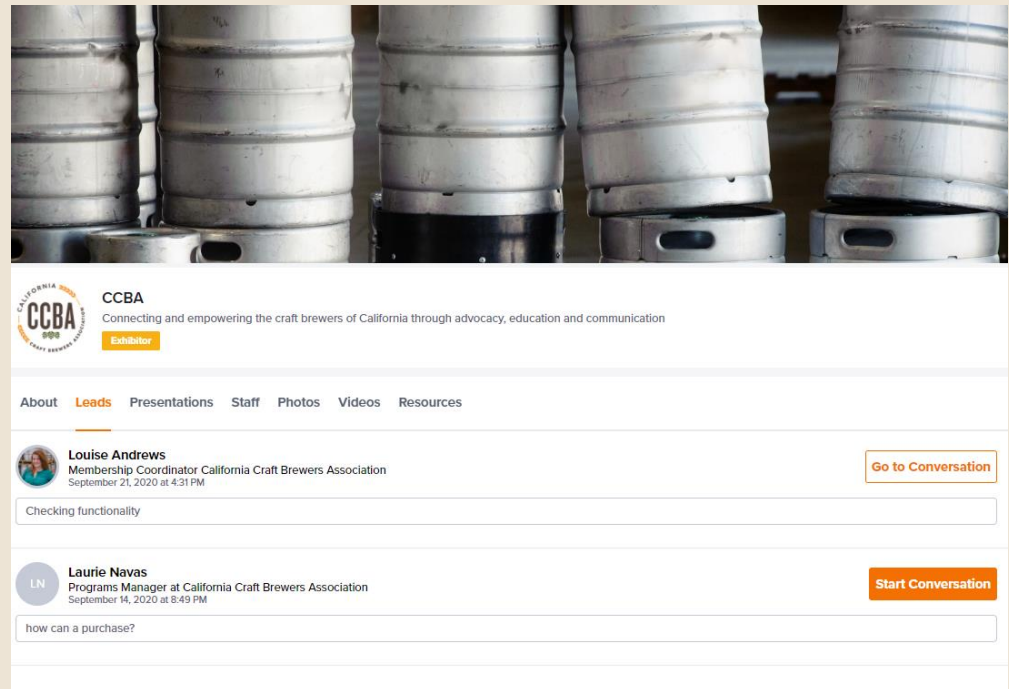
- Your company logo + name listed as an exhibitor on our conference website page
- Your company will receive the attendee lists one week prior to the event.
- Your company will be listed as an exhibitor in emails sent to attendees a week prior to the conference.
- If you choose to host a presentation we will also promote the session on our conference schedule and in pre-event emails to attendees





# Connecting with Attendees At the Conference

- Once your exhibitor booth is set up and you have been added as Booth Staff by the event organizer, **you will be able to see leads come in who have connected to your booth during the live event**
- As they come in and hit "**Connect**", you will see any notes they left and be prompted to reach out to them in the community ("**Start Conversation**", or "**Go to Conversation**" as in the above example if the chat has already been initiated).
- If another booth staff member has reached out to the lead, the prompt will read "**In Progress**" and will only be clickable by the booth staff member who initially reached out.

