



Exhibitor Chat Engine Guide

参展商线上聊天控制平台指南

The exhibitor chat engine is a tool for exhibitors to communicate with your booth visitors during live hours. The following guide is designed to help IAAPA Virtual Expo: Asia exhibitors learn more about the Exhibitor Chat Engine and how to utilize the platform.

参展商线上聊天控制平台是参展商在会期时与展位访客交流的工具。以下指南旨在帮助 IAAPA 线上博览会：亚洲的参展商了解有关聊天控制平台以及如何使用该平台的更多信息。

Log In 登录

Step 1 步骤 1:

Log into the IAAPA Virtual Expo: Asia show:

<https://onlinexperiences.com/Launch/Event.htm?ShowKey=97968>

登录到 IAAPA 线上博览会：亚洲。我们会在博览会前提供登录链接。

Step 2 步骤 2:

Enter your login ID, click ENTER

输入您的登录 ID，然后单击 ENTER。

In general, your login ID will be the email address that your administrator has registered for you.

在正常情况下，您的登录 ID 将是管理员为您注册的电子邮件地址。

Please check with your booth administrator for the password created for the event. You can press on the forget password button to reset your password.

请向您的展位管理员查询您的密码。您可以按“Forgot Password”按钮来重置密码。

Please contact the IAAPA operations team at Exhibitors@IAAPA.org if you need help retrieving your login details to the environment.

如有需要检索贵公司的登录信息，请发电邮至 Exhibitors@IAAPA.org 与 IAAPA 运营团队联系。

Upon login, you will be taken to the lobby:



The screenshot shows the login interface for IAAPA Virtual Expo Asia. At the top, it features the IAAPA logo and the event dates 'July 28-30, 2020'. Below this is a purple banner with the text 'The attractions industry's new way to connect.' The main section is titled 'LOG IN NOW!' and contains a welcome message. It includes a 'REGISTER NOW' button and a 'FORGET PASSWORD?' link. The login form has fields for 'Email Address' and 'Password', followed by an 'ENTER' button. At the bottom, there are social media links for Facebook, Twitter, and LinkedIn, and a footer with copyright information and links to 'Technical Requirements', 'System Check', and 'Print Troubleshooting'.



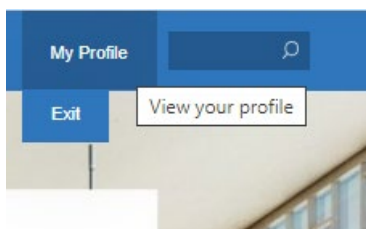
登录后，您将被带到博览会大厅：



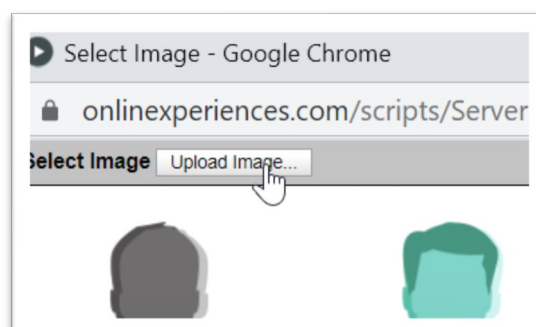
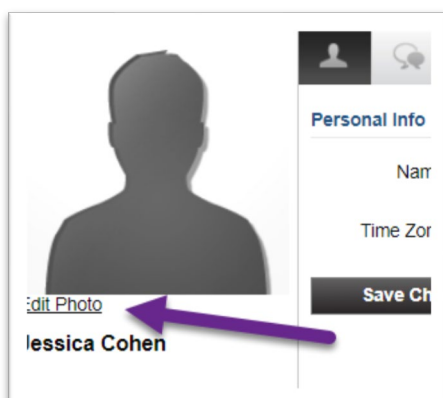
Step 3 步骤 3:

