

PLANNING YOUR EVENT AND
LEARNING HANDBID TO
BE PREPARED



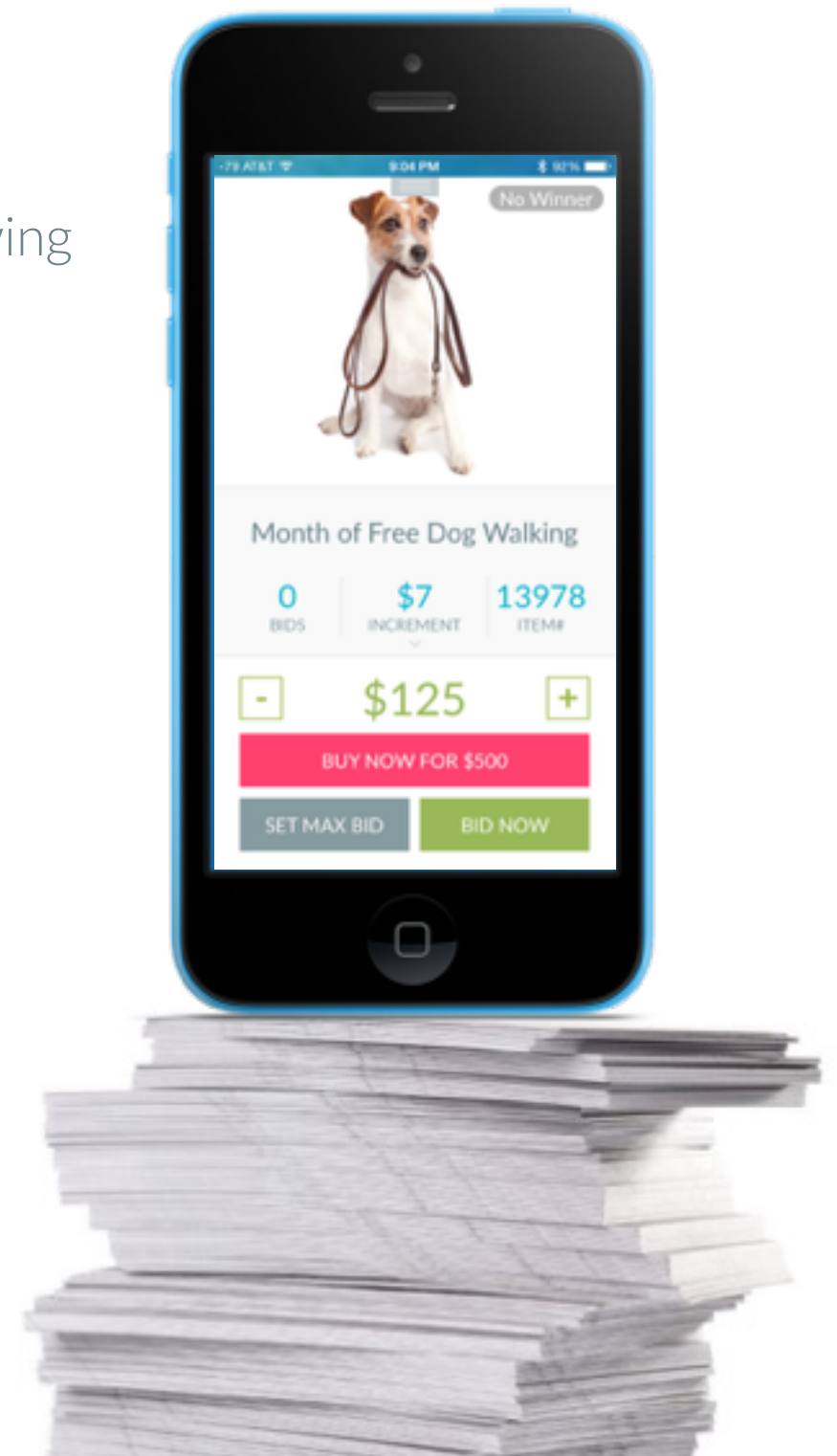
GETTING STARTED
Project Kickoff Review



Kickoff Overview

We are thrilled you have chosen to work with us here at Handbid. To maximize the success of your event, we recommend you follow the following planning approach.

