VIRTUAL FAIRS

Content Manager Guide

1) How to log in?

Use the given login and password to access your stand through the Content Manager (CM) of the fair.

IMASTE

Log in now and manage your virtual fair

Find out how easy it is to optimise your virtual space with our Virtual Content Manager.
With this tool you can manage your stand in real time, chat with visitors of the fair, monitor visitor activity...
Are you ready to enter a new dimension?

Login

Username

| username |

Password

| ******** |

enter

2) How to customise your stand?

You can select a design template and a receptionist of your choice for your stand.

3) How to fill in your Corporate Data?

Here you are able to upload and change all the basic information about your organization that will appear in the fair (Basic information, Contact Information, Social Media, Company Profile).

Don't forget to save all changes before leaving this tab

BACKEND

Your Stand
Design
Corporate Data
Downloads
Banners & Posters
News
Mailbox
Technical Requirements
Account Options
Chat
Webcasts
Products
Videos
Visitor Information

Backend

Your Stand - Corporate Data
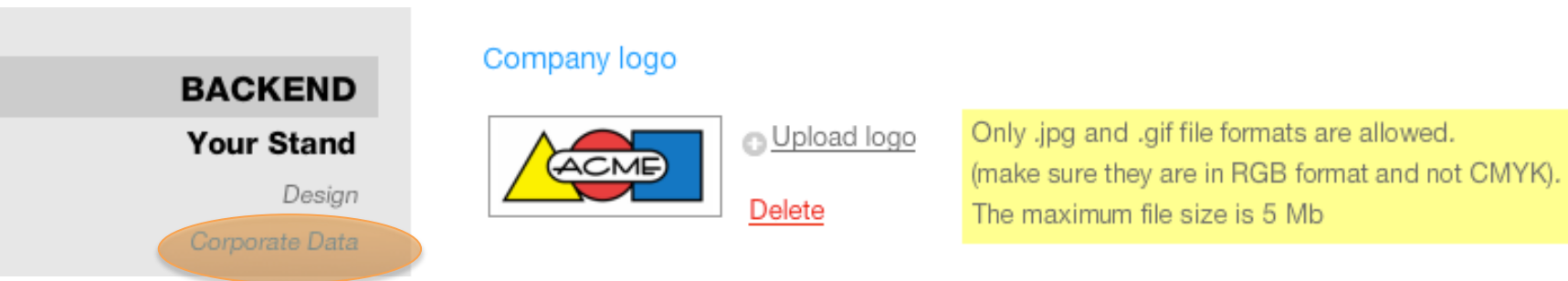
Basic Information

Save changes

Corporate Data

Company name	Display name in the fair	Location	Creation date
1TEST BOOTH		Madrid	

Number of employees	Corporate website	External Link	
21	http://www.easyvirtualfair.com	http://www.easyvirtualfair.com	

Company slogan   118 Characters left

Virtual Events powered by IMASTE

Complementary Link 1

Meetings Email

info@imaste-ips.com

Click on "upload new logo/image,.." and browse for it on your computer.
If an image has already been uploaded, and you want to change it, <u>you must delete the present one first before uploading the new one.</u>

Company logo

BACKEND
Your Stand
Design
Corporate Data

Upload logo

Delete

Only .jpg and .gif file formats are allowed.
(make sure they are in RGB format and not CMYK).
The maximum file size is 5 Mb

Select the file you want to upload.
Only **.jpg** and **.gif** files are allowed.

Additionally, in some cases you can include a short
description for every image and even assign a URL

How to upload images and banners?

Once you have selected the file, you can scale and rotate it until it fits in the red square (the square indicates what will be visible at the fair).

Edit your image layout

Drag&Drop the image and place it in the best place.

Resize&Rotate the image using the controls below and fit it in the marked area.

Save&Publish your image

Scale   63%   restore original values

115x50

How to edit text?

Texts can be edited, choosing bold or italic characters, underlining them or choosing left, centered, right or justified alignment.

