

Go— PopUp



How to present **Step**
an **Online Pop-Up** **by step.**

Payment completed successfully!

Here you have a summary of your Online Pop-Up Store:

- **Brand registration/Login:** maria.pitarch@gopopup.com
- **Pop-up Title:** Presentation of products
- **Brief Description:** Presentation of our newest product
- **Long Description:**

Our priority is to adjust, as much as we can, to the current situation. We want to support you and your business, so we are offering the possibility to host an online pop-up.

We think in this moment of isolation, it is crucial to use alternative ways to keep in contact with your community.

The internet gives us the possibility to rekindle the relationships with our customers, offering an alternative touchpoint.

- **Uploaded photo:**



- **Date/s and time/s:** 21/04/2020 04h
- **Social Media accounts:**
Facebook: <https://www.gopopup.com/en/products/onlinepopupstore>
- **Name and email of brand representative:** Maria (help@gopopup.com)

You will receive an email with the link to the online pop-up space.

If you have any doubt, you can always get in contact with help@gopopup.com

You have just created your **Online Pop-Up session.**

Once approved, a confirmation mail will be sent to you with the link to your **Online Pop-Up page.**

Set up an alarm for sharing your Pop-Up in your **Social Networks.**

The screenshot shows the Go—PopUp dashboard. The navigation bar at the top is dark grey and contains several tabs: Dashboard, Messages, Your Spaces, Bookings, Online Pop-Ups (highlighted with a pink box), My Wishlist, Account, Profile, and Logout. In the top right corner, there is a notification bell icon (also in a pink box) and a menu icon. Below the navigation bar, the main content area is titled 'Online Pop-Ups'. It features a table with the following data:

Pop-Up Title	Brand	Day	Status	Event accessibility	
xxx	test mail	08/05/2020 11:00h	Pending	public	View
xxx	test	05/05/2020 03:20h	Pending	invitation	View
Pop-Up test	Go-Pop-Up	05/05/2020 03:00h	Aproved	public	View
Functionalities test	Test	24/04/2020 04:00h	Aproved	invitation	View
test	test	29/04/2020 12:00h	Aproved	invitation	View

Log in to your Go—PopUp account and click on the tab **Online Pop-Ups** in the grey bar.

This is a dashboard of all your planned Online Pop-Ups and their status.

If published, click on **"View"** to access the Pop-Up page.



Introducing Online Pop-Up Stores by Go—PopUp

**Brand**

Go—PopUp

Website<https://www.gopopup.com/es/products/onlinepopupstore>**Day**

20/04/2020

Time

18:00h CEST

Language

English

Manage Streaming[Open broadcast studio](#)

Clicking on this button will start the streaming session

[Open Public Streaming Page](#)

This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

If you receive an email with a link to your Pop-Up page
Congratulations! - it means you have **created your Online Pop-Up successfully.**

If you haven't received the confirmation email, get in touch with us at help@gopopup.com.

The screenshot shows the Go—PopUp website interface. At the top left is the logo, and at the top right is a 'Login' button with a menu icon. The main header features a large image with a hand holding a sign that says 'Pop-Up Saly's Pop-Up' and another hand holding a blue suitcase. Below this, the text 'Introducing Online Pop-Up Stores by Go—PopUp' is displayed. The main content area is divided into three sections: a tablet showing a video player with a woman and a 'Saly's Pop-Up' sign; a metadata section with fields for Brand, Website, Day, Time, and Language; and a 'Manage Streaming' section with buttons for 'Open broadcast studio' and 'Open Public Streaming Page', along with explanatory text and a contact email.

Brand	Go—PopUp
Website	https://www.gopopup.com/es/products/onlinepopupstore
Day	20/04/2020
Time	18:00h CEST
Language	English

Manage Streaming

Open broadcast studio

Clicking on this button will start the streaming session

Open Public Streaming Page

This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

We will create a page for your Online Pop-Up, using the information you provided to us when filling in the form.

The general information about your Pop-Up.

People want to know about it!



- **Facebook:**
<https://www.facebook.com/gopopup>
- **Instagram:**
<https://www.instagram.com/gopopup>
- **Twitter:**
<https://twitter.com/gopopupcom>
- **Pinterest:**
<https://www.pinterest.es/gopopup/>

Manage Streaming

Open broadcast studio

Clicking on this button will start the streaming session

Open Public Streaming Page

This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

Broadcast box.
From here you will go **“Live!”**

Links to your Social Media channels.
Let future consumers connect!

