

BID BEACON

As an event planner, you are often charged with organizing and hosting silent auctions at events. The traditional route is to collect the items, display them on tables and put bid sheets in front of each.



But traditional bidding had some serious limitations:

- Physical presence to bid
- Fighting crowds to get a bid on paper
- Not knowing when someone outbids you
- Subtotaling what guests owe and managing payment

Digital silent auctions help take your silent auction to the next level: guests can start bidding before the event, bid from their tables or golf cart, and are notified immediately when outbid. Winnings are subtotaled, and payment can be made through the app, vastly simplifying the auction close!

Some of the digital silent auction platforms offer full-service solutions, but they often cost three times more than an equivalent Bid Beacon auction.



Grow Your Business!

Bid Beacon is in a unique position to help event planners grow their business by offering their clients a customized digital silent auction solution.

Rather than outsource the silent auction function to a full-service provider with a full-service price, Bid Beacon allows you to fine tune the service offering to the needs of your client, charge for your services, and earn more money.



Load items into app

Auction hosts might feel uncomfortable setting up a digital silent auction and miss out on the benefits of a digital silent auction because of their hesitation. As an event planner and being familiar with the platform, you can load items with ease on the client's behalf.

Loading items into Bid Beacon is a snap. If your client has provided you with a list of items and descriptions, and maybe also existing photographs, use the desktop app (<https://app.bidbeacon.com>) for quicker creation, typing and copy and pasting. Then log into the app if you want to add pictures.

It's quite simple to add images, but for a new user, there might be reluctance that a helping hand can overcome.

Help Onboard Users

As the silent auction approaches, it helps to promote the auction and get users aware of and possibly even invited to the auction. Bid Beacon lets you create your auction well in advance, and you can continue to invite guests and add items at any time.

Inviting guests in advance helps alleviate some concerns about internet access or downloading using cellular data (even though the app is quite small). It also lets them get excited about the auction before it starts.

Some users might not want to download an app to their device. It should be communicated to them that there is also a web version available (<https://app.bidbeacon.com>), as well as the ability for admins at the auction to place bids on behalf of guests without them needing to access the app themselves at all.

Tablets for guests or guest bidding

As mentioned, not all guests want to download an app. Tablets could be provided to guests where they could register, login and place their bids. They would just need to log out so others to be able to use the tablet.

Tablets could also be handed out to admins of the auction, who can then walk around and use the 'guest bidding' feature to place bids on behalf of guests who don't have a device.

Monitor guest communications

Bid Beacon has messaging built in, so guests can submit questions about the auction items. Admins are notified of incoming messages and will see a badge to indicate messages that are unread and awaiting a response. Keeping on top of these incoming messages helps to keep guests informed and engaged.

Encourage participation

It's always good to have the MC talk about the silent auction and encourage guests to checkout what is available and possibly fire up guests to do some more bidding. Bid Beacon also provides a web page to project on a big screen either in slideshow mode to loop through the auction items, or in list form to show items with highest/lowest bid count, amount, etc.



Manage payment & pick-up

Probably the most stressful time of any auction is the auction close itself. With potentially hundreds of guests clamouring to pay for their items and pick them up, the traditional approach with bid sheets leaves much room for improvement.

Bid Beacon makes it so much easier in more ways than one. First off, admins are emailed a digest of the auction winners, with subtotal per user. Secondly, within the app itself admins can scroll through all the winnings grouped and subtotaled by user.

Thirdly, and probably the most important one, is that your auction in Bid Beacon can be configured to allow users to pay for their winnings right through the app. Items are automatically marked as paid, and now admins just need to get guests their purchased items.

Bid Beacon is built to have payment deposited directly into your account (Stripe, Square or PayPal) and does not charge any percentage of payments. The payment processors do charge their own processing fees of course but Bid Beacon does not.

Advise in silent auction best practices

As an event planner you of course already know the best practices for running successful silent auctions. Becoming well versed in a platform like Bid Beacon lets you extend that skill set and offer it to your clients.

Key areas where experience will pay off is onboarding of guests (i.e. using the import function to add guests to an auction has the lowest friction), loading auction items (i.e. add items with description and details from desktop, and add images from app on device), and possibly guest bidding to ensure all guests at an auction can participate.

Manage Contacts

Inviting guests and managing guest communications are crucial to a successful event. Bid Beacon has some helpful functions to help here:

- Importing a guest email list to automatically send invites and streamline onboarding
- Exporting a guest list to be loaded into MailChimp or a similar tool for post event communications
- Re-add users from a previous auction, so if you are running a follow up auction, or say run a similar auction year after year, you can simply re-invite all guests from a past auction into your new auction