You can also assign a URL to hyperlink a text that will then be clickable to users in the fair. To do so, you first need to select the text you want to link and then introduce the link in the designated field bellow (http:// field). Note: The URL field is not activated until you've selected the text that you want to link.

Please enter a text describing your company.

3940 Characters left

You can enter your text here and change its characteristics.

B I U | http://

4)How to upload files?

All files that you want to share with visitors can be uploaded through the CM. For the upload you need to browse them one by one on your computer. You can also include a description for the uploaded file.

Maximum size is fixed at 5MB per file.

Files can be eliminated by clicking on "*remove*".

5)How to publish news?

The News feature is usually used to send reminders and general announcements to users. In order to publish news, you must enter a subject and a text. There is a maximum number of news which can be published at a time.

You can choose who is able to see your news by selecting either *All attendees* or *My stand visitors.* You can also edit or resend past news notifications.

BACKEND
Your Stand
News
View
Mailbox
Technical Requirements
Account Options
Chat
Webcasts
Products
Videos
Visitor Information

Publish your news

Subject   30 Characters left   Send To

[   ]   [All attendees   ▼]

Text   140 Characters left

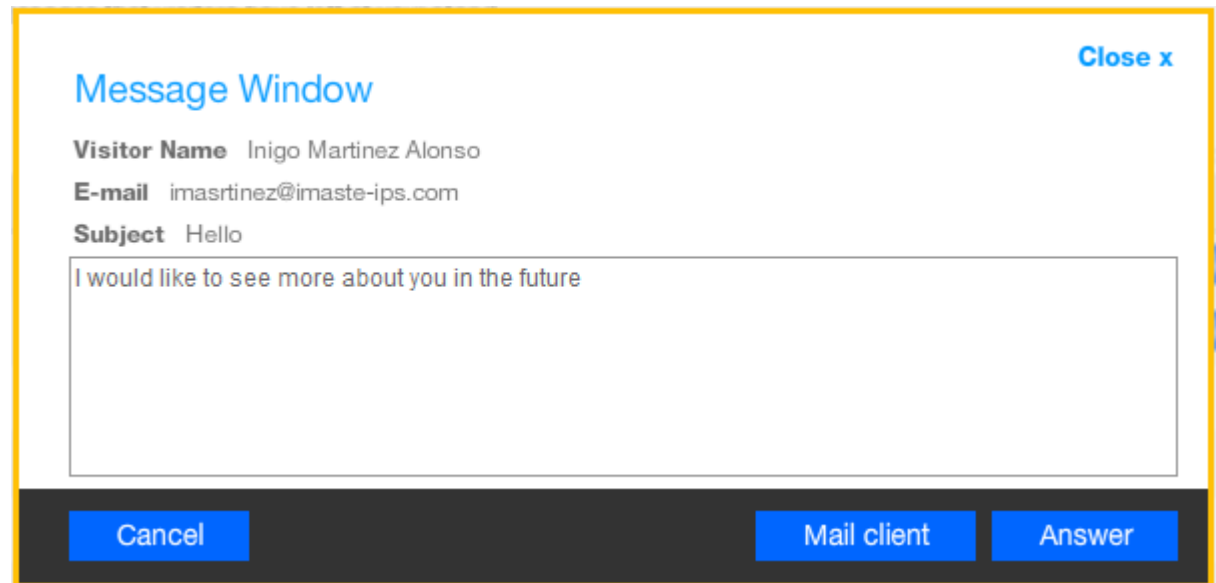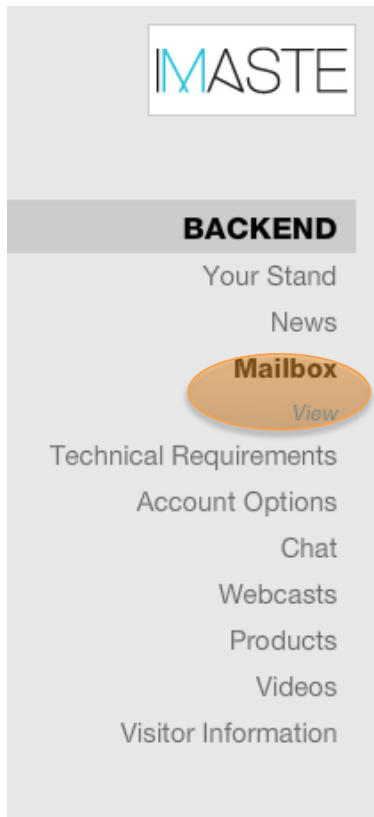[   ]