Pop-Up Explanation

Interactive session for brands interested in organising online pop-up stores, where:

- We will present how online pop-ups work
- We will explain the advantages of this new channel, and why go-PopUp
- Questions and Answers

Estimated duration: 30'

The description of your pop-up.
Be creative, **you are unique!**

Online Pop-Up management

Premium Services Documents Product catalog Social Share Attendees Recordings

No documents yet. Upload your first document or product catalogs here.

Upload a new document

Name

File (only allowed PDF, Excel, Word, JPG and PNG)

Choose File no file selected

Upload new document

Recording management box.

Get your **premium services** here!

You can upload **documents** here!

You can upload your **product catalogue** here

Social media posts.

Let the world know about your Pop-Up!

Participants list.

These are **your fans!**

Online Pop-Up management

Premium Services Documents Product catalog Social Share Attendees Recordings

Available services

 **Premium Service 1**
Example 1
50€ + VAT [+ info](#)

 **Premium Service 3**
Example 3
Price to be requested [+ info](#)

[Go to payment](#)

Contracted services

No contracted services

You can contract our **premium services** in order to make your pop-up more attractive.

Navigate through our options and choose the one that adapts best to your Online Pop-Up. We can help you conduct your session, having an interviewer, moderator or write a script, we can scout a location for recording your pop-up, produce your session using professional equipment, and many more.

Explore them now!

Online Pop-Up management

Documents Products Catalogue Social Share Attendees Recordings

 Document 1 [Delete](#)

Upload a new document

Name

File (only allowed PDF, Excel, Word, JPG and PNG)

no file selected



You can upload documents here such as **product catalogues** or **information about the brand**.

The documents you upload will appear on your Pop-Up page and participants will be able to **download them**.

Online Pop-Up management

Documents Products Catalogue Social Share Attendees Recordings

Products

	Product 1	10,00€	8,00€	Delete
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Product

Description

Original Price

Discounted Price

Link to the product

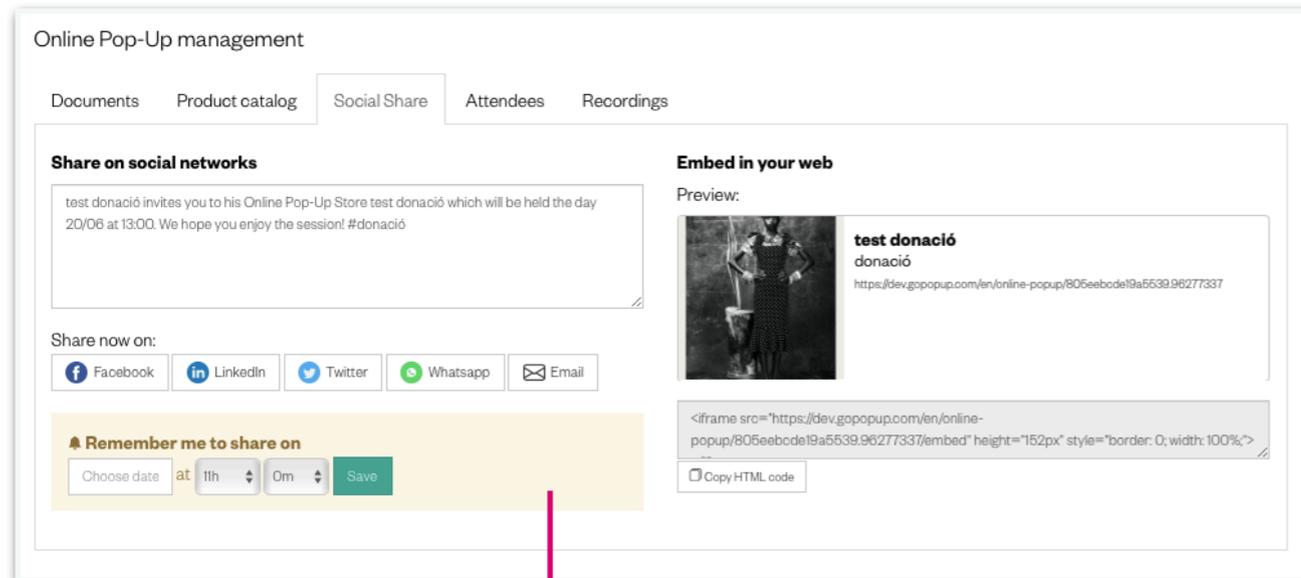
Image

Create Product



You can create here a Product Catalogue, giving a description, the price, the link to the product in your website and a picture.

