
WWINDOW *shopping*

DISCOVER. CONNECT. SHOP.

Live Demo Appointment Guide

The Basics

What is a 'Live Demo Appointment'?

While WWINdow Shopping encourages vendors and buyers to connect one-on-one via virtual meetings, the platform also offers vendors a way to showcase their latest products and lines to a larger audience through Live Demo Appointments.

These sessions take place through WWINdow Shopping via Zoom – where vendors can present to buyers. Vendors will be shown on screen while multiple buyers watch along live. Buyers can ask questions via the chat function while a member of the WWIN team moderates the session and guides vendors to answer those questions.

If buyers are interested in following up or asking specific questions, they are encouraged to connect with the exhibitor following the live session with a personal meeting.

Who can participate?

Our Premium Package level includes three (3) Live Demo Appointments.

When do they take place?

Each Tuesday, WWINdow Shopping will host up to three (3) sessions. Premium package holders receive an email from our team asking to schedule their appointments once they've upgraded.

WWINdow Shopping

How to Guide

The Basics

What should I be showcasing?

The short answer is—whatever you want! But to help guide you, here are a few suggestions:

- Treat this time as you would any appointment in your booth—show buyers how the fabric moves, describe how it feels, give details on where/how it's made, pricing, sizing, etc.
- Do you have a colleague or friend that can serve as a model? This is a great way to show buyers the fit and movement of the products.
- Remember, it's all in the details—since buyers are unable to be there with you in person, be sure to give as much information as possible. They'll have an opportunity to ask questions via chat too.
- This is a great time to go beyond the products—allow buyers to connect with your brand. Showcase your social media profiles, wholesale website, talk through your unique brand story and more.
- Do you have any special discounts or incentives? Offer them there! What a great way to gain new customers by incentivizing them to make purchases using special codes only offered to live demo appointment attendees.
- At the end of the session, remind buyers to set up one-on-one meetings with you via WWINdow Shopping to discuss more.

On-Camera Tips

Lighting

The most common issue when shoot from home is lighting or more importantly the lack of lighting. The easiest way to correct this is by finding a window. If you don't have a window, try to use the light from a lamp. The idea is to have soft even light across your face.

If you can, sit facing the window which allows you to be lit naturally by the sun. Avoid at all cost shooting into the window. This will create back light and you will appear dark.

Background

Keep it simple. Cluttered backgrounds are distracting. Avoid cups and coffee mugs and most of all plants/trees. If you have a wall, garment rack or mannequins – these could be a great way to showcase some of the product as long as it's not too distracting.

