

VIRTUAL VENDOR FAIR

CREATE A FACEBOOK GROUP

- Give it a catchy name (i.e. “Online Shopping Extravaganza” or “Sip n’ Shop in your PJs”).
- Use a cool cover photo to represent your event.

INVITE VENDORS

- At first, only invite the vendors and make them administrator of the Facebook group.
- Only administrators can post in the group.
- Guests can comment on a post but cannot post on their own.

INVITE GUESTS

- Vendors invite their friends, family and customers.
- Vendors talk to their close friends and family about the event in person on the phone.
- It is important that all vendors invite their customers as we are all helping each other.
- It may take a couple of days for people to accept the invite (talk to your friends about it).

CREATE A SCHEDULE

- It is important to have a schedule with the vendors presenting at different times so that we can reach people with different work schedule.
- Schedule vendors with 2 to 3 hours in between so that each vendor has their time at the top of the group’s feed.

FACEBOOK POSTS

- Wait a few days before actually starting the event so that more people have joined the group.
- Post a few pictures and notices such as “Can't wait!” or a cool picture with “Stay tuned...”.
- On the first day, the vendors introduce themselves and their product by using with a message, pictures or a video (their choice).

TIP: Don’t just say your name. Talk about yourself a little so that people connect with you.

- Make creative posts to engage people (use live videos and try to be funny, yet professional).
- Short video clips keep the attention of the customer.
- Organize your posts. What will you talk about on each day?
- You can record your posts and schedule them, so they are automatically published.

CLOSING THE FAIR

- Thank everyone who attended.
- Explain how you can order your products.

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EXAMPLE OF A SCHEDULE

TIME	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:30 AM	Invites: Hype up!	Introductions: Us and our products	Julie (Tocara)	Beth	Leoni	Kathie	Mia	Lynne	Closing
11 AM			Lynne (Rodan & Field)	Julie	Beth	Leoni	Kathie	Mia	
1:30 PM			Mia (Thirty-One)	Lynne	Julie	Beth	Leoni	Kathie	
4 PM			Kathie (Norwex)	Mia	Lynne	Julie	Beth	Leoni	
6:30 PM			Leoni (Epicure)	Kathie	Mia	Lynne	Julie	Beth	
9 PM			Beth (Scentsy)	Leoni	Kathie	Mia	Lynne	Julie	

INSTRUCTIONS EXAMPLE TO GIVE TO THE VENDORS

FRIDAY: Invite your friends and family. Not everyone will accept right away which is why we won't start the real schedule until Sunday.

- You can re-send and send reminders to the invites.
- We can each send a hype up message.
- I will send a note as to what this is all about.

SATURDAY: We all introduce ourselves at our leisure using a message, video or pictures (your choice). We can also send a picture and a brief description of our product. **So, two posts each on Saturday.** Do not send a post too close in time to someone else, as their post will not stay on top of the feed long enough. I will send hype up pics for what is to come as well.

SUNDAY TO FRIDAY: Stick to the schedule. You can record your posts and organize what you are going to say and the pictures you will post so that you are all ready when your time comes. Try to go on in the first half hour of your time so that your post will be at the top of the feed for 2 hours. Don't forget to post your pictures in your album so that people can find them easily.

- FYI, there is a feature to schedule your posts at a certain time, so they are automatically published.
- Please respect the time slot you are allotted.
- Please support each other by posting a picture or by writing something about each of the other vendors (i.e. I will post a picture of myself with my Thirty One bags).

CLOSING: Thank the people who attended and explain how to order your products. We can discuss if we need to make a schedule.

FINAL WORDS: This fair has great potential to expand our businesses! Let's invite as many people as we can. Remember to talk it up to your friends and family and sound really excited about it. You will have to re invite some people. Please do so.