

FAQs for 2020 TAC Conference Partners

Q: What will my Conference Partner profile look like and how will attendees use it to learn and connect?

A: Here's what a Conference Partner profile looks like and how attendees can use it.

The screenshot shows the 2020 TAC Conference Partner profile page. The left sidebar contains navigation links: Lobby, Sessions / Séances, Partners / Partenaires (selected), People / Gens, Account / Compte, Help / Aide, and Logout / Quitter. The main content area displays a list of partners, including the Transportation Association of Canada (TAC), IBI Group, ISL, Wood, AECOM, ATS Traffic, Aurigo Software Technologies, Inc., and Binnie. Each partner entry includes a logo, name, partnership level, and buttons for 'LIVE / EN DIRECT', 'CONTACT', 'Email', 'Website', 'Twitter', 'LinkedIn', and 'Facebook'. Callouts provide the following information:

- Search partners by keyword**: Points to the 'Search / Cherche' field.
- Filter partners by product/service**: Points to the 'Filter / Filtre' dropdown.
- Attendees click the 'Live' button to video chat with booth staff during the scheduled 'live chats', Sept 24 and Oct 1, 12:30 to 15:00 ET. At other times, booth staff and attendees may schedule their own video chats, meeting by clicking the 'Live' button at the pre-arranged time.**: Points to the 'LIVE / EN DIRECT' button.
- Attendees who have a specific question or want more detailed follow up click the 'Request' button. They may then enter details related to the information they're seeking. Booth staff retrieve these requests through the 'lead retrieval' tab in their private Partner Portal.**: Points to the 'Request / Information' button.
- The list of partners, alphabetically within each partnership level.**: Points to the list of partners.
- Attendees can start a text chat with a specific booth staff by clicking on the 'Start Chat' button under that staff's name.**: Points to the 'Start Chat / Débuter clavardage' button.
- To comment in the Public Chat (everyone visiting the selected page will see it – hence 'Public'), type your comment in the Chat box.**: Points to the 'Chat / Clavardage' input field.
- The 'bell' icon with the red circle is your notifications for chats. In the circle is the number of unread notifications.**: Points to the bell icon in the top right.
- The bubble with dots shows the number of comments that have been made in the Public Chat for the selected page.**: Points to the bubble icon in the top right.
- The crowd icon shows the number of attendees currently browsing the selected page. Click on the icon to see the names of these people and/or to initiate a chat with someone you want to connect with.**: Points to the crowd icon in the top right.

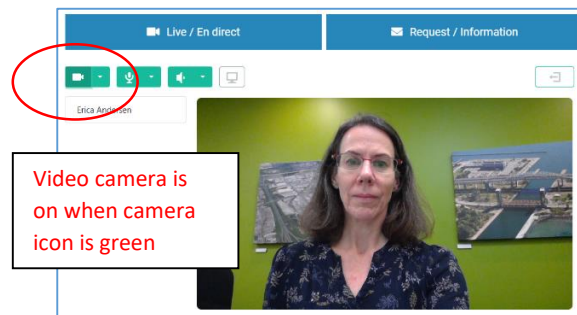
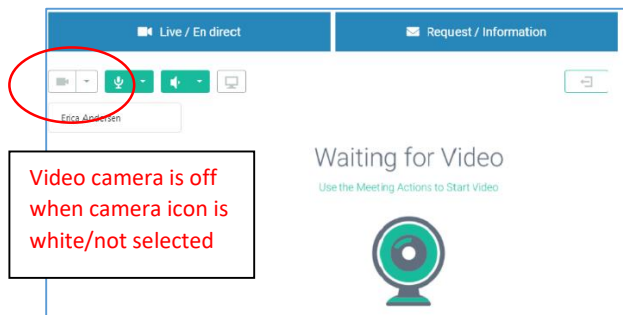
Q: How do attendees find us once the Conference opens?

A: All the Conference Partners are listed in 'Partners / Partenaires' of the Conference Event Portal. The list starts with the largest partnership level, and is sorted alphabetically within each level. Attendees can scroll the list of Partners, and click on the organization name to view its details. The list is long, so it's helpful to search or filter the list.