Update Your Profile Picture 更新您的个人资料图片

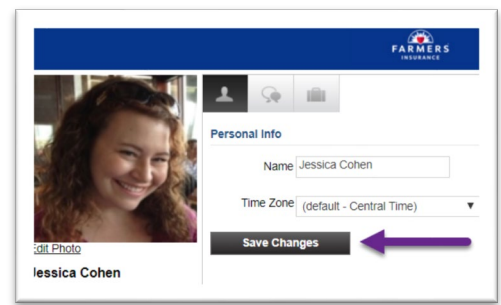
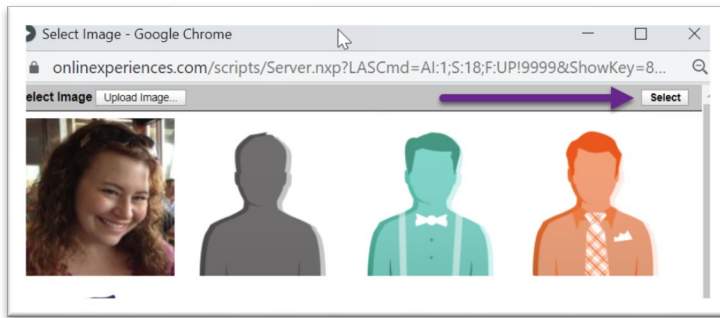
- Select “My Profile” from the top navigation 从顶部导航栏中选择“个人资料”



- Select “Edit Photo” and then “Upload Image” to upload your picture 选择“编辑照片”并上传照片



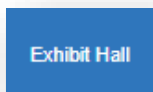
- Once the photo is uploaded, click on it and then click “Select” and then “Save Changes” 选择上传的图像，单击“选择”，然后单击“保存更改”



Step 4 步骤 4:

Enter Your Booth 进入您的展位

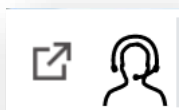
- Select "Exhibit Hall" from the top navigation 从顶部导航栏中选择“展会大厅”



- Find the pavilion your booth is in and click on your booth 找到您的展位所在的展馆，然后单击您的展位



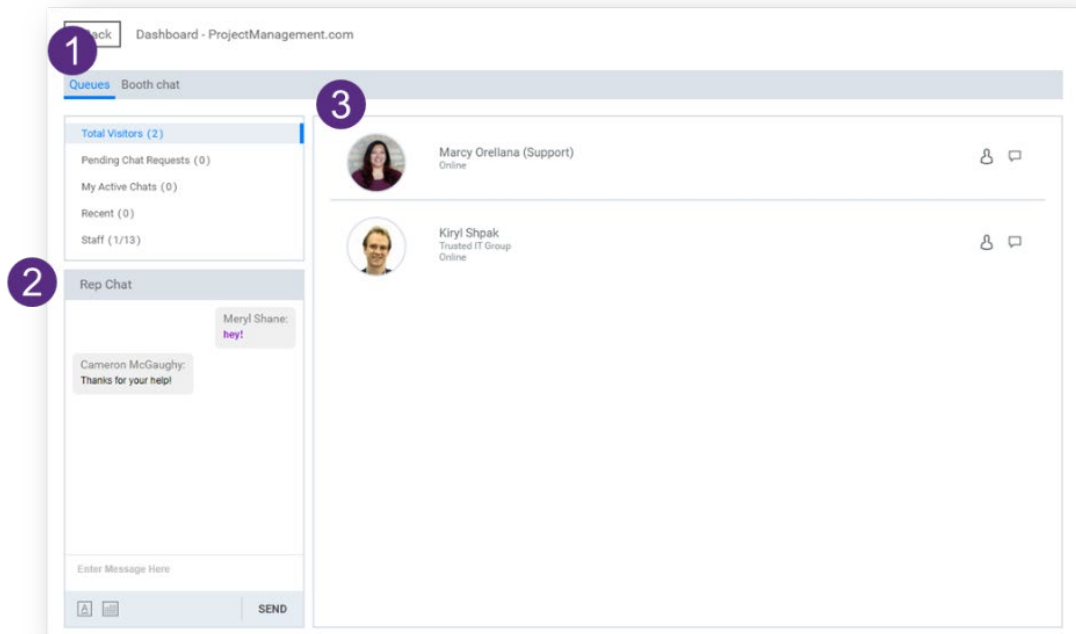
- Click on the Booth Rep Tool Button in the top right of the screen. 单击屏幕右上方的展位代表工具按钮



Booth Rep Tool Overview 展位代表工具概览

The Booth Rep Tool allows you to communicate with your booth staff, participate in the group chat as well as initiate private chats all from one interface.

