How to....
Room Builder
+
Content Creation
Getting Started

This “How to” document will guide you through the Room or Booth Builder Process which includes: Updating/changing room settings, uploading content.
WHAT YOU WILL NEED TO GET STARTED

1. Your Control Panel login URL, a username & password.
2. All content items and files.
3. The virtual room (or booth) where you want to place content.

THE STEPS TO BUILDING YOUR BOOTH

STEP 1: Logging into the Control Panel
STEP 2: Uploading content in the Content Library
STEP 3: Working with Elements within your room/booth
STEP 4: Placing content in the Virtual Room
STEP 5: Managing the Extras tab
STEP 1 - UPLOADING CONTENT TO THE CONTENT LIBRARY
Control Panel

Welcome to the Virtual Experience Platform Control Panel

Using the Control Panel you can control all aspects of your Virtual Site, from who may access it, to what kinds of content, virtual rooms and spaces it will contain, to how you will drive traffic to certain areas through promotions and e-mailings. After your Virtual Site has launched, you can even track user behavior and the performance of certain areas and content. Please choose an option from the dashboard below to get started!

Content Library
In this area, you may create, edit, and manage content items and library.

Virtual Rooms
In this area, you may create, edit and manage Virtual Rooms.

Chat Sessions
In this area you may create chat sessions which may take place in certain areas or during presentations.

Tracking & Metrics
In this area, you may track user behavior and performance of content and areas of the Virtual Site.

Surveys
In this area, you may create surveys which may be presented to users in different areas of the Virtual site.

Help
Click here to contact us with questions about the Control Panel.
Add a New Content Item
Content Title is the **INTERNAL** title that you will see in your reporting.

Display Name is the **EXTERNAL** title that your audience see in the Virtual Environment.

If you don’t want the audience to be able to search and find your content item, tick the Not Searchable box.

The Description will be displayed under the Display Name in the listings of Content items.

Tick the localization you are using and the Entitlement you want to assign the content item to. (even if there is only one box for each Localization and Entitlement)

The Tag system allow you to assign keywords to your VIDEO content (this only works with video content type). Related content items are displayed next to the video item whilst playing.

Different content types have different formats and use cases. Check next slides
Content Types

Different content types have different formats and use cases.

- **Audio** = Audio file that plays in the environment
- **Download** = Any file that can be downloaded by the attendee (you must upload the file into our system)
- **Link** = Link to a website
- **Video** = Video file that plays in the environment
- **Webinar** = Link to a webinar platform
- **Moderated Chat Session** = Opens up a moderated chat session (requires the moderated chat to be setup beforehand)
- **HTML window** = Opens an iFrame with HTML code
Audio can be added to the environment by either uploading it directly or by using and embed code ("YouTube" "Vimeo" "Ustream.tv" audio).

Click on the browse button to browse the content item, then click "Upload".
**Content Types - Download**

1. Browse to the content item for upload, click on that item, and then click Open in the lower left corner of the content doc screen.

2. Now your document appears for upload, Click UPLOAD, the icon will change and the uploading progress will appear.

3. Once the file is uploaded the uploading progress icon will change for “Uploaded”

Proceed to the next step.
1. Add the URL link

2. Specify how the link opens:
   - Normal = in a new tab (window)
   - iFrame = inside the virtual environment

**TIP**: Not all webpages allow you to link to their content within an iFrame (i.e., Facebook, LinkedIn, and all HTTP websites block this functionality). Choose the appropriate method for the content you are sharing (website = Normal (new tab), PDF document = iFrame) and test to confirm the intended functionality.
Content Types - Video

For embed videos (YouTube, Vimeo, Ustream.tv) To embed a YouTube video you go the video, click >SHARE and then >EMBED. Copy-paste the code.

You may upload a thumbnail image to represent the video clip: .jpg 165x84

Click on the browse button to browse the content item, then click ‘Upload’

Accepted formats: Quicktime, MP4, WMV etc, our preferred format is H264 for MP4 and 604x340 window size encoded at 500kbit.
Content Types – HTML Window

The HTML content item opens up an iFrame within the virtual environment.

You can apply the HTML code or a link to an HTML page.
Content Types - Target

The "Target" is how a content item opens: in an iFrame (within the VE) or Normal (in a new tab). You can set the size of the iFrame OR leave the fields blank for “auto-sizing”

- Audio = iFrame or Normal
- Download = ONLY PDFs will open in an iFrame, everything else must be set to Normal – this will initiate a download to the users desktop.
- Link = Normal (Not all links will open in IFrame)
- Video = iFrame or Normal
- Webinar = Some platforms such as Webex, GoToMeeting requires the webinar to open up in a separate tab (window).

Note: Be sure to test your content item and the target you selected to ensure functionality on the attendee side.
Submit Your Content Item!

Once you have completed all the information, click SUBMIT at the bottom of the page to save your changes to the system.

The content item should be displayed within the Content Library.

Enter keywords that you would like to associate with this piece of content. Using words which appear in the Preferences Tags list can make your content more likely to show up in a user's content recommendations. Separate keywords with a line return.

