

LIVE + ONLINE AUCTION WORKFLOW

Ramona Junior Fair 2021



Live auction at fairgrounds with auctioneer to retain the action and excitement of the Fair experience



Online bidding for remote buyers to increase sale opportunities

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Online Add-ons for easier support from remote family and friends



Prepare for contingency of virtual-only Fair

AUCTION GOALS







Live Crowd

LIVE + ONLINE **AUCTION FLOW**

Need to support bids from live crowd as well as online bids

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- We add two new roles Live • Spotter and Online Caller
- Live Spotter takes live crowd • bids and enters them online so Online Bidders can see them
- **Online Caller watches for** • online bids and raises a paddle to let the Auctioneer know a bid is made online





LIVE AUCTION BROADCAST

- Live webcam view of auction will be available on Auction web page
- Will use Zoom for broadcast for minimal broadcast delay
- We will need some AV equipment for broadcast, and additional people as operators
- Can fall back to single static camera

Five Software Packages Used



SOFTWARE TOOLS AND ACTIVITIES

Software Locations

- ShoWorks 2020 runs on our local PCs
- ShoWorks Online Entries, FairVault, and ShoWorks Auction are hosted online

Software Costs

- ShoWorks 2020: RJF owned
- ShoWorks Online Entries: \$350/yr
- FairVault: \$250/yr
- ShoWorks Auction: 1% of gross sales
- Zoom Webinars: \$50-150 (TBD)





Pricing by the Head or Per Pound (new)

Add-ons can be added after sale

Texts to online buyers for outbid, won status

Sponsor "lots" can be added for recognition

• Lots that are not for bidding

Barn Sales can be handled online or not

- 1% fees would be collected for ShoWorks Auction
- Barn Sales must close before we can clerk the main auction (unless run as a separate auction)

Coming Soon (before our fair?)

- Donate Back to Sale (resale)
- Online cart for buyers to see what they won



Rules needed for this year

- What divisions will go through auction? Which Home Economics entries?
- Can Add-ons be used for people not going through auction?
 - Last year there were add-ons for Primary entries, small animal, breeders, barn sales

Other planning

- Live auctioneer needs to be familiar with hybrid system. May need to slow down to allow for online updates.
- Need to plan for video equipment for online broadcast.
- Need to set up a highly reliable internet connection to the auction floor for several computers.

