Virtual Live Auction Guide

Setting up the Live Auction

Configure the Live Auction Package Sections

Sections determine when packages will open and close. All packages within a shared section will open and close at the same time, so you should create individual sections for each package or group of packages that will close together. For example: if "Package 1: Napa Valley Backroads & Railways" will be closing individually you should create a Package Section called "Live Auction Package 1" that contains only that package.

- Set the Online Bidding Type to Sell Online.
- Set the Bidding Open Date & Time as desired. If you will be opening it manually, choose an estimated time and then return to this settings page when you're ready for it to open and set it to the current time.
- Set the Bidding Close Date & Time to "Close Manually."

Create the Live Auction Packages

Live Auction packages are created in View Packages as single sale Auction type packages.

- Put all of the Live Auction packages in a Live Auction class to make it easier for your bidders to quickly navigate to that category during the auction.
- Put the package in its appropriate Live Auction Section.

- The package must have a Minimum Bid & Minimum Raise, but usually live auction packages do not have a Guaranteed Purchase (Buy Now) price set. Click the padlock icon to the right of the bid amount fields to unlock the fields to customize them. Do not relock the padlock before saving.

Hidden Doubles (Selling Live Auction Packages Multiple Times)

If you have the ability to sell a package to more than one bidder you can copy the package. This duplicate package will be "hidden" from the bidding page during the live auction so that you keep bidding competitive. This is frequently referred to as a hidden double in a live auction scenario.

Before the event create a multiple sale duplicate of the original package, but leave the section name blank to ensure it doesn't appear on your bidding site during the live auction. Put the number of duplicates available in the Maximum Online Sales field. For example if there is only one extra enter 1 in this field.

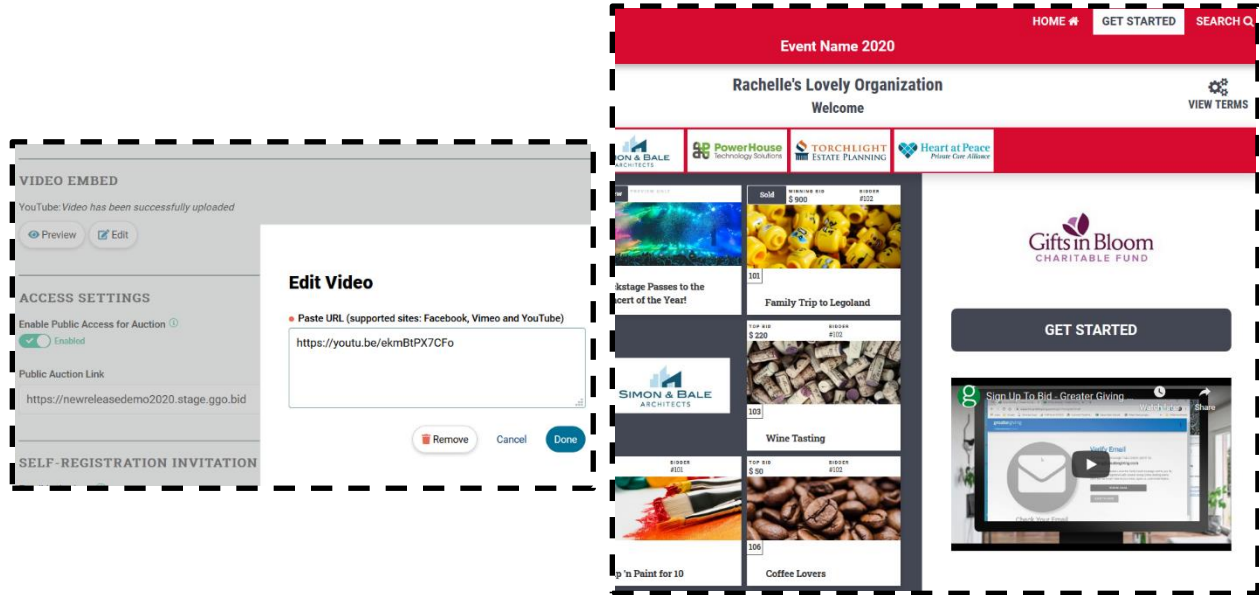After bidding is closed you can handle the additional sales using one of the following options.

1. Manually sell the duplicate copy - Add a new sale of the duplicate package to the next highest bidder(s) through Go Time or View Sales.

2. Sell the duplicate copy on Online Bidding at a set price - Before the live auction begins create an additional Package Section (Hidden Double Section) that is set to open after your Live Auction Section(s) and close at the end of your program or later.

