



## ONLINE & VIRTUAL AUCTION SUPPORT

It's more important than ever that you keep fundraising for your organization. Whether you choose to transition to an on-line auction or host a virtual auction that includes a live stream element, Beth Sandefur Events can guide you through this process along with a team of experienced technology partners.

Let us take the burden off your staff while you refocus efforts on your core mission activities.

Not sure which solution is right for you? [Schedule a free consultation to learn more.](#)

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### PACKAGE A - VIRTUAL EVENT MANAGEMENT

- Project management for transitioning from a live event to a virtual event
  - Provide timeline with key deadlines and deliverables
  - Act as project manager to ensure efficient workflow and communication
  - Facilitate rehearsals with all presenters and a/v company
  - On site with a/v company during live stream to oversee virtual event production
- Consultation & guidance on best practices for virtual fundraising auctions
  - When/how to open and close auction lots in on-line bidding platform
  - Recommendations for pre and post event communication related to registration, bidding, and viewing the live stream event
- Virtual Event Production
  - Work collaboratively with key staff to create program flow
  - Create run of show documents in collaboration with a/v company
  - Identify scripting needs and maintain master script draft
  - Coordinate collection of necessary media for live stream element
  - Provide design direction to ensure all graphics and visuals are optimized for broadcast format

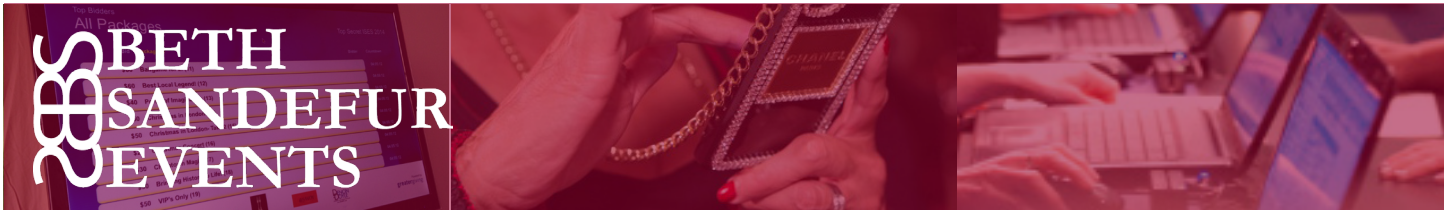
### PACKAGE B - AUCTION SOFTWARE MANAGEMENT

- Implementation & management of Greater Giving auction software
  - Create Greater Giving project and build all necessary web pages
  - Create auction packages using approved descriptions and images
  - Create and manage on-line registration process for bidders
  - Assist with data imports/exports from your existing donor database
  - Create fully functional test event for use in rehearsals for live stream event
  - Real time management of bidding during event
  - Training for volunteer staffed bidder help desk
  - Post event assistance with payment processing, bidder receipts, and event reports

### PACKAGE C - COMPREHENSIVE SUPPORT (Packages A&B)

#### BIDDER HELP DESK

- Professionally staffed night of event bidder help desk/concierge service



**AUDIO/VISUAL PARTNER**



[thelux.com](http://thelux.com)  
707-939-1200

The Lux Productions provides the professional audio/visual services necessary to manage the technical production for your event. They provide Lux-Livecast, virtual TV studio technology, to broadcast your event to the entire world (or just a selection of your guests). They bring an experienced team of professionals that allow your virtual event to have the same amount of creativity and production value as a live event.

**Production Options**

**Package A - Lux Livecast Remote Event Production**

Fully remote event production compliant with shelter at home guidelines

**Package B - Lux Livecast + Mini Studio**

Your auctioneer or emcee present from the Lux Mini Studio in front of a pipe & drape background ensuring excellent lighting and audio as well as a stable internet connection for broadcast. Studio space is large enough to accommodate social distancing guidelines.

**Package C - Lux Livecast + Full Studio**

All live speakers present from the Lux Studio in front of a scenic video wall providing the most dynamic environment for your event. Presenters are filmed using live cameras with teleprompters. You also have the option of renting props and furniture to create a custom set look. Studio space is large enough to accommodate social distancing guidelines.

**Package D - Live Livecast + On Location Broadcast**

The Lux will travel to your venue to set up cameras and all necessary equipment to broadcast your event from your unique location.

**Video editing and content creation services available upon request.**

**AUCTION SOFTWARE PARTNER**



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