USING DISCORD
F O R   R E T A I L E R S

The main gathering place of the event is our Discord server. Our server is going to be the launching off point for all of our events, demos, panels, and more. If you're not familiar with Discord, we also recommend looking at the basic guide and watching the video for discord basics which is designed for all attendees of the event.
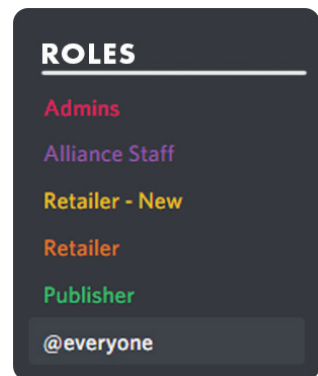
WHY DISCORD?
Discord is a very versatile platform that allows for text interaction between retailers and publishers as well as video and voice. The platform is very robust and once one gets the hang of it, very intuitive and easy to use. The server has been set up in a way to help exhibitors and retailers engage and work together to find ways to help each other.

ROLES & BADGES
Just like a real convention the people populating the server will have badges. These badges are called roles and are displayed as different colors. Attendee and Exhibitor names will show up in these colors so you can easily identify them. *(see chart to right)*

ROLES
- Admins
- Alliance Staff
- Retailer - New
- Retailer
- Publisher
- @everyone

CHANNELS AND CATEGORIES
There are many areas in the Discord we are calling channels. These all refer to the Text and Voice channels and are grouped into Categories. Those categories help organize what attendees can find and where to find it. At the top of every Category there will be an INFO channel that will describe how the channels are used in that particular category.

TEXT channels all have a # sign in front of them. Some channels like the info and the FAQ channels will be read-only and are there to be information only.

VOICE channels allow for a microphone and video to be shared. Only enter channels as allowed and please mute the microphone during presentations. This icon/control can be found in the App on the lower left side.

GETTING COMFORTABLE
One of the advantages of Discord is the ability to be in many places at once. A person can be monitoring a channel while doing many other things at the same time. Exhibitors can pin answers, links, and documents directly into their Discord channels making them a great resource for attendees. Keep an eye, in particular, on the #Alliance-Announcements and #Events-Schedule channels to keep informed.

CHANNEL PINS
Exhibitors will pin important information in their text channels in the Exhibit hall. Be sure to check them by clicking on the Push Pin icon in the top of the APP. This will show links and important information.

EVENTS
Some events will be streamed on YouTube. For these events, people who want to interact and ask questions, will need to have a YouTube account. Events like the workshops, will be streamed in channels on Discord. Check into those channels during the time and there will be an associated Text channel for questions. Questions can also be directed to the publisher in their booth and can be answered after the event. Stay up to date and check the schedule channel for the times and locations for each event.

STILL NEED GUIDANCE?
Please find the video we have created to explain these features and walk through setup a little bit more in depth. We will send the link to the video in the email attendee package along with the links for joining the Discord. Please only share these things with the direct staff who will be involved in the process.