   Once bidding has closed on the package go to View Packages and edit the duplicate package. Update the section field to your Hidden Double Section and the Guaranteed Purchase price field with the amount that the original sold for. The duplicate package will now be open for sale at the set price on the bidding site.
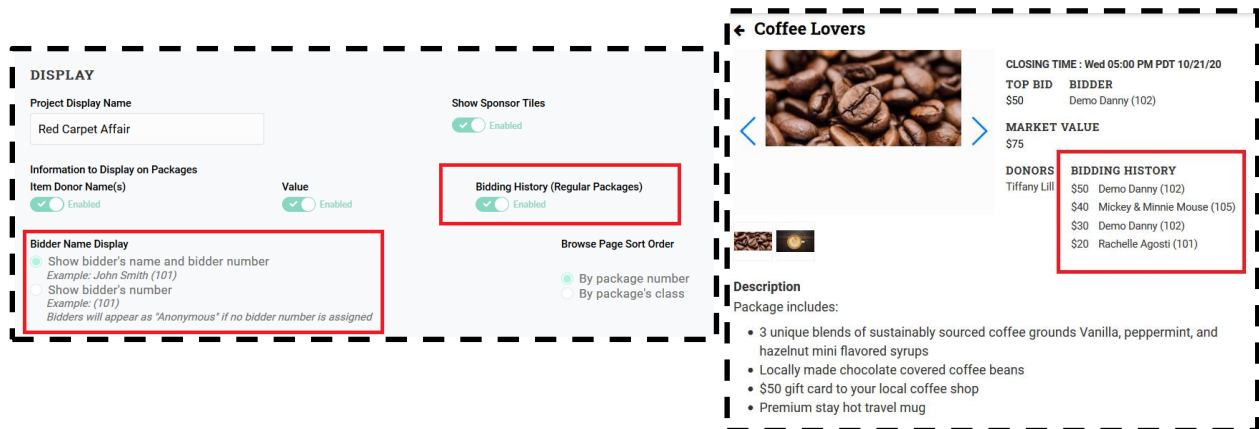
Embedding the Livestream Video

You can embed your livestream video directly into the Online Bidding site if it is hosted on YouTube, Vimeo, or Facebook. It will appear in the Engagement Center on the right side of the page on desktop and at the top of the page on mobile. Once they start the video it will continue playing as bidders navigate through the Online Bidding site. You will need the URL for the video in order to embed the video via Online Bidding Settings.

Monitoring the Live Auction in Real Time

To monitor and display the bids and donations in real time you must turn on the Bidding History (Regular Packages) in your Online Bidding Settings. This will list the bidding and donation history on the public facing package details page on your Online Bidding site. You will not need to refresh the page to see new bids come in and you do not need to be logged in as a bidder to view the Bidding History.

If you do not want to publicly display the bidding history, the Online Bidding Dashboard can be used to view the Bidding History for packages. It does not update in real time, however. You must manually click the refresh button in your browser to update with new bids.

You can also view Online Bidding statistics like Total Raised, Top Bidders, and more in the Online Bidding Dashboard.

Editing Package Details During the Live Auction

Packages can be edited in View Packages. If no bids have been placed on a package you can edit any of the package's fields. The package image, description, and restrictions can be edited at any time.

Once bids have been placed on a package you should not change the package name, number, section assignment, minimum bid or minimum raise. Doing so can create bidding issues or delete bids. You can remove the Guaranteed Purchase (Buy Now) if that price has not been met.

Assisting Bidders

If you need to delete or retract a bid made in error you can do so from the Online Bidding Dashboard by navigating to that package and clicking the X on the bid you wish to delete.

You can place bids on behalf of a bidder using the Bid Assistant tool in Go Time.

Closing the Live Auction

Use the Go Time - Section Times tool to manually close the Live Auction Section(s). Remember that every package in that section will close and they cannot be reopened without restarting the bidding.

Section Times

4:41:09 PM - September 23, 2020 Pacific Daylight Time

	Section	Open Time	Close Time	Status	Packages
☐	Live Auction Package 1	9/23/2020 4:30 PM	9/23/2020 4:41 PM	Closed	Packages
☐	Live Auction Package 2	9/23/2020 4:30 PM	NONE	**Open**	Packages
☐	Live Auction Package 3	9/23/2020 4:30 PM	NONE	**Open**	Packages
☐	Raffle Tickets	3/22/2019 11:30 AM	NONE	**Open**	Packages
☐	Silent Auction	7/28/2019 4:45 PM	NONE	**Open**	Packages

Change Close Time