Sound

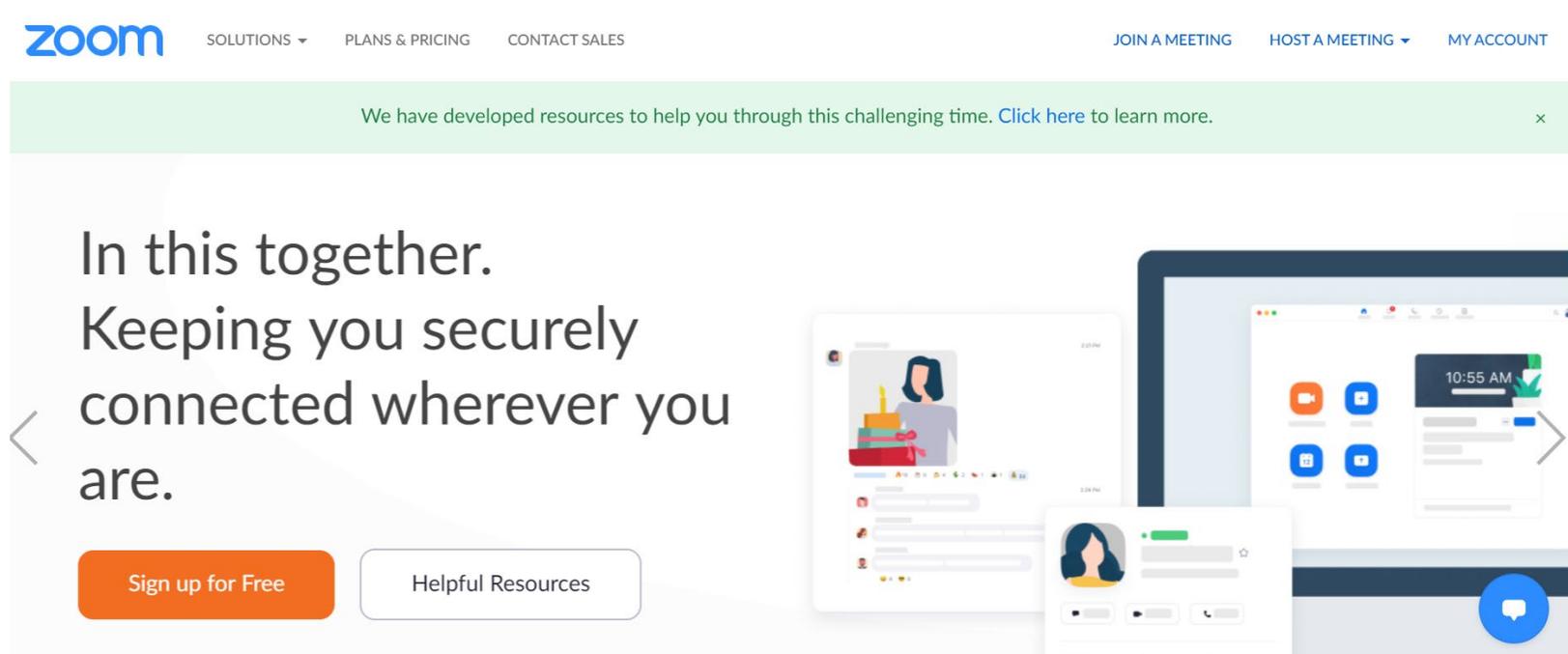
If possible (not necessary), use a head-set or external mic. Bluetooth headphones are a great solution as well. If you don't have either of these try to speak toward the laptop microphone – if you get too far away or move around a lot, you'll risk buyers not hearing you clearly. It is usually in the fold of the laptop, so it catches the sound. You need to be within 2-3 feet for this to not have that hollow sound.

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How to Guide

Step 1: Download Zoom

- If you don't already have a Zoom account, go to Zoom.us to sign up for a free account
- Follow the download prompts from Zoom



Step 2: Receive your Invitation to Zoom Webinar

- Our team will set up your Live Demo Appointment in WWINdow Shopping and the meeting room in Zoom.
- Once the meeting room in Zoom has been created, you will receive an email that looks like the one to the right.
- Be sure to save the email! When it's time for your Live Demo Appointment, you'll need this email to join the meeting room.
- To join, just click on "Click Here to Join"
- We recommend joining 10 minutes early!

Hi Kenzie Jones,

You are invited to a Zoom webinar.

Date Time: Jul 15, 2020 03:00 PM Eastern Time (US and Canada)

Topic: WWIN Webinar - Top 5 Tips Test

Join from a PC, Mac, iPad, iPhone or Android device:

[Click Here to Join](#)