send now

You can also create a *default notification* that will be displayed whenever a visitor accesses your virtual stand.

6)How to manage emails?

In the Mailbox tab you can view, delete and answer user messages. There are two ways to respond to messages:

- Use the "Answer" button to respond via an answer window within the CM
- Click on "Mail Client" in order to respond with your own mail client (Outlook, Gmail etc)

7)How to schedule a chat?

Scheduled public chats will be visible for users in the fair agenda.
You can easily schedule a chat by assigning a date, start/end hour, title and description.

By clicking on Chat History you can access all the previous Chats
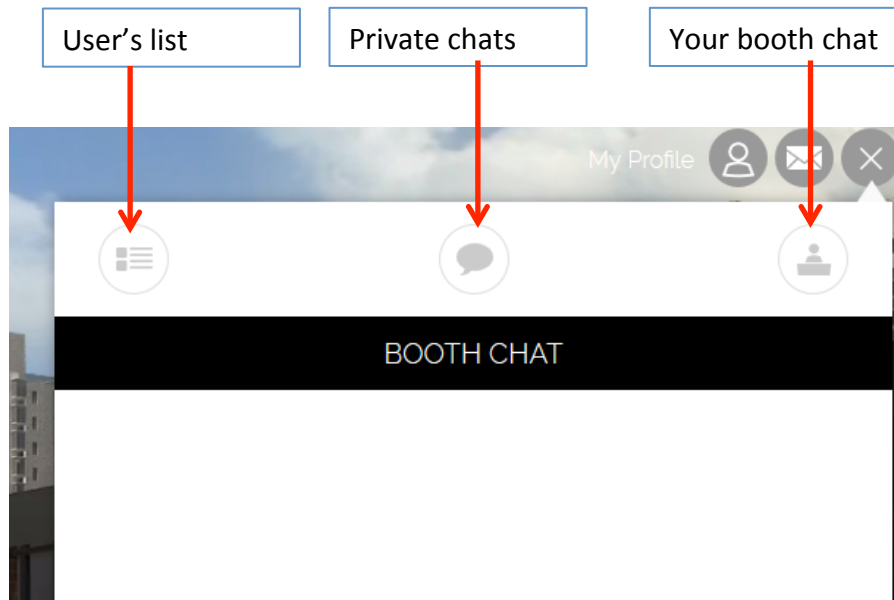
How to use the chat?(I)

In order to be able to chat with users, you need to log in with your **chat login** in the frontend and fill in your name and picture under "Account options"