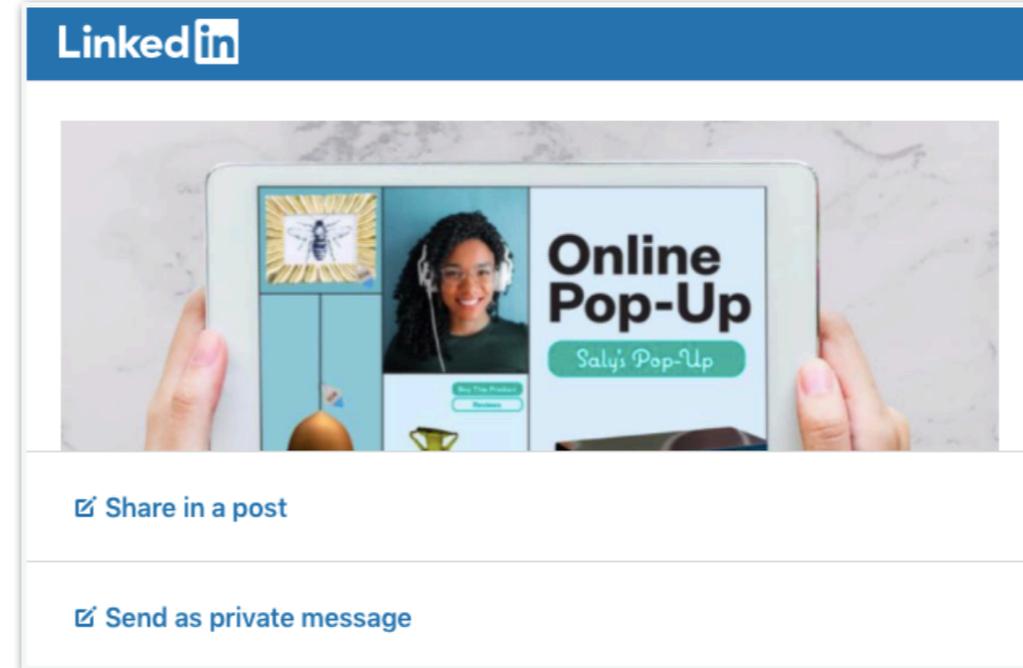
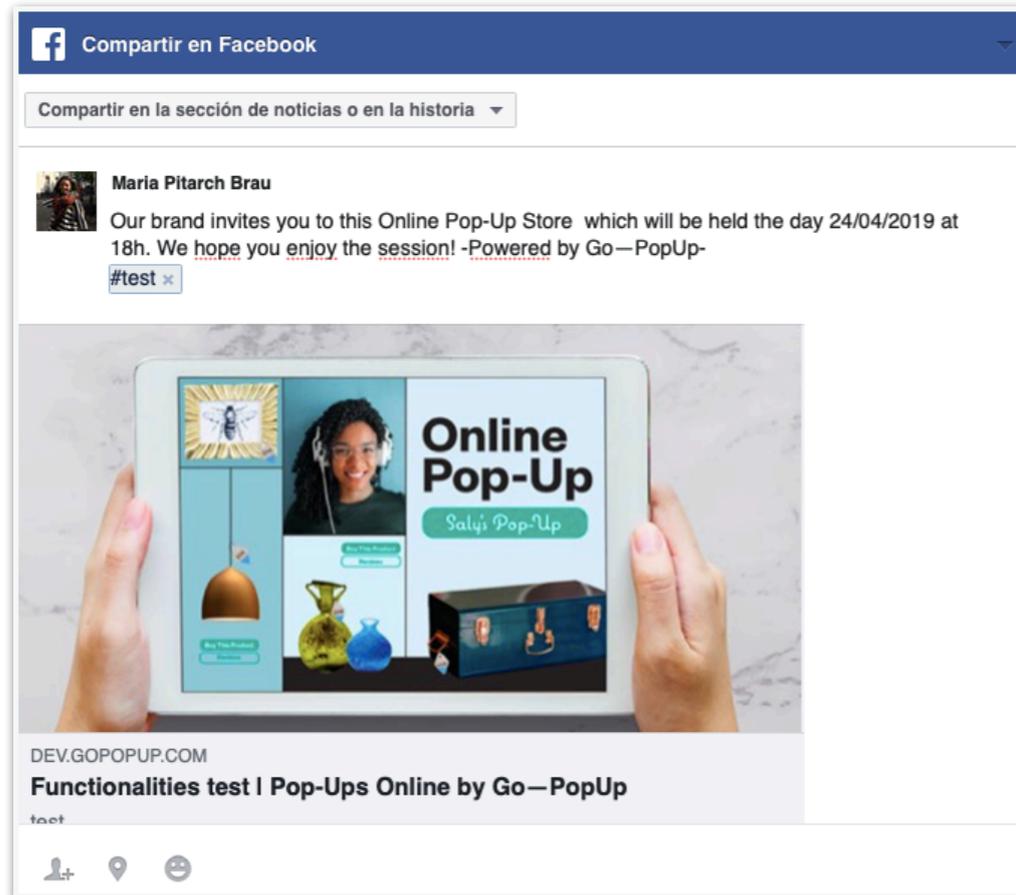
The product catalogue will appear on your streaming page and participants will be able to **consult and buy them in your website**



