

# Booth-Ready Tips

## All-in Exhibiting from Day 1

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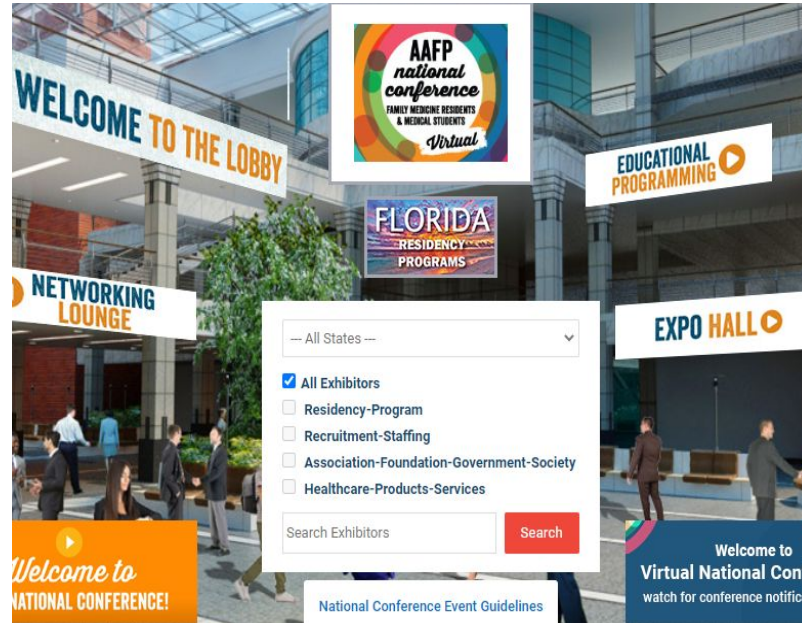
Jay Fetter, MHSA | Senoir Operations Manager

# The Platform

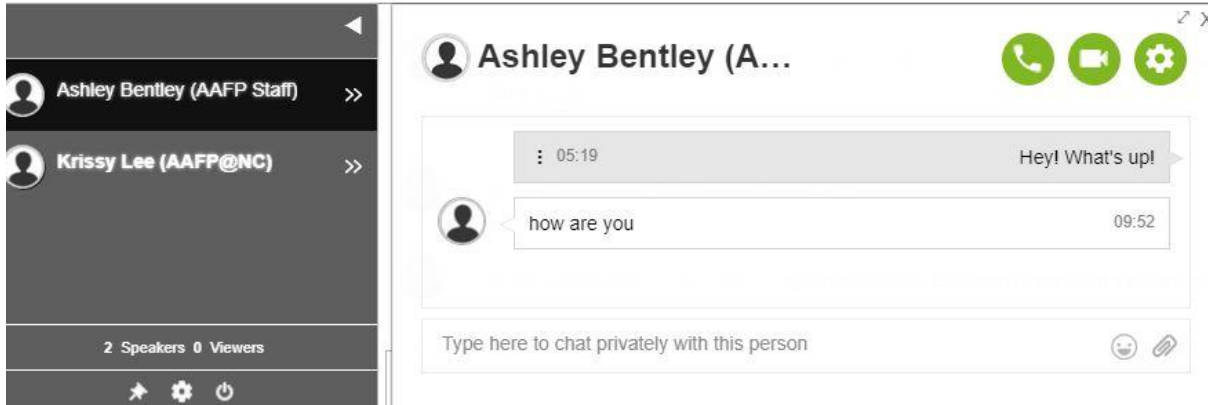
## Features

- Private and group chat
- Private video calls
- Exhibitor, people, and programming search
- Business cards

Let's take a look!