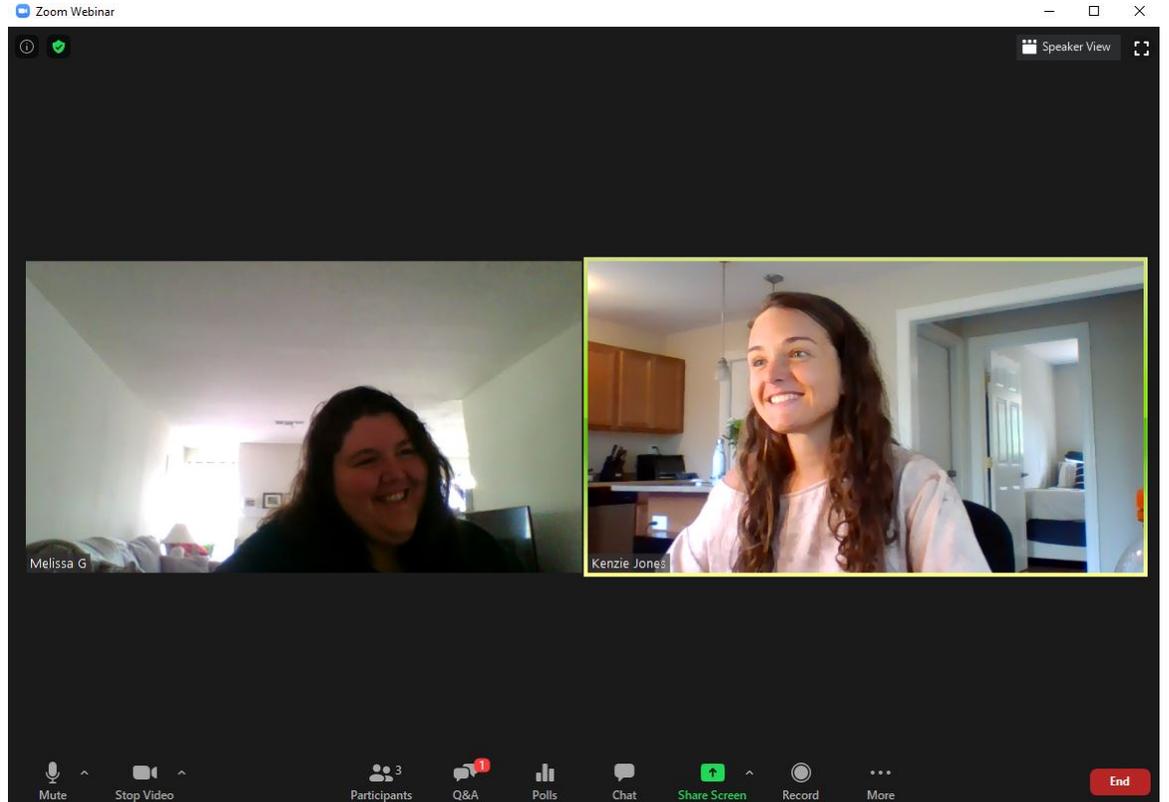
Note: This link should not be shared with others; it is unique to you.

[Add to Calendar](#) [Add to Google Calendar](#) [Add to Yahoo Calendar](#)

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Step 3: Joining the Live Demo Appointment

- Once you join the Zoom meeting, you will see the moderator (someone from the WWIN team)
- The screen will be split – your video on one side and the moderator on the other.
- You can either have the moderator introduce you, or start the session on your own.
- The moderator is there to handle any issues, and keep an eye on the chats coming in.