We generate a predefined text to **share your Pop-Up in Social Media.** Use this text or edit as you please!

Share your post on Facebook, LinkedIn, Twitter and WhatsApp.

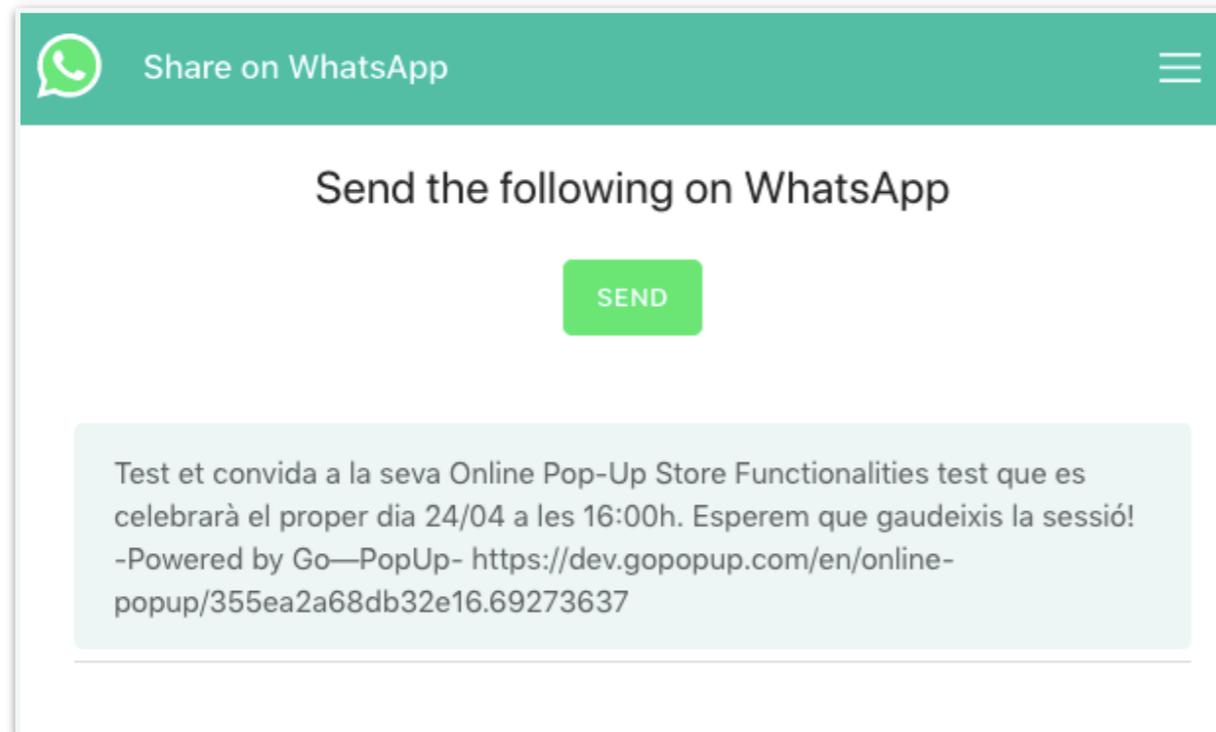
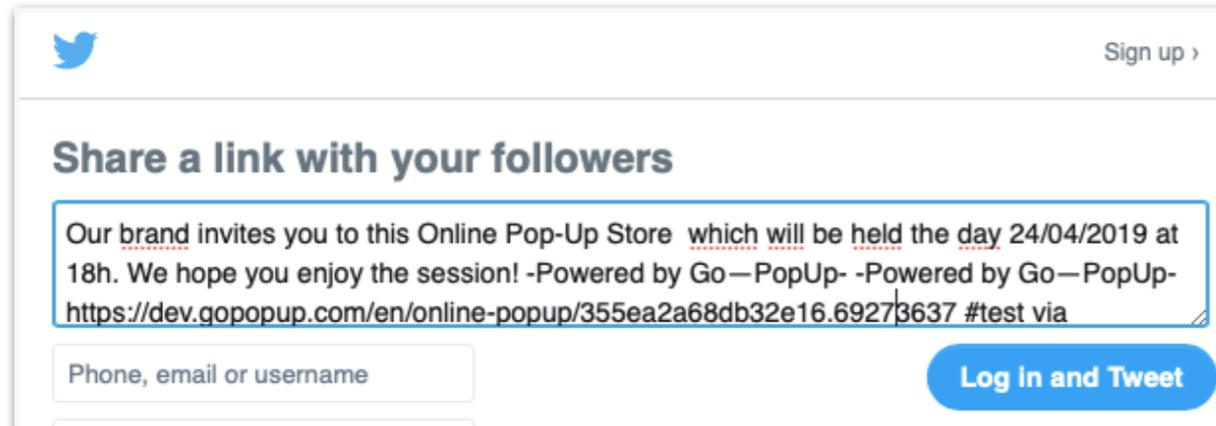
You can also **set up a reminder** to share your post in social media.