Whenever you receive a message, a red icon will appear to notify you. At the same time you will also hear an alert if you have your sound options activated.
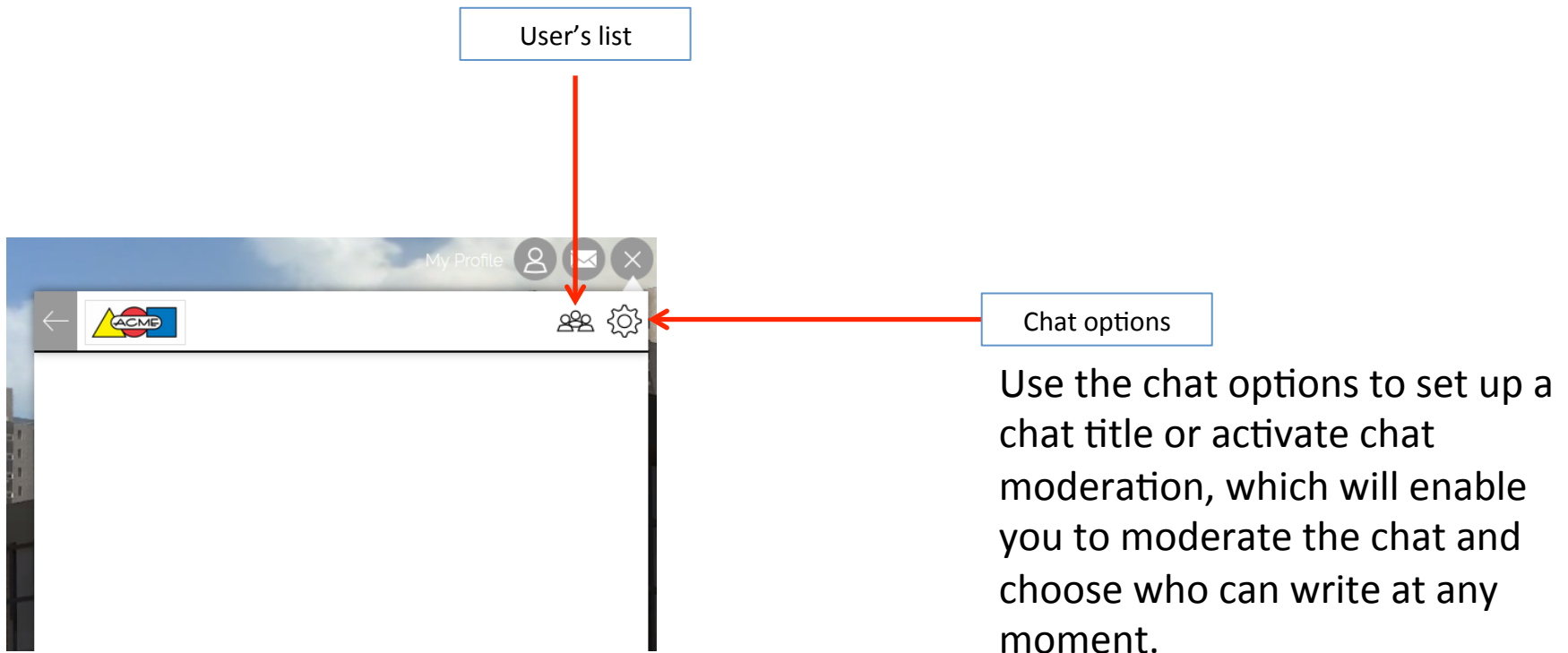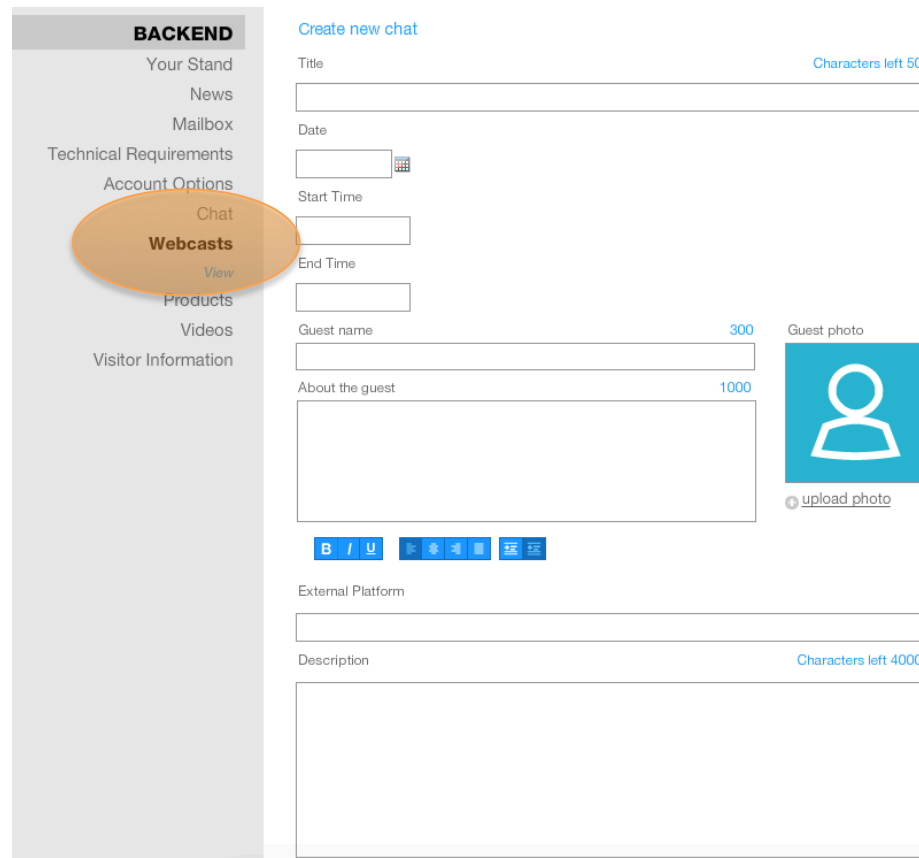
How to use the chat?(II)