- **Planning your Auction Event (time, place)**
 - Date, Time, Venue
 - Auction Elements (silent, live, appeal, purchases)
 - Timeline
- **Running your Auction**
 - Checkin and Registration
 - Managing bidding during the event
 - Checkout and Item Pickup
- **Configuring Handbid**
 - Setting up your auction
 - When to open your auction
 - Inviting bidders



A well thought out plan will minimize confusion prior to and during your Auction event

Planning your Auction Event

First establishing a plan for your auction will make it much easier to determine how Handbid can help

- **Who is coming?**
 - How many guests do you anticipate coming?
 - What is the makeup? Singles, couples, family?
- **Where is your event?**
 - Determining parking and how guests will arrive
- **Will you be collecting payments through Handbid?**
 - Use of our CC system is optional.
 - You can collect payments outside of Handbid also (check, cash)
 - You can require a CC in order to bid and set a threshold before a card is required
 - Are you settling transactions in US dollars or something else?
 - ***Please note that settling payments through Handbid in ANY OTHER currency than USD will incur an ADDITIONAL 2% foreign transaction fee***
- **Is your venue qualified for mobile bidding?**
 - How is the cellular data service quality?
 - Do they have Wifi?
 - Can their network handle your capacity?



! Please review our Venue Network Evaluation Guide with your venue. While we can **advise** on the network capacity and configuration needed, Handbid is **not responsible** for providing **adequate** network capacity for your bidders at your event.

Planning your Auction Event

First establishing a plan for your auction will make it much easier to determine how Handbid can help

How will your event timeline look?

- Setting up your event and auction area
- Checkin and registration
 - What is the timeframe for registration?
 - How many people will you have doing checkin?
 - Will there be power in the checkin area?
- After checkin
 - Are you giving people enough time to bid?
 - Will you have an accessible auction area to view?
- The Program
 - Are you doing a presentation?
 - Will the auction be open while presentations are happening??
- Will you do Live Auction and Appeal (request for direct donations)?
- When will people checkout? (is it after the live auction and appeal? Can people leave early?)



One critical success factor is giving your guests **enough time to bid**. We recommend at least **60-90** minutes before any programs start.

Promoting your Event

The notion of “we will set it up and they will come” does not work for events! You need to actively promote it.

Factors that will drive registration and participation in your event

- How new is your event?
 - If your event is new, it is not “routine” yet for some. For others, you have already established this as an “annual event” in the minds of your guests.
- How connected are you with your guest list?
 - Do you communicate with them regularly?
 - Do you have email addresses and contact info so you can send out invites?
- Registrations require persistence
 - One email with your registration link is not going to get it done
 - Emails, volunteers calling and leaving voicemails, more emails.
- What is the culture in your market?
 - Some cities/markets are simply “last minute”. Is your city that way?
 - People in last minute cities are busy. They have a ton of obligations and often don’t register until right before the event when they can confirm that they **can** attend.



Communicate early about your event and do it **often**. You can't just setup a registration page and **hope and wait** for people to signup.

Running your Auction - Checkin and Registration

You will be collecting more information up front, so please allow for enough time to get your bidders registered

Factors that will greatly impact the success of your checkin and registration

- How long of a window is checkin? (e.g. are 400 people showing up in a 30 minute timeframe?)
- How many volunteers or staff will you have doing checkin?
- How have you organized your checkin area?
- **Handbid assigns Paddle IDs.** Is that going to be a problem?
- What information are you collecting at checkin?
- Is everyone getting checked in or only those interested in bidding?
- Have you implemented pre-bidding?

Tips to speed up checkin and avoid the dreaded “line”

- Avoid “chit chat” and “hugs” at registration. Save that for later.
- Have your checkin staff use laptops
- Minimize data collection, **ensure your checkin staff can type.**
- Please make sure your checkin volunteers stay through the entire checkin time
- Use of Pre-bidding will force people to get setup in advance
- Have volunteers get people downloading the app while waiting in line



The majority of issues with checkin are process related and can be avoided with careful planning and proper training of your checkin staff

Running your Auction - Bidding during the event

During the event, how will you manage and support bidding with your guests?