Choose Preference Tags

Cancel  Submit
Searching Content

To find an existing content item, use the search and filter function at the top of the Content Library page.
Editing a Content

Click on the pencil to edit any content items.
STEP 2 –
BUILD THE BOOTH (ROOM)
  ○ Assign elements
  ○ Edit the template
To access the Virtual Room(s):
Click on Virtual Rooms from main menu or on the left navigation pane.
Adding or Editing a Booth

Once you have created your booth. You will see it listed in here.

Click on Add Virtual Room, to create your booth

Click on Edit next to the room, to Edit your booth.
To set up a new room:

Select the Room Type

Give the room a name, a description and a location key.

Choose the Language.

Be sure to set your room to “Active” for it to be seen in the environment.

Click the “next” button at the bottom of the page.
Select the Room Template

- Select an existing template or
- Upload your own.

Click “Create Booth”
The Virtual Room will be displayed. From here you can:

1. Filter Elements
2. Manage the Template
3. View/change the Settings & Extras
4. Save your work
Editing Templates

To edit the template - click on manage template > edit template

Here you can add/remove elements (graphic image, doorway link, info card, content window, rotating banner, booth logo, click action)

Click Manage Template > Change Template to Change the background image.

Remember to save your work!
Elements

There are 7 types of Elements within the Room Builder

1. **Graphic Image**: Following the recommended size, Graphic image will allow you to upload and display a graphic image within your room.

2. **Doorway Link** is a link to another room in the environment, list will depend on the amount of rooms you have available
Elements

3. **Info Card**: A click state that will opens a list of Room Reps

4. **Content window**: A click state that opens a list of content items
Elements

5. Rotating Banner: Same as a Graphic Image; option to rotate between multiple images and to specify time-codes to display specific images

6. Booth Logo: The logo at the top of the booth; also shown as a thumbnail in some Exhibit Hall views
7. **Click Action**: A single, click action (access to a URL, content item, video, etc.)
Editing Templates – Adding Elements

1. On the Element Menu bar – click on the element item you want to add and drag it to the desired position in the room.

Drag a corner of the element to resize the element window.

Repeat until all desired elements have been added. **Note** – elements can be grouped together such as a graphic image with a content window or click action over the top.
**Editing Templates – Resizing Elements**

**Option 1** - click on the element (the white boxes indicate the item is selected) Drag the corner of the element to resize the element window.

**Option 2** - Manually enter the size of the element by clicking element to select it, click on “properties” in the upper left corner and manually enter the height and width for the element. Click OK.

**Virtual Builder**: Manage Room Elements for Booth
Editing Templates – Save Your Work!

Once you have placed all the elements and sized them accordingly, click SAVE.
STEP 3 – BUILD THE BOOTH (ROOM)
   ○ Assign Content in the Virtual Room
Assigning Content

Assign graphics, content, logos, links, etc.  
Click on Elements and edit each element by clicking on it’s box.

Tip: All content must be added to the Content Library in Control Panel prior adding it to the Virtual Room.
1. Name the Content Window
2. Add a Category
3. Add the Content, when adding the content select the Category of the Content
4. Click on the checkbox to select the items you want to include.
5. Click Add Selected Content
6. Click OK

After that it will take you back on the “virtual builder” screen.
Content Setting – Click Actions

1. Give the Action a Name
2. Assign the Action: Link to location, content item, etc.
3. Click OK

You will be returned to the main “virtual builder” screen.
Continue assigning activities to the elements

When you are done:
1. Click Save*
2. Click OK on the Success Pop up

Close this page
STEP 4 –
BUILD THE BOOTH (ROOM)
○ Extras
To manage Extras click on Extras in the upper right corner of the screen.

Depending on the allowed features, items displayed in this example may not appear within your room.
Extras

Intro Videos will pop up the first time an attendee enter your booth.

To add an intro video, you will have to add the video in the Content Library first.
Extras

If the Room or Booth will have a dedicated Representative, you can enable an info card with pertinent details.

Check ‘Enable Doorbell’ if you want to receive a doorbell sound each time an attendee visit your booth.
Extras

To include a Rep Dashboard select the features to include.

Click customize to customize the Rep Checklist information.
Extras

If this feature is enabled, Room Reps can be added by uploading the .CSV template provided or by entering emails directly in the "Direct Input".

Note – emails must be entered in all lowercase.
Create a public chat for the room. *Typically only one public chat is assigned to each room/booth.*
HOW WILL IT LOOK?
How Will it Look?

Public Chat

Info Card

Content Windows or Click actions
How Will it Look?

When a user clicks on a content screen a content window will appear, listing all the content items assigned to this screen. In addition to the content items, specific titles and descriptions can be added.
How Will it look?

Click Action will display one item. One action (video plays, link to room, link to website) happens with the user clicks.

When a user clicks on a Click Action, a single action takes place. This could be playing a video, opening a single document or a survey, or opening a link to a website.
Please reach out to your 6Connex Project Manager or ClientCare@6connex.com with any questions.