Activate the chat <u>once you have logged into your account.</u> On the chat bar click on the "Start Now" button to start your public stand chat. On the top of the chat bar you'll see a chat menu with three options to navigate the chat; user's list, private chats and your stand public chat.

User's list

Private chats

Your booth chat

BOOTH CHAT

My Profile

BOOTH CHAT

acme

EFIStando_CHATo

Welcome to your stand chat !
Just press to the button to create a new chat in your stand and speak with the attendes

START CHAT

How to manage your booth chat?

The "Public chat" is where you chat with all users that are in your stand chat. Everybody can send messages and read them. If you want to talk to somebody privately, click on the icon next to the name and choose "Private chat". If you want to see a user's profile information, you can click on "View profile".

User's list

Chat options

Use the chat options to set up a chat title or activate chat moderation, which will enable you to moderate the chat and choose who can write at any moment.

8)How to schedule a webinar?

Scheduled webinars will be visible for users in the fair agenda.
You can easily schedule a webinar by assigning a date, start/end hour, title and a complete description.

Add the login link of your webcast provider at the external platform link

9)How to add products?

Click on the products tab to add all your products of your company

Click on "new product" and fill in all the details

You can integrate YouTube videos in our platform using the "Videos" tab of the content manager. Make sure you arrange your YouTube account settings to allow videos to be seen outside of YouTube.

You'll need the video code, which is found in the URL of your video. Please see these examples bellow.

https://www.youtube.com/watch?v=**XcacIUzjcKM**

https://www.youtube.com/watch?v=**XcacIUzjcKM**&list=PLMgRrtkWCrGAsCZL4oz8LmjAgITAnpI3q

Basic data

Video name

60

Video Duration

60

Add your video Code

60

11)How to manage the visitor's info?

You can manage the data of users that have submitted their profiles in your stand. You can save, export or print their profiles and send them e-mails.

Folders can be created to help you organize all the profiles. The star-icons can be used to rate user profiles. Finally, you can use the filters on the right to narrow your search to specific profiles.

IMPORTANT FACTS!

- **Only one person at a time** can use the login for your CM, otherwise your actions can overlap and information gets lost.

- Remember to **always save your changes** after editing texts or uploading material. Changes will not be made until you click on *save changes*.

- All the information/material introduced in your CM will be accessible for users. Only completed fields/sections will appear in your stand as clickable buttons (tooltips). **All fields left blank in the CM will not appear in your virtual stand.**