# Private Chat



# Getting a Call

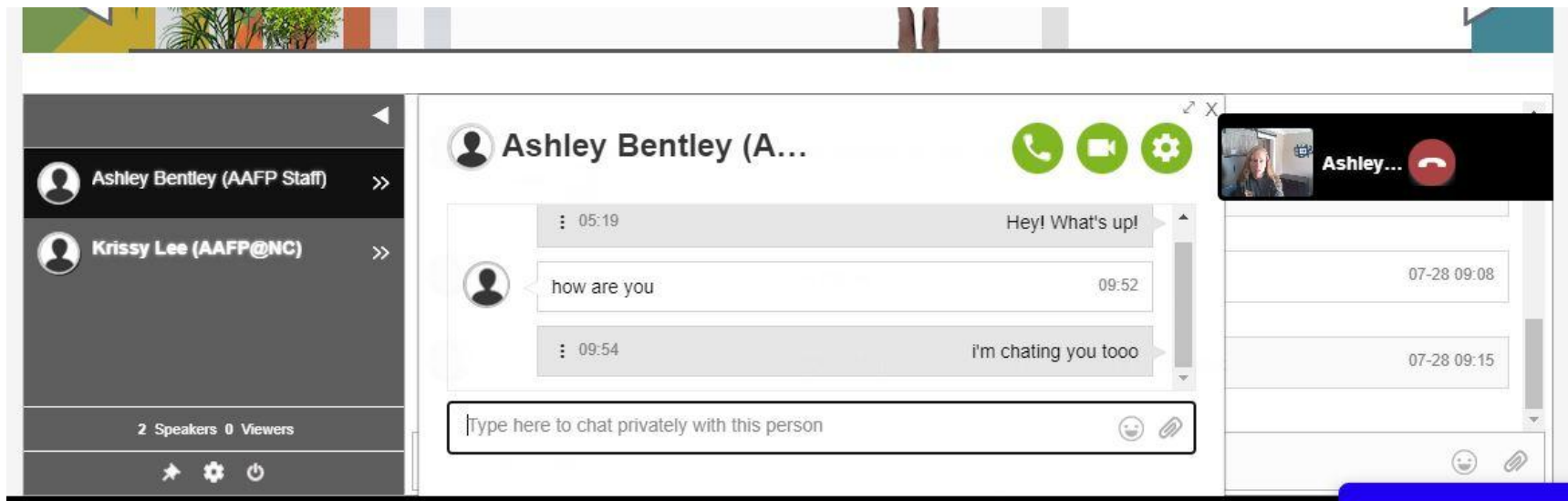
The image shows a virtual event interface. At the top, a presentation slide for the AAFP National Conference is displayed. The slide features a woman in a grey suit standing with her arms crossed. The text on the slide reads: "Learn about the AAFP's offerings for students and residents, and ask us any questions you have about the National Conference or membership!". To the right of the slide, there is an "INFO" section with the heading "Do More with the AAFP." and two paragraphs of text: "See your student benefits today. has tools to help you stay well, s find your match." and "Residents can embrace their fut resource that will help elevate yc and help you achieve your goals."

Below the presentation slide, a chat window is open. The chat header shows a profile icon and the name "Ashley Bentley (AAFP Staff) Calling". The chat messages are as follows:

- A system message: "05:19 Hey! What's up!"
- A message from Ashley Bentley: "how are you" (timestamped 09:52)

The chat input field at the bottom says "Type here to chat privately with this person". To the right of the chat window, there are icons for voice call, video call, and settings. At the bottom of the interface, there is a copyright notice: "© Copyright 2009 VirtualEventPlace. All rights reserved."

# Chat while on Call



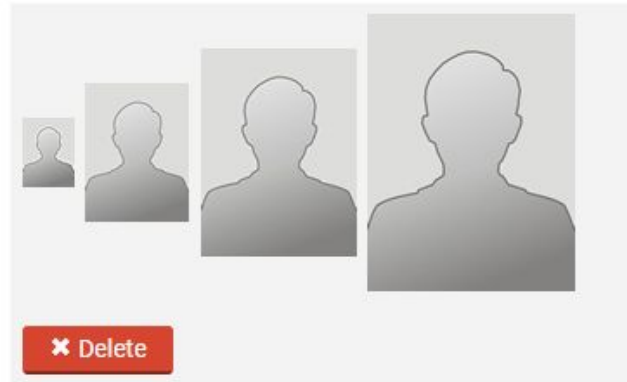
# Add Your Photo in “My Profile”

## My profile / My Image

[Profile Details](#) [Business](#) [Contact Details](#) [My Image](#) [My Virtual Events](#)

[About Me](#) [Password](#) [Delete My Profile](#)

### Current View



# Building Your Booth

## Still working on it?

-You can keep editing through the conference, but students may already be looking

-Email HR.com staff for support:

[jcapewell@hr.com](mailto:jcapewell@hr.com); [mbredemeyer@aafp.org](mailto:mbredemeyer@aafp.org)

-Instructions on the AAFP website: visit [aafp.org/nc](http://aafp.org/nc)



# Booth-Ready Tips



# Booth-Ready Tip 1: Scripted Responses

Even if you tweak them a little bit each time, these will save you time and help you give complete answers.

- Share a Google Doc that can be edited live
- Keep canned responses casual and short
- Have links and important contact info on the doc
- Examples: Greeting message/question; responses to FAQs; main points you want people to know about the program

# Booth-Ready Tip 2: Real-Time Coordination

**During booth hours, have a shared phone or Zoom line open for everyone exhibiting in the booth.**

- Coordinate who is private chatting with new visitors, ask each other questions when you aren't sure of an answer, share resources, hear what everyone else is doing
- You can also share a link to your video link in the chat if attendees want to talk as a group.
- Attendees might virtually call you; make sure you mute the staff line and turn your camera off before you answer

# Booth-Ready Tip 3: Chat First and Fast

Chats won't "follow" students once they leave your booth, so take the opportunity to say hello!

