



**Different
Choices 2022**
September 24, 2022

Setting Up Your Different Choices Booth on the Brazen Platform

If you would rather see these instructions on the [differentchoices.org](https://www.differentchoices.org) website, click here: <https://www.differentchoices.org/exhibitor-playbook/>

Schools for Children-Different Choices is using the [Brazen event platform](#). The platform allows you to manage your own booth and chat schedule during the fair, download reports after the fair, and get help when you need it.

See what the user experience is like for visitors to the [Brazen booth expo](#).

Setting Up Your Booth

Recommended browsers are the latest versions of Chrome or Safari. Microsoft Edge is incompatible.

Registering and Login

- 1.** When you register to become an Exhibitor and fill out our Exhibitor Form, Different Choices, a project of Schools for Children will use that information to create your booth framework in Brazen. Once we do, **Brazen will automatically email you** – and everyone you’ve instructed us to include in your booth – to inform you that your email has been assigned to a booth.
- 2. Click the large aqua-colored “Log In and Build your Booth” button in the email from Brazen** (sample Brazen email below)
- 3)** The link from the email SHOULD take you to the Set Password page (*image of page below*) where you should enter your own email address (*use the one the Brazen email was sent to*) and create a password to establish your **personal** Brazen Account. This



Hi there,

You have been added as a booth owner for the Test Event: Test Expo Event to be held on Wednesday, April 6 at 4:00PM EDT. This means you are responsible for customizing your booth and assigning at least one representative to chat with participants during the online session.

In order to get started, a user account has been created for you using this email address. You will be asked to set a password for your account. Once you set a password, you can start setting up your booth. Don't worry - training videos and help resources are provided below.

[Log In and Build Your Booth](#)

Booth Owner Instructions and Training: We encourage you to review these [training resources](#) for help building your booth.

Representative Training: We encourage your representatives to view this [Representative Training Video](#) (Representatives you assign will also receive an automatic email with more instructions.)

Best Practices: Help your team fully prepare for the online session by reviewing this [Best Practices Article](#).

Need help? Additional FAQ's and tips can be found on Brazen's [Help Center](#).

For urgent assistance with the Brazen platform, please contact repsupport@brazen.com. For any questions regarding this specific session, please contact your account administrator.

Happy chatting!

registers you within the overall Brazen site. Each team member needs their own Brazen Account to access the Booth.

Set Password

New Password *

Passwords must be at least 8 characters in length and includes at least three of the following character classes:

- a. Uppercase letters (e.g. A-Z)
- b. Lowercase letters (e.g. a-z)
- c. Digits (e.g. 0-9)
- d. Special characters (e.g. #, %, \$, !, &)

Confirm Password *

[SAVE](#)

Need support? Visit support.brazenconnect.com.

***If you do not get to the above page and the link takes you instead to the general login page (not typical behavior but it sometimes happens), you will need to enter your email address and click “forgot password” to create your password instead.**

Arranging Your Booth

After you log in, across the top of your set up page you will see 4 tabs:

- SETTINGS
- CONTENT
- REPRESENTATIVES
- OPPORTUNITIES

1) SETTINGS

You will **enter on the SETTINGS page**. Here, you add basic information about your organization.

Your booth type is by default set to text, audio and video chat options. If you want us to change that (for example if you only want text options), let us know and we'll change that.

Skip "tags": We'll take care of this feature for you.

Save and preview your work often.

2) CONTENT

Click on the content tab.

A. CONTENT HOME is your homepage. You cannot change the name of this tab.

This is what visitors see after they click on your booth logo in the lobby of the event. We recommend that you include the following on this page:

- A short welcome message
- A schedule for your live "office hours"

B. CONTENT OPPORTUNITIES (on the CONTENT page – not the Opportunities in the top of the page). Rename it whatever you want.

You should change the Opportunities tab name to whatever suits you.

C. CUSTOM TAB. Rename it whatever you want.

Our recommendations for what you can do with the Content Opportunities and Content Custom Tab:

- **About Us** – Describe your program and include links to your videos, images, pdfs or other content.
- **Chat Times** – List the times you'll be available to chat.

- **Accommodations** – Add a description of disability support services relevant to our audience.
- **Testimonials** – Enter quotations and testimonials. You also can add videos here.