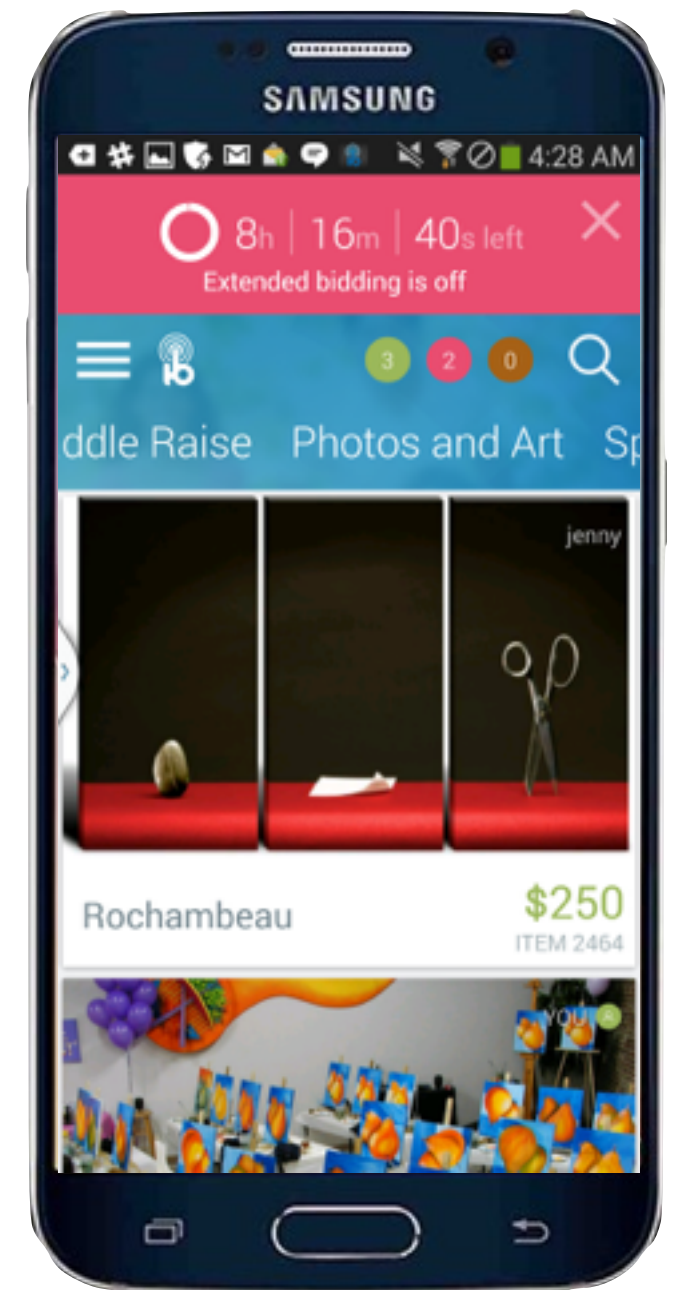
- Have a phone support person handle specific phone issues outside of registration
 - Confirm your helper can handle iPhone and Android operating systems
- Have bidding helpers monitor iPads and help people to bid
- Setting up a good Auction area
 - Mobile bidding does not obviate the need for a great auction area
 - Space and “roominess”
 - Auction item labels (minimum name, category, and item code)
 - Lighting
 - Presentation
 - Location of your auction area is also important
 - Cellular and WiFi data quality in and around your items
 - Proximity to the bar and other social areas



Running your Auction - Checkout and Item Pickup

This should be the least stressful part of the night if organized properly

- **Closing your auction**
 - You will set a timer that will notify bidders when the auction will close
- **How will bidders pay for items?**
 - Will you be allowing bidders to pay from their phone?
 - Will you collect cash and check at the event?
- **Organizing for checkout**
 - Your items should be organized for easy retrieval
 - Consider coding your items to help (e.g all certificates in an item code group)
 - Runners should know exactly where to find items when retrieving them
- **If you have enough time, pre-assemble the items for winning bidders**
- **How will bidders get their items home?**
 - Is the weather bad? Do you have bags to protect items?
 - Do you have staff who can help take items to the car?
 - Will you ship or deliver larger items?