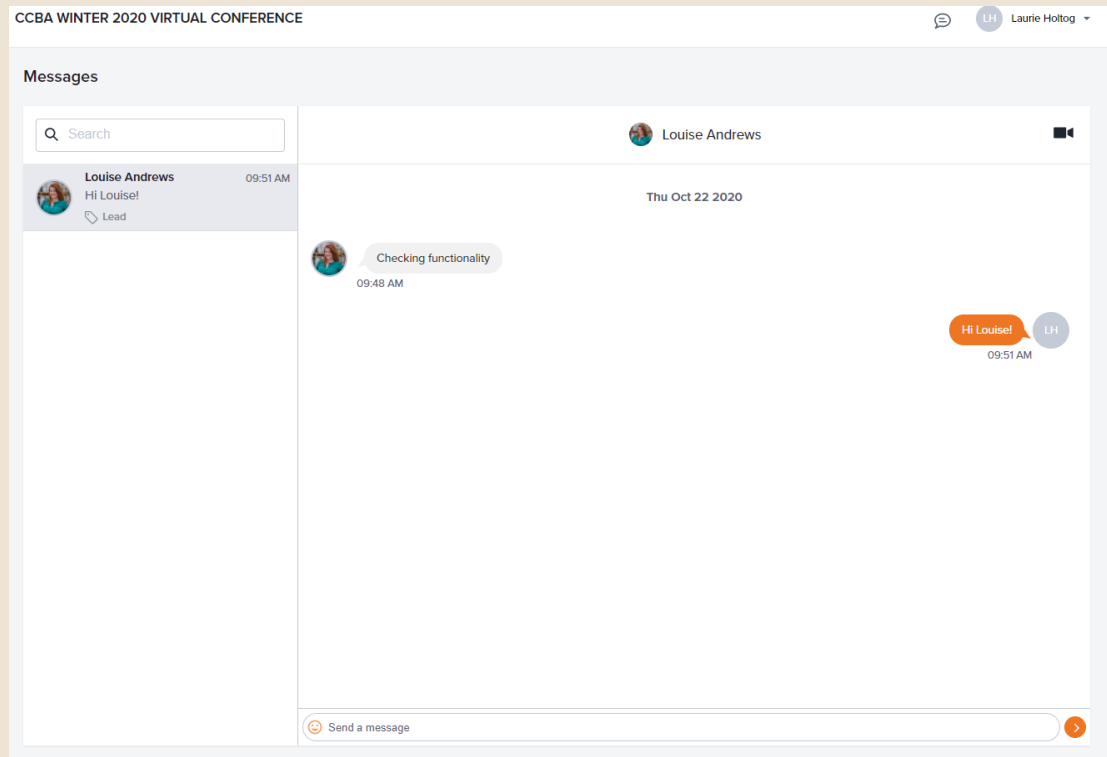






# Connecting with Attendees At the Conference

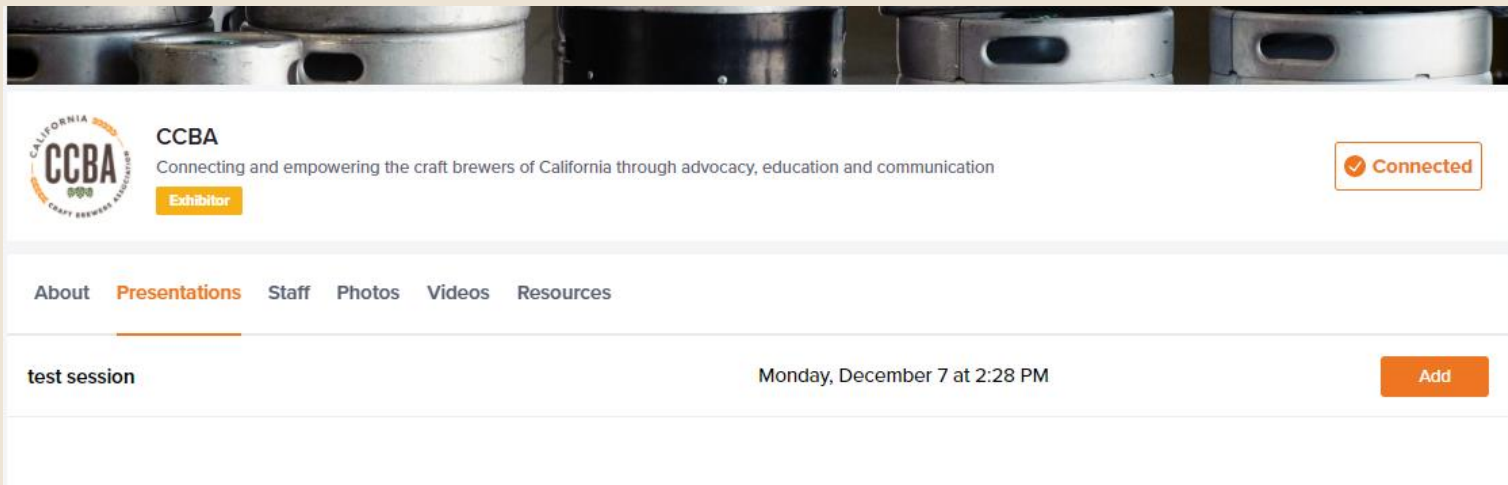
- This is what the conversation screen will look like. You can direct message or **click on the video camera icon** to start video chats.





# Hosting a Presentation

- **FIRST: Complete the presentation form BY NOV.20.** When you fill out this online form you will provide CCBA with the presentation title, description, and speaker info along with selecting your desired time slot (4 to choose from).
- Once CCBA has your presentation form, we will assign your session to your company and it will show up under your presentation tab. Attendees can “add” the presentation to their personal schedule.





# Hosting a Presentation

- How to “host” and start the live video presentation
- Boomset “help desk” articles for speakers – a good reference on starting the videos: <https://boomsethelp.zendesk.com/hc/en-us/sections/360010182352-Virtual-Platform-Speakers->
- Contact CCBA staff directly during the conference. [info@californiacraftbeer.com](mailto:info@californiacraftbeer.com)
- CCBA will also be hosting a zoom training on the speaker presentations on Wednesday Dec. 2<sup>nd</sup>.





# New “Quiz” Incentive Program

- Prizes will be awarded to attendees who complete quizzes during the conference.
- Questions will revolve around information attendee can get participating in the conference, visiting the virtual exhibitor booths, attending the general sessions, etc.
- Interested in donating a prize? Contact CCBA!





# Q&A