展位代表工具允许您从一个界面管理所有展位内的与会者、参加群聊以及发起私人聊天。

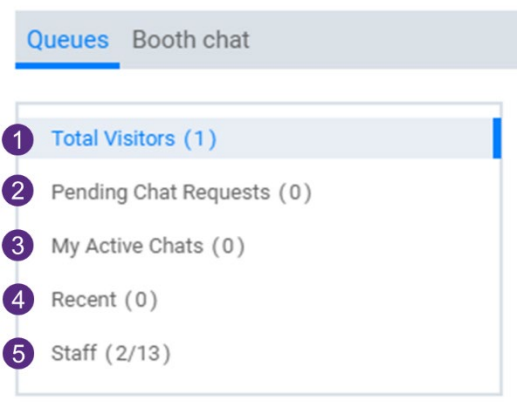


1. Queues Tab/Booth Chat Tab 队列标签/展位聊天标签
2. Rep Chat 展位代表聊天室
3. Attendee Information Area 与会者信息区域

Visitors 参观者

Queues tab – helps to manage attendees and organize your private chats 队列标签 - 帮助管理与与会者和组织私人聊天

1. **Total Visitors** - List of current booth visitors
当前展位参观者名单
2. **Pending Chat Requests** - List of private chat requests sent to you that have not been accepted or declined yet 未接受的私人聊天请求列表
3. **My Active Chats** - List of my active (private) chats 正在进行的私人聊天列表
4. **Recent** - List of attendees that you have previously chatted with 最近的私人聊天列表
5. **Staff** - List of Booth Staff (in parenthesis the first number is the number of staff online and the second is the total number of booth staff) 展位人员名单 (括号内显示在线人数)



Rep Chat 展位代表聊天室

The Rep Chat is a private chat for BOOTH STAFF ONLY. Attendees will not see anything entered in the Rep Chat.

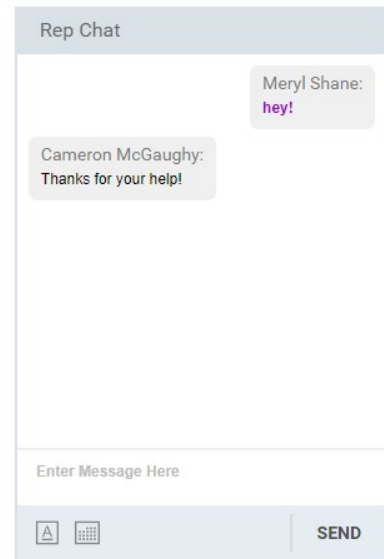
展位代表聊天室是仅展位代表人员的私人聊天。与会者将不会看到“展位代表聊天室”中输入的任何内容。

This chat is always visible in the bottom left corner of the booth interface.

展位代表聊天室将显示在聊天系统界面的左下方。

Use this space to stay in touch with your booth staff. Ask each other questions, see how their chats are going, let them know if you need to step away from your computer a bit, etc.