ALSO – Each of these three CONTENT tabs has space for some short overlay text in the header image. That text can't be longer than 35 characters. **You can enter text or you can also just leave this blank and do not need to add any text there.**

Save and preview your work often.

3) REPRESENTATIVES

Please enter the name and email address for the person who will be representing your organization during the fair. This may be a different person from you, the booth owner. Or it can be the same people. You must enter a representative so attendees will know who they are engaging with.

Under Drop off notes, please enter an email address where attendees can contact you should they be unable to attend or chat within the event. It can be your email or an info@ – it's up to you. The actual email address will not be visible to event participants, but messages will be forwarded from the Brazen platform.

Save and preview your work often.

4) OPPORTUNITIES (ignore this tab)

PLEASE IGNORE THE OPPORTUNITIES TAB IN THE TOP NAV. This feature is not enabled for us. It is built into the Brazen Platform and not relevant to us.

And now ... your virtual booth is set up!

Feel free to make as many changes as you like to your booth until the event! To get back into the site, you can always go to the Control Center:

<http://app.brazenconnect.com/cc/home>

We can help you make changes if you are having trouble. Just please give us a 24-hour turnaround time.

Live Booth Events

Live Chat is available to all booths. Live Video Broadcasts are extra and need to be coordinated in conjunction with Different Choices/Schools for Children.

Live Chat

Planning for Live Chat

Think of a live chat like “office hours.” During your live chat, your representatives can connect 1-on-1 with attendees to meet them, answer their questions and suggest next steps. Put your live chat office hours in the description on your homepage.

Here are some Brazen videos that can help with understanding live chat management:

- [Troubleshooting Audio & Video Requirements](#)
- [Product Video Tour](#)
- [Brazen Overview for Representatives](#)
- [Representative Guide](#)

Live Video Broadcast

Live Video Broadcast Info Sessions are special events where you can present to the entire fair at a specific time. There is an extra fee for this service so that we can provide you with support. If you did not book a live broadcast option when booking a booth, and you would now like to, please let us know ASAP. **Availability is limited.**

Here’s a Brazen video about their Live Broadcast function:

- [Host or Present in a BrazenLive Broadcast](#)

Each session can be a maximum of 15 minutes. We encourage you to host a chat immediately after in your booth. When you book a live video broadcast info session, you will have the opportunity to schedule two slots. We STRONGLY recommend you book both slots so attendees will have options.

Info sessions should be tailored to the audience and include time for some questions. We recommend you offer chat time immediately after the live info session.

Other Features

Recommended browsers are the latest versions of Chrome or Safari. Microsoft Edge is incompatible.

Promotions

We will share your participation info in social media, in our marketing efforts, and on our website. We expect that you will also play a role in promoting Different Choices and your participation to interested inquiries, and through peer networks, social media, and email marketing.

Let HS counselors and consultants you work with know you are participating. Because this event is free—anyone can join in.

****We request that you make 4 posts on Instagram+Facebook in September before Sept 24, that include mention of this event.** Please include our link—differentchoices.org. We'll send occasional reminders about this.

Support

Brazen Support – To visit the BrazenU online support library and its many guidance videos for how to use Brazen, [click here](#). You can also use the Brazen chat for platform support—just click on the chat box in the lower left of any page when you are logged in to the Brazen platform. This is the fastest way to get support.

Different Choices Support – If you have a question about the Fair or content, you can also send us a message directly to your Different Choices team at support@differentchoices.org, and we'll get back to you ASAP.

Reports

Booth Owners can log in to [Brazen Control Center](#) and click "Edit" next to their booth to view the reports page and access the Downloads tab. Booth Owners can access this Downloads tab at any time before and after the event.

The Downloads tab features four reports:

- **[Booth Engagement Reports \(CSV\)](#)**: This report includes booth participant behaviors and movements within a booth, providing Booth Owners visibility and

context that could help drive event & booth content strategies to maximize Attendee engagement.

- **Booth Owner Event Participants (CSV):** A list of all registrants for the event (email address, first and last name) as well as their answers to registration questions.
- **Participant Registration Documents (.zip):** A zip archive of all embedded documents uploaded by event registrants.
- **Representative Ratings Reports (CSV):** A complete list of chats that representatives had in the booth, and the rating assigned to those chats by the representative.

View [exhibitor terms and conditions](#) on our website.