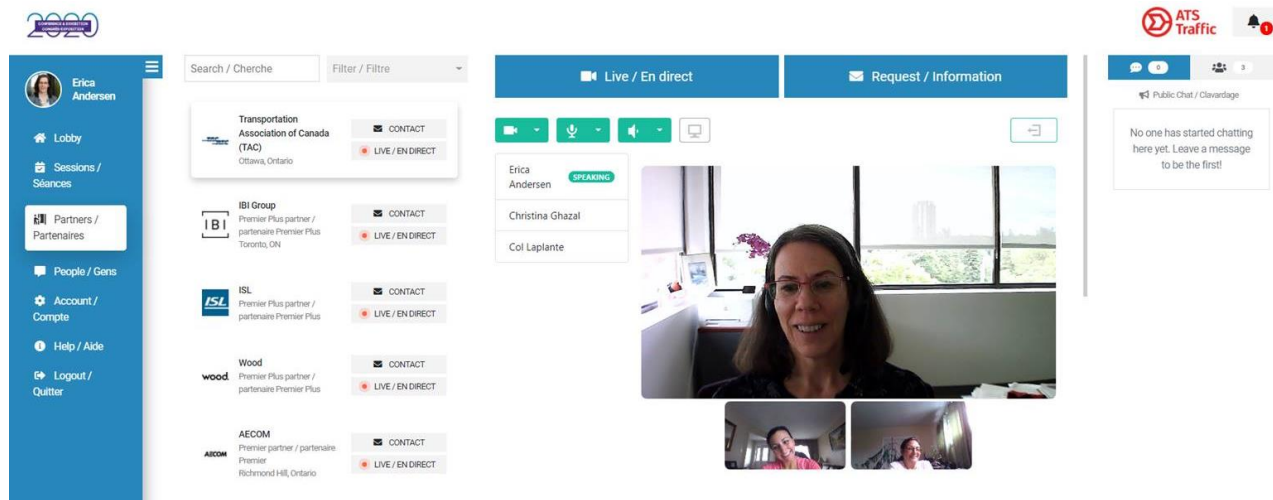
The Partner reps / 'booth staff' are listed under the main graphic and above any uploaded files and description. At any time, attendees can click the 'Request / Information' button at the top of the profile to initiate contact. These requests are logged in the 'Lead Retrieval' item in each organization's private Partner portal. If an attendee or Partner want to video chat live in the event, they can arrange a time to meet in the Partner profile anytime during the Conference.

Q: Are there times during the Conference when we need to have 'booth staff' available online, in our profile?

A: Yes. Attendees will be asked to visit the Partner profiles and 'live chat' with your 'booth staff' **Sept 24 AND Oct 1 from 12:30 to 15:00 ET**. The Conference Event Portal allows booth staff to be ready and waiting with their video camera on by clicking 'Live / En direct' at the top of your profile. **When you get to the screen that says "Waiting for Video" click the camera icon the left of the microphone icon, to turn it green/turn on your webcam.**



Attendees who also click 'Live / En direct' and also turn on their webcam can join a Partner rep, along with a few others, to talk and ask questions via a group video chat. (See the screenshot below.) **Plan to have one or more 'booth staff' with their camera on and available to chat with attendees during these dedicated times.**



Q: Do we need to have staff available other times in the Conference schedule, like between sessions?

A: Conference attendees are asked/encouraged to network with each other and/or visit the Partner profiles before or after sessions. However, **there is no expectation that profiles will be staffed daily, during those or other time periods.**

Q: What are the Partner demo sessions and how do they differ from the 'live chats'?

A: Some Partners are providing presentations about their products, services or particular projects they've been involved with as part of a demo session, **Sept 24 AND Oct 1 from 13:00 to 14:30 ET, during the middle of the time for the 'live chats'**. This is meant to encourage attendees to spend these times getting to know the Conference Partners by EITHER chatting with them or watching a demo session. Check the [Conference schedule](#) for demo session details.

Q: How do we know when someone has visited our Partner profile in the Conference Event?

A: **All attendees can see the 'real-time' list of people visiting** a Partner profile, or any session in the Conference Event. The total number of people currently visiting any Conference Event page is listed at the top right side of each page, beside the 'crowd' icon. Click the icon to see the list of these people by name. To start a private text chat with someone, click on their name in the list. A dialogue box will open where you can type your message. The intended recipient will get a new notification (bell icon at the top right with a red circle and the number of unread notifications) in their Event portal to indicate a message has arrived.

Your booth staff can also see the list of people that have visited your Partner profile in the Event. In the 'People' menu item, they have a 'Booth' tab, as well as 'People' and 'Chats'. Click on 'Booth' to see a list of all attendees who've visited your Partner profile so far. Click on a person in the list to view their full profile and then on the large 'start chat' button to start a text conversation with them.

Q: How does the lead retrieval in the Partner Portal work?

A: Partners should regularly visit their private Partner portal (where you set up your profile and staff) and click on the Lead Retrieval tab. It lists the attendees that have asked for more information and would like you to follow up with them. The list of these requests can be downloaded into a CSV or Excel file.