

# SILENT AUCTION

## FACT SHEET

**Proven to raise more money than paper-based bidding, IML's Silent Auction software enables guests at fundraising events to bid on items without having to leave their seats.**

IML's Silent Auction software is extremely easy to use.

Guests simply enter their bids into an IML keypad and the screen instantly informs them if their bid has been successful.

Keypad screens constantly update guests with the current highest bids, generating competitive bidding that increases the value of the lots.

### **MAXIMISE FUNDRAISING**

The immediacy of Silent Auction software has been proven to create a competitive atmosphere among guests who are able to re-bid on items immediately. The system is convenient and discreet - guests do not have to leave their seats and can continue to bid throughout the event.

### **IDENTIFIED OR ANONYMOUS**

Bid updates can be anonymous or identified. During an identified bidding process, the handset informs guests of the current highest bid and the name of the bidder who placed it. If anonymity is required, the system can withhold bidder identities from other users, while still allowing the event organisers to track the highest bids.

### **DISPLAYING BID UPDATES**

Guests are updated with the current highest bid on their keypads, creating a competitive atmosphere and promoting more bidding activity. In addition, IML can design bid update slides to be projected onto the main display screens.

Bid update slides can be branded with company and sponsors' logos and will also feature the name and description of each lot, alongside the fundraising total.

### **PLEDGES**

Some of your guests may be unsuccessful in their bid to win auction lots but may still wish to donate money to the charity. This can be done quickly and easily using the Pledge function.

Guests wanting to pledge money simply select the 'Pledge' lot number and then key in the amount they would like to donate.

The total amount pledged by guests can also be displayed on the main screen.

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**"A big thank you to your producer for his support on the night. Your audience response system made everything so simple and we are delighted with the results. You were calm and professional and we hope you will come back next year to support HeartKids. I think you guys did a terrific job!"**

Executive Manager, HeartKids NSW

**I would recommend IML and their services to all event Co-ordinators organising silent auctions. Their service provided us with superior silent auction technology that increased our guest bidding activity. The bidding system and Communicator keypads were extremely user-friendly, and the service support for training both our event team and our volunteers was fantastic. IML provided a service that was not only professional and simple, but also one that has increased the event fundraising potential: The most vital factor for any non-for-profit organisation!!"**

Event Co-ordinator, Posh Auction, The Cancer Council of NSW



Picture courtesy of the National Portrait Gallery  
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## STAGE 1

Guests insert their personal Smartcard into a keypad and enter the lot number they would like to bid on.



## STAGE 2

The keypad automatically tells guests the current highest bid for the lot and whether it is held by them or another bidder.



## STAGE 3

Guests enter the amount they want to bid.



## STAGE 4

The keypad instantly informs guests if they hold the highest bid and will update them if they are outbid.