利用此空间与您的展位工作人员保持联系 - 互相提问、了解他们的聊天情况、让他们知道是否需要离开电脑等。





Private Chat 私人聊天

Starting a Private Chat 开始私人聊天

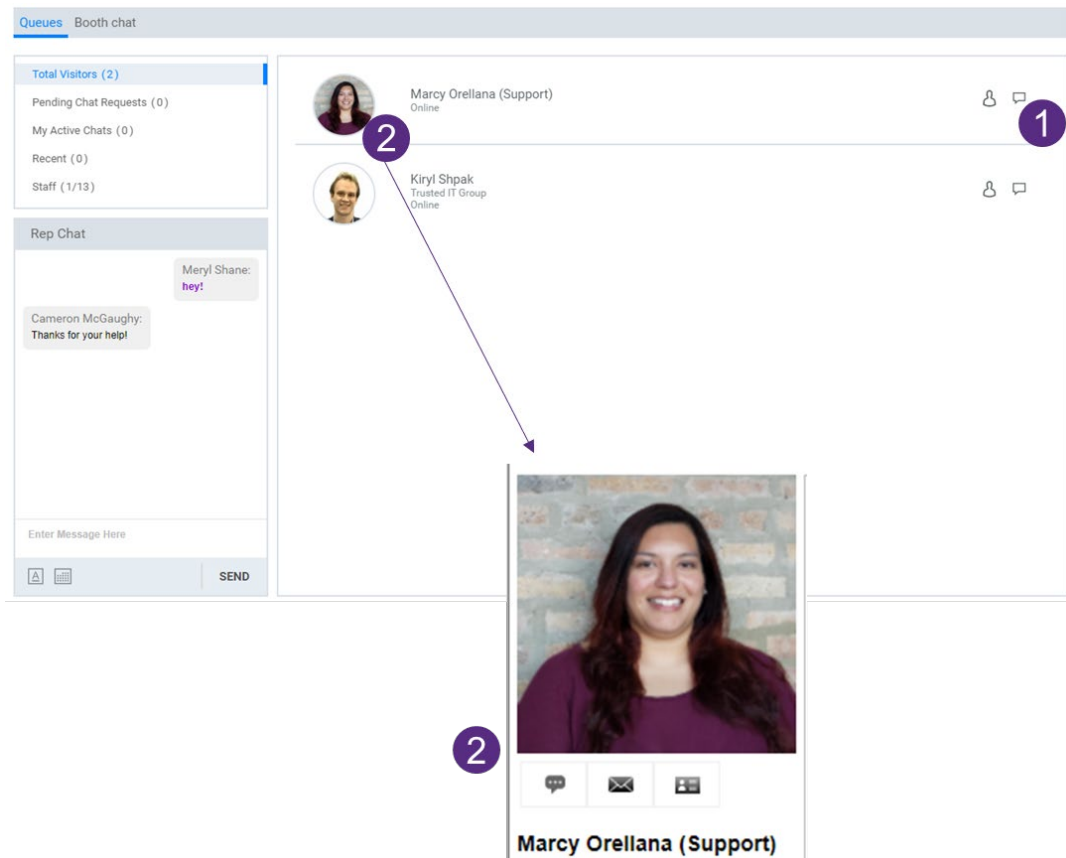
Only the individuals in a private chat can see the conversation. Other booth staff or attendees cannot view the private chat. You can have as many people you would like in a private chat, but typically it is just one booth staffer and one attendee.

只有私人聊天中的人物才可以查看私人对话，其他展位代表或与会者将无法查看你的私人聊天。私人聊天中你可任意添加多人以作私人群聊，但通常只有一名展位代表和一名与会者。

You can start a private chat one of two ways.

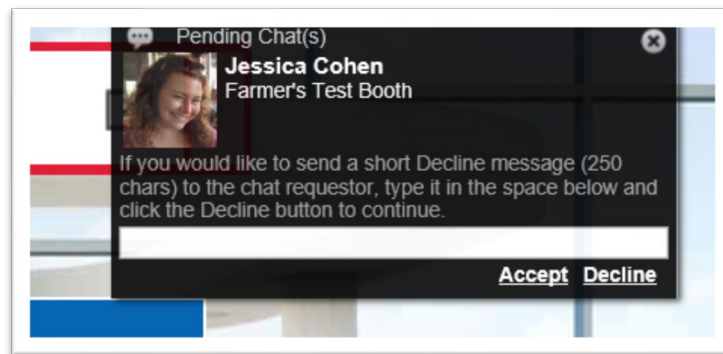
您可以通过以下两种方式之一进行私人聊天。

1. Click on the chat button next to the users name 单击用户名旁边的聊天按钮
2. Click on the user, and then click the chat button to initiate a private chat 单击用户，然后单击用户图像下的聊天按钮



When you click on the chat button, a chat invite is automatically sent to the attendee.