- Coordinate how you want to do this: will one person private chat each new visitor and direct them to the group or another colleague? Only use the group chat?
- Asking a question about them can help you engage people in conversation.

# Booth-Ready Tip 4: Check Your Business Cards

The business card function is prominent. Though visitors might use it as a communication vehicle and hope for a quick response, the information can only be seen by 1 exhibitor -- the main contact for the booth.

Main contact can visit “My profile” -> “My company” -> “Admin” -> “Contacts” to find these. Business card info can be downloaded.

# Booth-Ready Tip 5: Staff Smart

- Know the open hours plan on having most or all of your staff present.
- The open phone/zoom line can help if some want to multitask (others can fully monitor and announce when help is needed)
- Make time to explore the programming and networking sessions, too. Your residents might meet potential candidates there.
- Resizing your browser: losing sight of features
- Leave if you aren't there: there's no "away" feature

## Exhibit Hours

### Thursday, July 30

4–7 p.m. Virtual Expo Hall Grand Opening/Dedicated

### Friday, July 31

11 a.m.–4 p.m. Expo Hall Open  
11 a.m.–1 p.m. Dedicated Expo  
3–4 p.m. Dedicated Expo

### Saturday, August 1

11 a.m.–4 p.m. Expo Hall Open  
11 a.m.–1 p.m. Dedicated Expo  
3–4 p.m. Dedicated Expo

# Booth-Ready Tip 6: Final Booth Check

- Check all your links, consider having them open in new windows
- Make sure you and your staff can access
- Add something fun to your booth, like your mascot or real residents! Canva can help.
- Test things out together
- Be camera ready!



# Questions and Ideas

# Virtual Match Season: AAFP resources



# Virtual Interviews

AAFP and family of family medicine organizations endorse and strongly encourage a 100% virtual Match season. Read the full letter at [aafp.org/match](http://aafp.org/match).

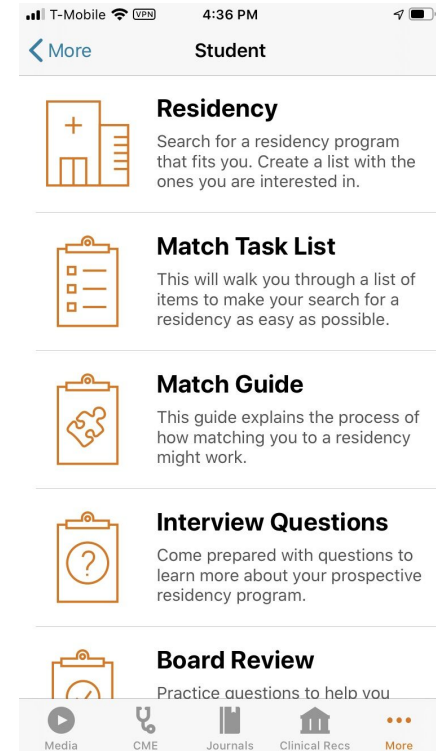


LETTER TO OUR FAMILY MEDICINE COMMUNITY  
MAY 29, 2020

RE: COVID-19 IMPACTS TO 2020-2021 RESIDENCY INTERVIEW PROCESS

# AAFP Directory and App

- These are high traffic. Update with info relevant for the Match season!  
Need help? Email [aafpmedservices@aafp.org](mailto:aafpmedservices@aafp.org).
- App is relaunching August 17 and will have student marketing.

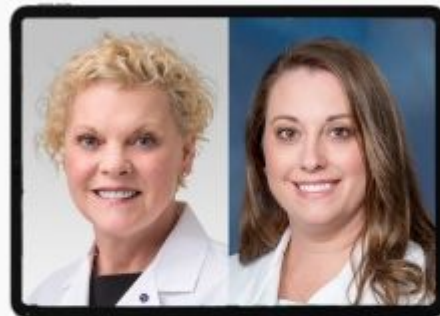


# AAFP Resources for Students

## *The Match:*

What COVID-19 Means  
for Family Medicine Applicants

*Strolling Through the*  
**MATCH**  
2020



Deborah Clements, MD and  
Kristina Diaz, MD

Advice for a virtual Match environment



AMERICAN ACADEMY OF FAMILY PHYSICIANS

**STRONG MEDICINE FOR AMERICA**