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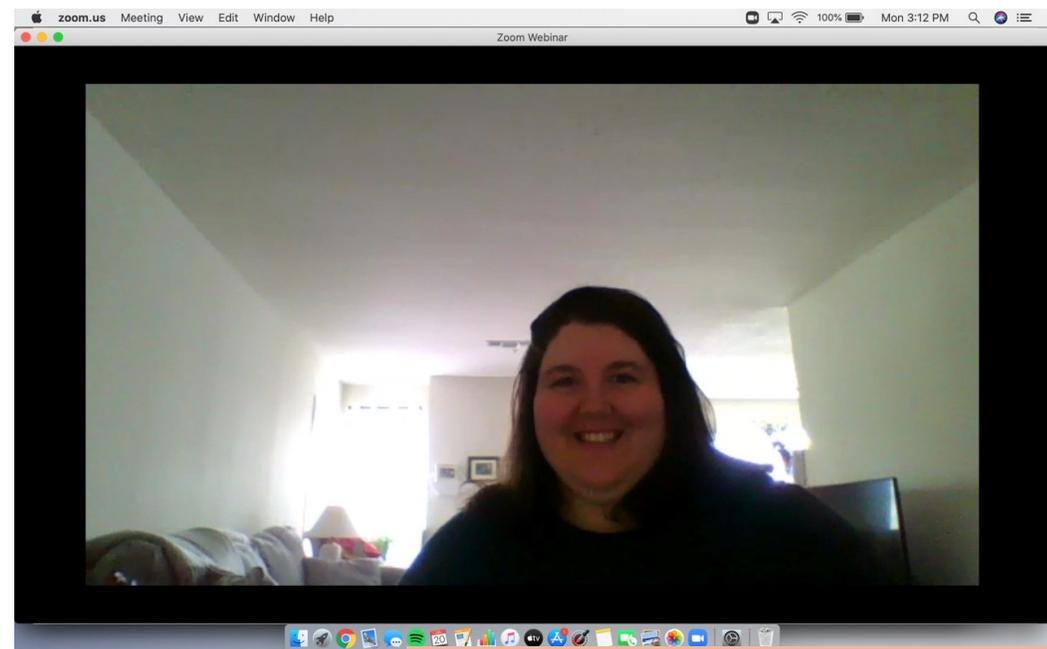
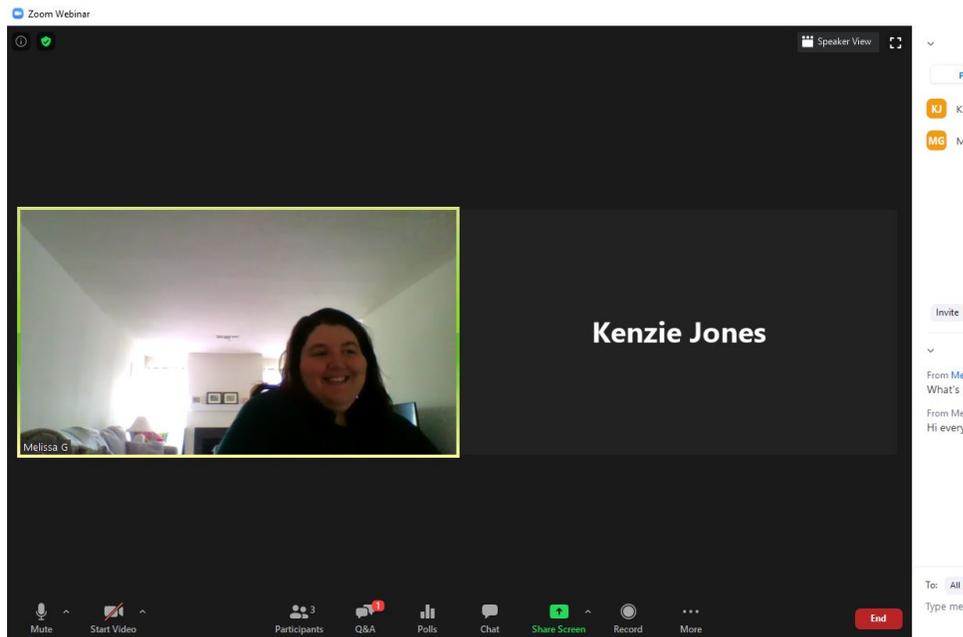
Step 4: Starting the Live Demo

Appointment

After the moderator introduces you (if you'd like) they will then mute themselves and shut off their video.