当您单击聊天按钮时，聊天邀请将自动发送给与会者。



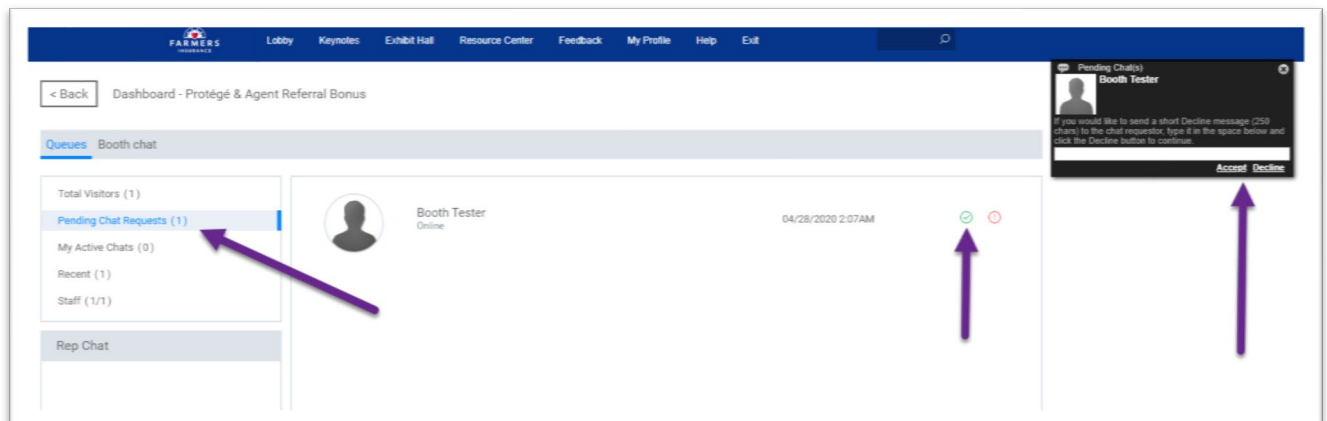
Accepting Chat Invites 接受聊天邀请

When an attendee sends a chat invite to you, it will appear in your Pending Chat Requests queue and pop-up in the top right corner.

当与会者向您发送聊天邀请时，讯息将显示在“Pending Chat Requests”队列中，并在右上角弹出。

To accept the chat invite, click “Accept” in the pop-up or the green checkmark icon.