Facebook and LinkedIn embed the picture and the link. Simply copy/paste the predefined text into your post and

share!





Twitter and WhatsApp embed all the information: picture, link and predefined text.

Simply share!

Embed in your web

Preview:



```
<iframe src="https://dev.gopopup.com/en/online-popup/805eebcde19a5539.96277337/embed" height="152px" style="border: 0; width: 100%;">
```



You can **embed the pop-up page in your website** in order to redirect your usual customers!

You just need to **copy this HTML code**

Share on social networks

test donació invites you to his Online Pop-Up Store test donació which will be held the day 20/06 at 13:00. We hope you enjoy the session! #donació

Share now on:

Facebook LinkedIn Twitter Whatsapp **Email**

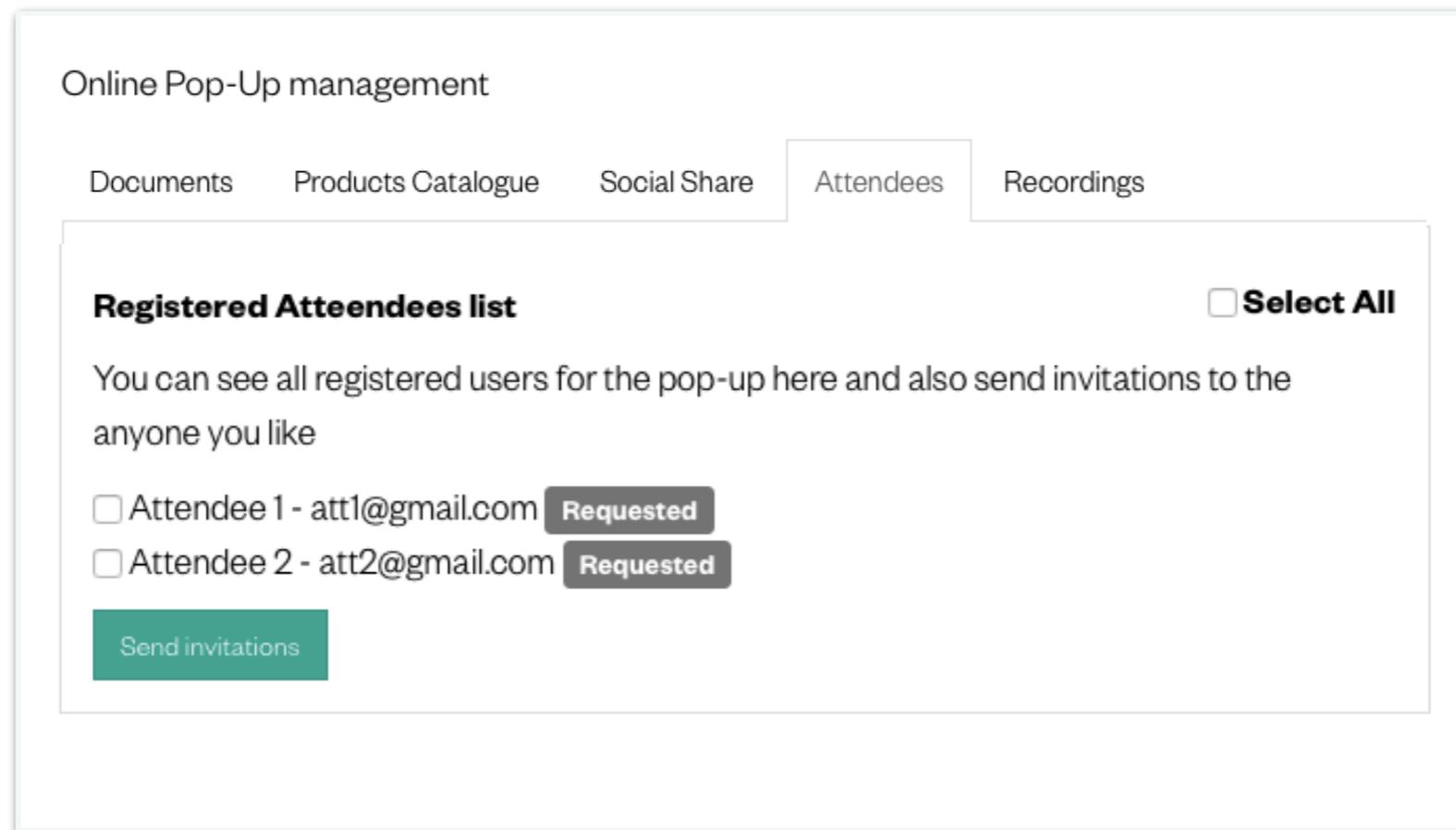
Email addresses

help@gopopup.com;

Send

You can also **share the session via email.**

Send the invitation to your contacts by **writing or copying the email addresses** in here.



Online Pop-Up management

Documents Products Catalogue Social Share Attendees Recordings

Registered Attendees list **Select All**

You can see all registered users for the pop-up here and also send invitations to the anyone you like

- Attendee 1 - att1@gmail.com Requested
- Attendee 2 - att2@gmail.com Requested

Send invitations



In this box, you will see the participants of your Online Pop-Up.

If your Pop-Up is **public**, anyone can register and will **automatically** receive the link to access.

If your Pop-Up is **per invitation**, anyone can request to attend. Select who you would like to invite, add more email addresses or select all and click on "**Send invitations**".





The screenshot shows a tablet held by two hands. The tablet screen displays a live stream preview with a woman's face, a bee logo, a UK flag, and the text "Online Pop-Up" and "Sally's Pop-Up". To the right of the tablet is a management panel with the following details:

- Brand:** Go—PopUp
- Website:** <https://www.gopopup.com/es/products/onlinepopupstore>
- Day:** 20/04/2020
- Time:** 18:00h CEST
- Language:** English

Below the details is a "Manage Streaming" section with two buttons: "Open broadcast studio" (green) and "Open Public Streaming Page" (white). A pink arrow points from the "Open broadcast studio" button in the screenshot to the text below.

In this box you can manage the Pop-Up live stream.