You will then see this:

Note: the buyer will only see you, like this:

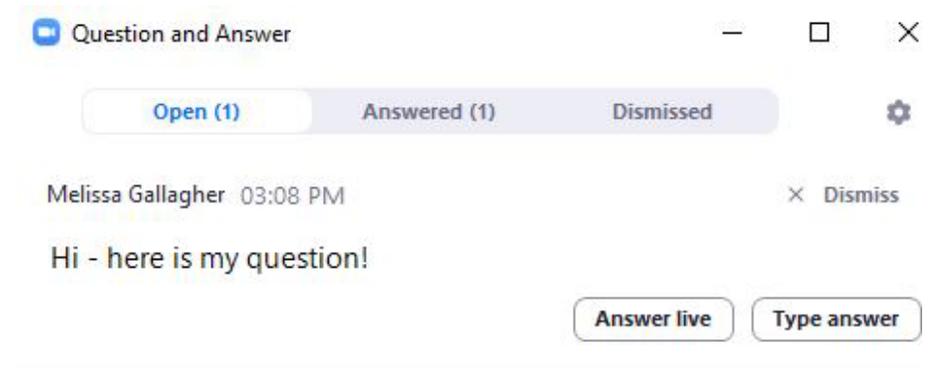
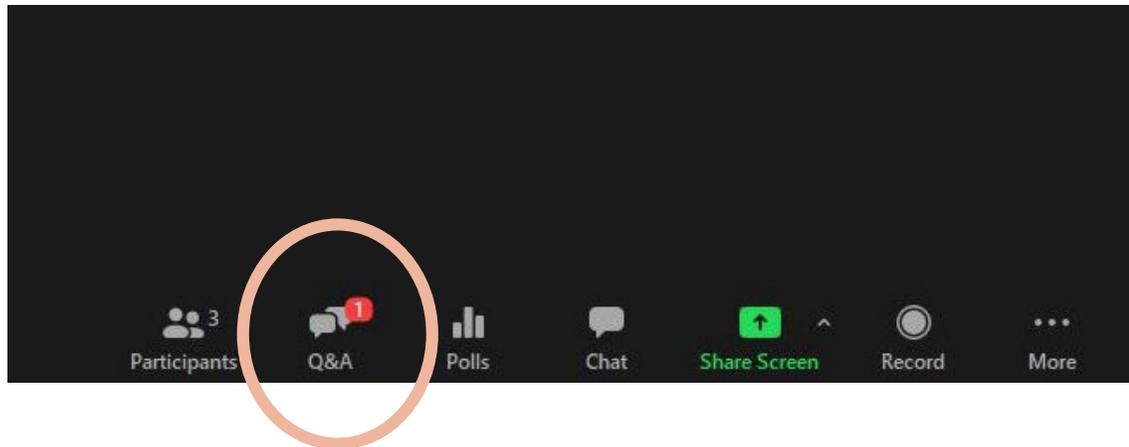


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Other Features to Know

Q&A

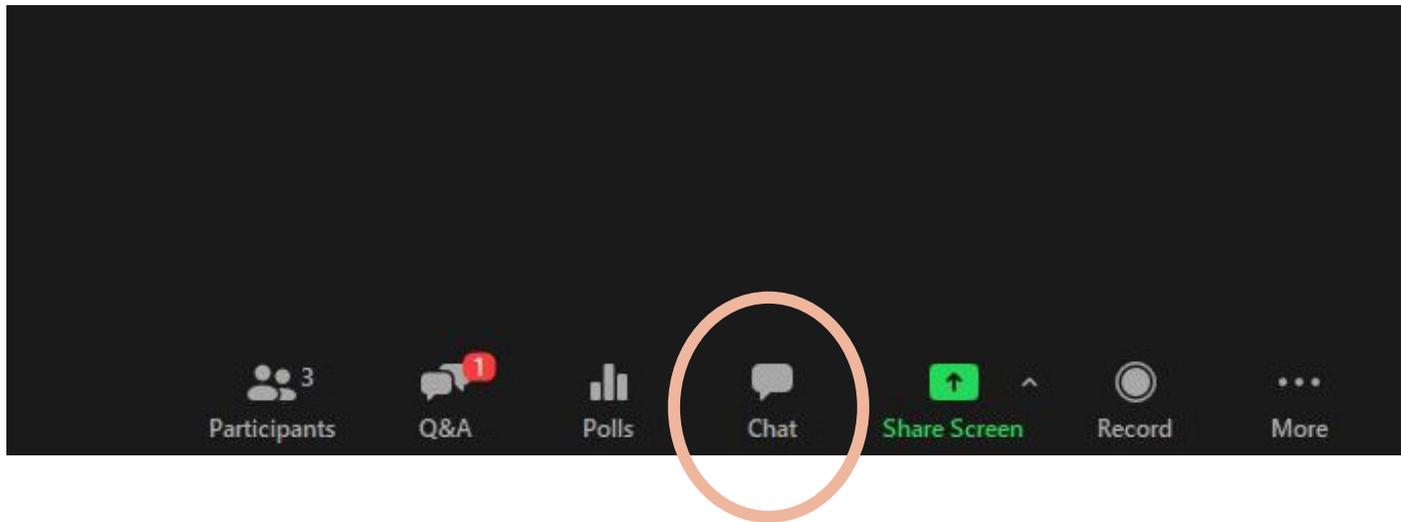
During your live sales session, there may be some questions that come in. To view questions, click on the “Q&A” button at the bottom.