如要接受聊天邀请，请在右上角弹出的视窗或绿色对勾图标中单击“Accept”。

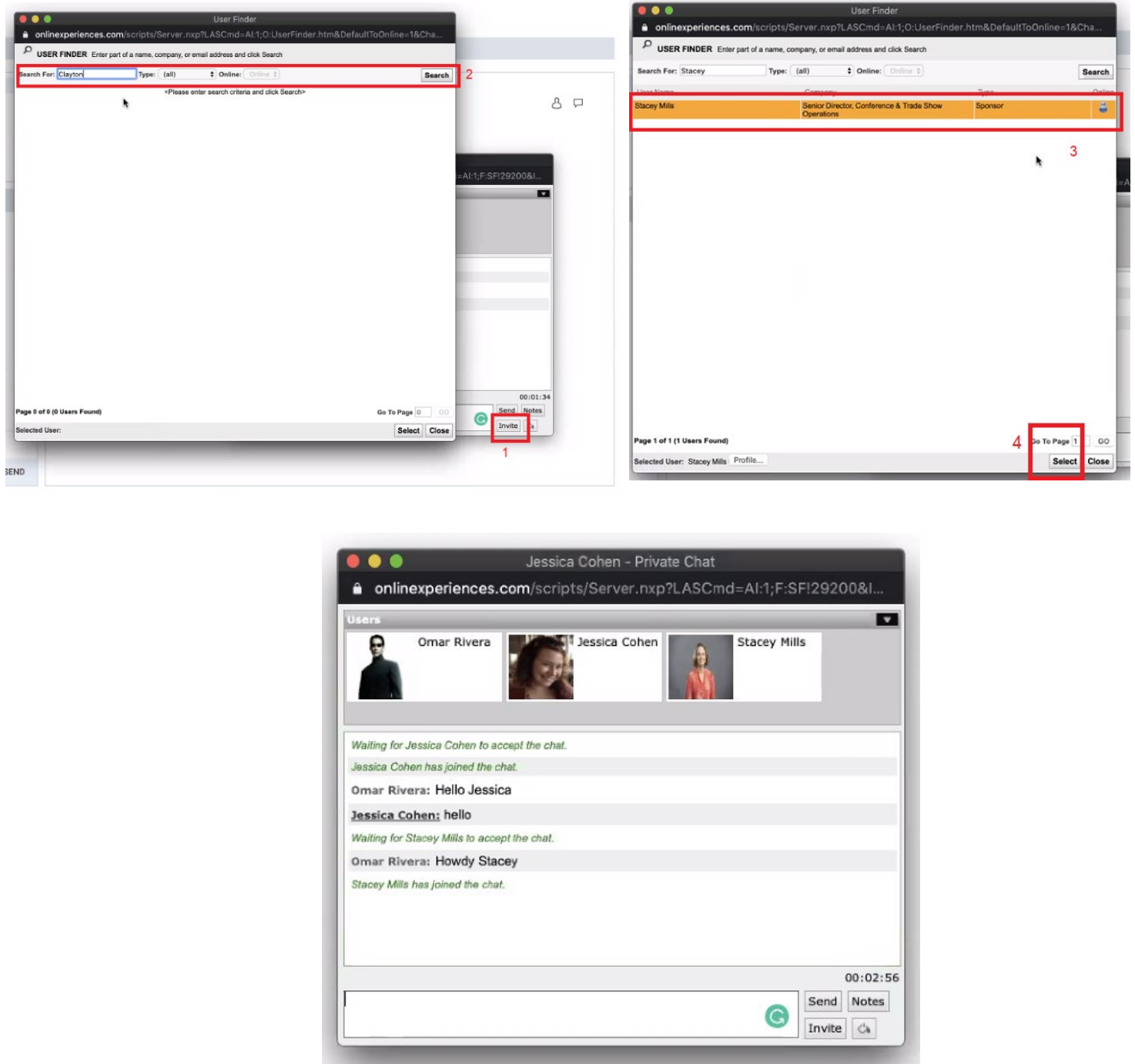


Adding Related Personnel To Your Private Chat 将相关人员添加到您的私人聊天中

If a booth staffer is in a private chat with an attendee and wish to invite the other staffer into the private chat conversation, follow the below steps.

如果展位代表正在与与会者进行私人聊天，并且希望邀请其他人员加入私人聊天对话，请按照以下步骤操作：

1. Click the “Invite” button in your private chat 点击私人聊天中的“Invite”按钮
2. Search for the person that you wish to be added into the conversation. Only users who are online in the environment can be searched. 搜索您希望添加到对话中的人。只有在环境中在线的用户才可以被搜索。
3. Click on the respective person and click “Select”. 单击相应人员，然后单击“Select”。
4. The person will appear in your private chat. 此人将出现在您的私人聊天中。



Referring your private chat attendee to another booth representative 将您的私人聊天参与者推荐给其他展位代表处理

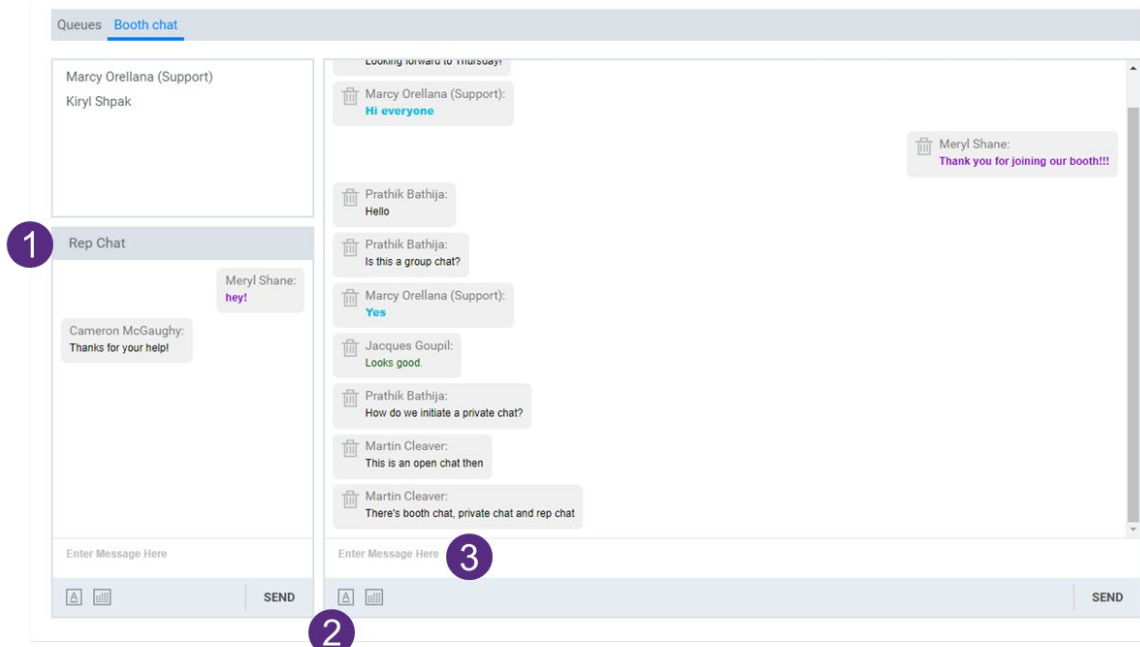
If a booth staffer is in a private chat with an attendee and wish to defer another staffer to handle the conversation, they should invite the other staffer into the private chat, then leave the conversation after the new staffer has arrived.