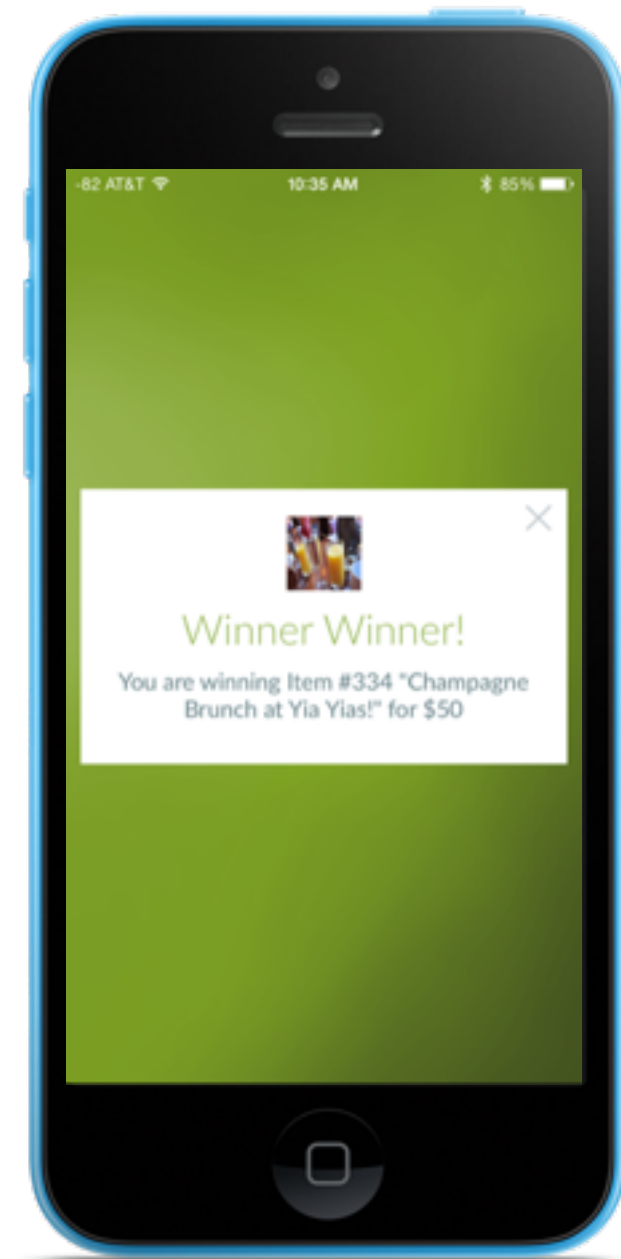


Checkout can run smoothly if you are well organized and have time to get your items assembled and checkout runners comfortable with item locations

Configuring Handbid - Setting up your Auction

Auction configuration should be easy to figure out once you have planned all of the auction stages

- **Setting your Auction goals**
 - Handbid will help you track your auction goals throughout the event
 - Auction goals should be realistic based on the number & “value” of your items
- **Will you be selling tickets through Handbid?**
 - Handbid’s ticketing system is very basic but will meet the needs of 80% of events.
- **Identify your sponsors**
 - Handbid allows for one mobile-sponsor banner, but the auction banner can contain as many logos as you like (must be configured into the banner image)
- **Will you be using Handbid’s credit card system?**
 - Will you require that a card be on file in order to bid? Will you set a threshold?
- **Will you restrict Bidding?**
 - Will you require bidders to check in in order to bid?



The knowledge base has detailed instructions on how to setup your auction and what each setting does.

Day of the Auction Checklist

Its Auction Day.. are you ready to go?

- **Auction Equipment**

- Checkin laptops charged and working and on WIFI at the venue. A laptop (or chromebook is required)
- iPads are charged, passcodes are turned off, WIFI is setup, BidPad app is loaded, and you are logged in!
- Credit card swipers (if you are using them) are configured and setup on checkin laptops
- Sharpies, Paddle Number cards, are all ready to go

- **Auction Area and Signage**

- All items are on display and auction items are properly labeled
- Auction signage in place (how to download or setup with Handbid, etc.)

- **Volunteers and Staff**

- All checkin volunteers are trained and ready to use Handbid for checkin
- BidPad helping and tech support team trained and ready (how to install the app, place bids on iPad, etc.)

- **Auction Schedule finalized**

- When will you close silent auction? Live auction, Appeal?

- **Checkout Plan**

- Do you have a checkout plan in place? How will people pay and pick up their items? Are you moving items?



Go through the auction checklist early on the day of your event. Don't wait until people arrive!

Where do we go from here?

The next steps with Handbid are to get you and your team up and running as quickly as possible.

- **Getting your account setup**

- You will receive a welcome email from Handbid if you have not already
- Login to your account and get acquainted with the auction manager
- Setup your Auction

- **Learning Handbid**

- Dive into the knowledge base and learn how to use Handbid
- Ask questions in the knowledge base or through our support channels
- Schedule training with Handbid if you purchased that option

- **Where to get support**

- Look in the knowledge base first for the answer
- Email or chat with our support team (service@handbid.com) or live chat on the website
- Call us at 303-622-5804 or your designated Handbid support person (which will be provided for event night)
- Please only contact your rep as a last resort!



We are here to help. Please use our knowledge base and support channels to get your questions answered

Ready - Set - Go!

We hope you found this kickoff document to be helpful in getting your auction setup and going!

We are here to support you! You can count on us!



HANDBID



We look forward to helping you make your next auction a great success on Handbid!

The Handbid Team