Other Features to Know

CHAT

Some buyers may also send questions/comments in the chat box. To view the chats, click on the chat button at the bottom of the screen.



Zoom Webinar Chat

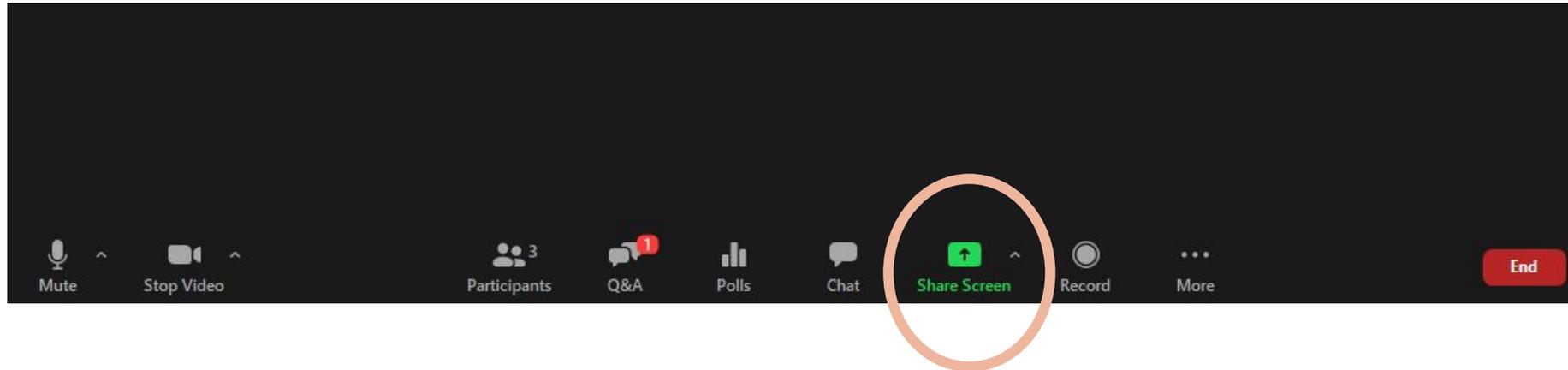
From Melissa Gallagher to All panelists:
What's up?!

From Me to All panelists:
Hi everyone!

Other Features to Know

SHARE SCREEN

If at any point you would like to share your screen, just click on “Share Screen” at the bottom of the page.



Other Features to Know

RECORDING

The live session will be recorded for buyers to view in the WWINdow Shopping platform, so if they missed the live sales session, they can always reference it later!

Have additional questions or need help?

*Contact Kenzie Jones at
kenzie.jones@clarionevents.com or (203) 242-8124*