如果展位代表正在与与会者进行私人聊天，并希望另一个展位代表处理参观者的疑问，则他们可以邀请其他展位代表进入私人聊天，然后在新展位代表到达后离开对话。

Booth Group Chat 展位聊天

The Booth Chat Tab allows you to participate in your booth's Group Chat. All conversation in the Group Chat is visible to all attendees and booth staff that are in the booth.

“展位聊天”标签可让您参与展位的群聊。聊天室中的所有与会者和展位代表都可以看到“Group Chat 群聊”中的所有对话。



1. You still have access to your STAFF Booth Rep Chat 您仍然可以访问展位代表聊天室
2. Update your font, color and size by clicking on the A under the message area. This will make your chats stand out. 通过单击信息区域下的『A』按钮以更新您的字体、颜色和大小
3. Type any group chat messages and click send 键入任何群聊消息，然后单击发送
4. Booth staff will have the ability to delete messages deemed inappropriate that appears within your booth group chat by clicking the trash icon located next to every message. 展位代表可以通过单击每条消息旁边的垃圾桶图标删除在您的展位群聊中显示的不当信息。

Chat and Communication Tips 聊天和交流技巧

Engaging with Attendees 与会者互动

- When you begin chatting with a user privately, try opening the conversation with an open-ended question like “How are you enjoying the event so far?” 当您开始与展位内的与会者私下聊天时，请尝试以一个开放式问题作出发点 - 例如“到目前为止您享受这次活动？”。
- If you start with a yes/no question like “Can I help you?” and they say no, it can be hard to move on from there 避免以是/否的问题开始跟与会者沟通 - 例如“我可以帮到您吗？”如果他们说否，您将很难继续交流并推广你的产品
- Be proactive – don't just wait for attendees to reach out to you 主动联系展位内的与会者—不要只等参加者与您联系
- Familiarize yourself with the content in your booth so you can answer questions about it 熟悉展位中的内容，以便您回答有关它的所有问题

Using the Booth Rep Interface 使用聊天系统界面

- Make sure to upload a profile picture. It makes a difference to attendees when they can see your face. 确保你已更新您的个人资料图片。与会者更加倾向于与有照片的参展商交流。
- Update your font face and color. Make your chats stand out and easy to read in the group chat. 更新您的字体和颜色，令您的信息并易于在群组聊天中显示。
- When responding to someone in the group chat, start your answer with @theirname. It can be hard to track conversations in the chat when a lot of people are participating. 在群聊中回复某人时，我们建议您以"@某人名称"开头。
- Assign different roles to your booth representatives. You can some staff to monitor and interact with guests on the group chat function and some ready to take in-depth discussion in private chats. 为您的展位代表分配不同的角色。您可以让一些展位代表在群聊功能上监察并客人并与之互动，也可以让一些员工准备在私人聊天中进行深入的讨论。

Help 咨询台

If you need help at any time during the live event, please click on the Help Desk in the top navigation and live staff will be available to assist you.

如果在活动期间需要协助，请单击顶部导航栏中的“咨询台”，现场人员将为您提供协助。