Open broadcast studio

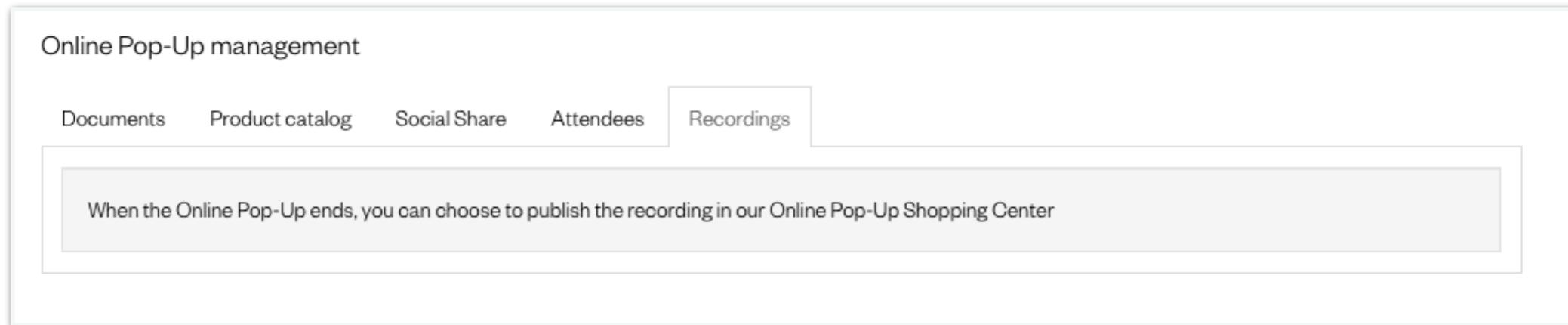
By clicking on the button **"Open broadcast studio,"** you will open the window of the live stream.

You can **open it before the session to check if it runs**, it won't be broadcasting until the pop-up's starting time.

Open Public Streaming Page

By clicking on the button **"Open Public Streaming Page"**, you will open the window your participants will see. You can share the link to anyone who wants to join.

This button will be available once the Pop-Up is live.



Recording management box.

When the Online Pop-Up ends, you can choose to **publish,** the Recording in our Online Pop-Up Shopping center.

You can also download the video and use it in your channels!

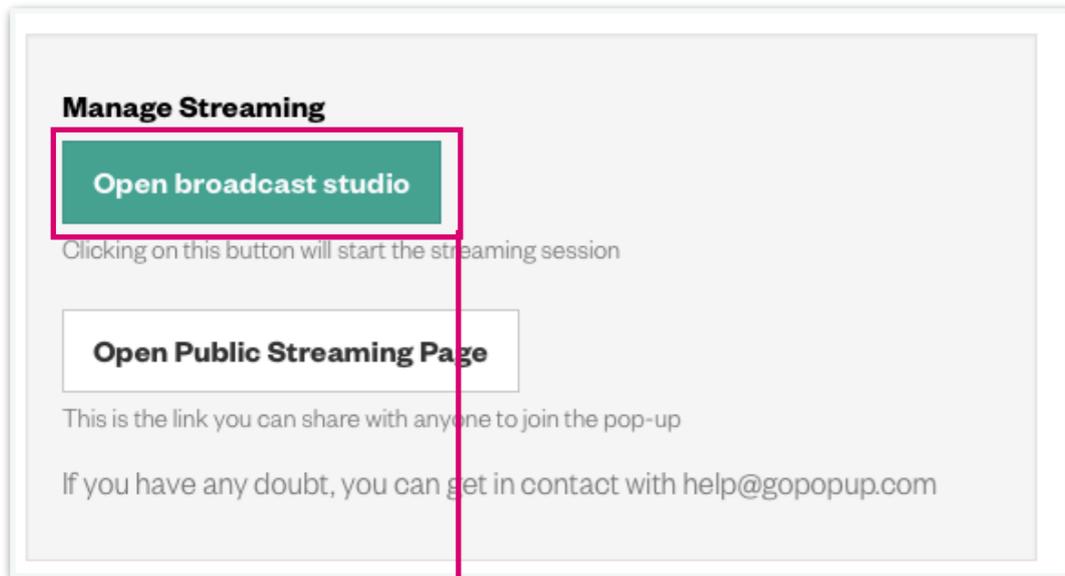


Before going live, run some technical checks:

- **WiFi:** make sure your WiFi **connection is stable**. You don't want the session to run slow or have a distorted sound.
 - **Camera and microphone:** try the functionality of these two items before going live and **avoid any last minutes problems**. The platform allows the use of external cameras that have the livestream functionality. Make sure that your computer's operating system supports it as well. You can contact us for help if you need to find out which are the compatible softwares to use your camera in livestream option.
 - **Background:** the background behind the Brand Ambassador should be plain and clean, **not to cause any distraction** to the participants.
 - **Light:** **make sure you are well lid**, especially if it is a dark day outside or if you carry out your session during the evening. The solution is to have natural light, so choose a place near a window or where natural light comes in easily. Otherwise use a lamp that reproduces nice lighting.
-

Before going live, run some technical checks:

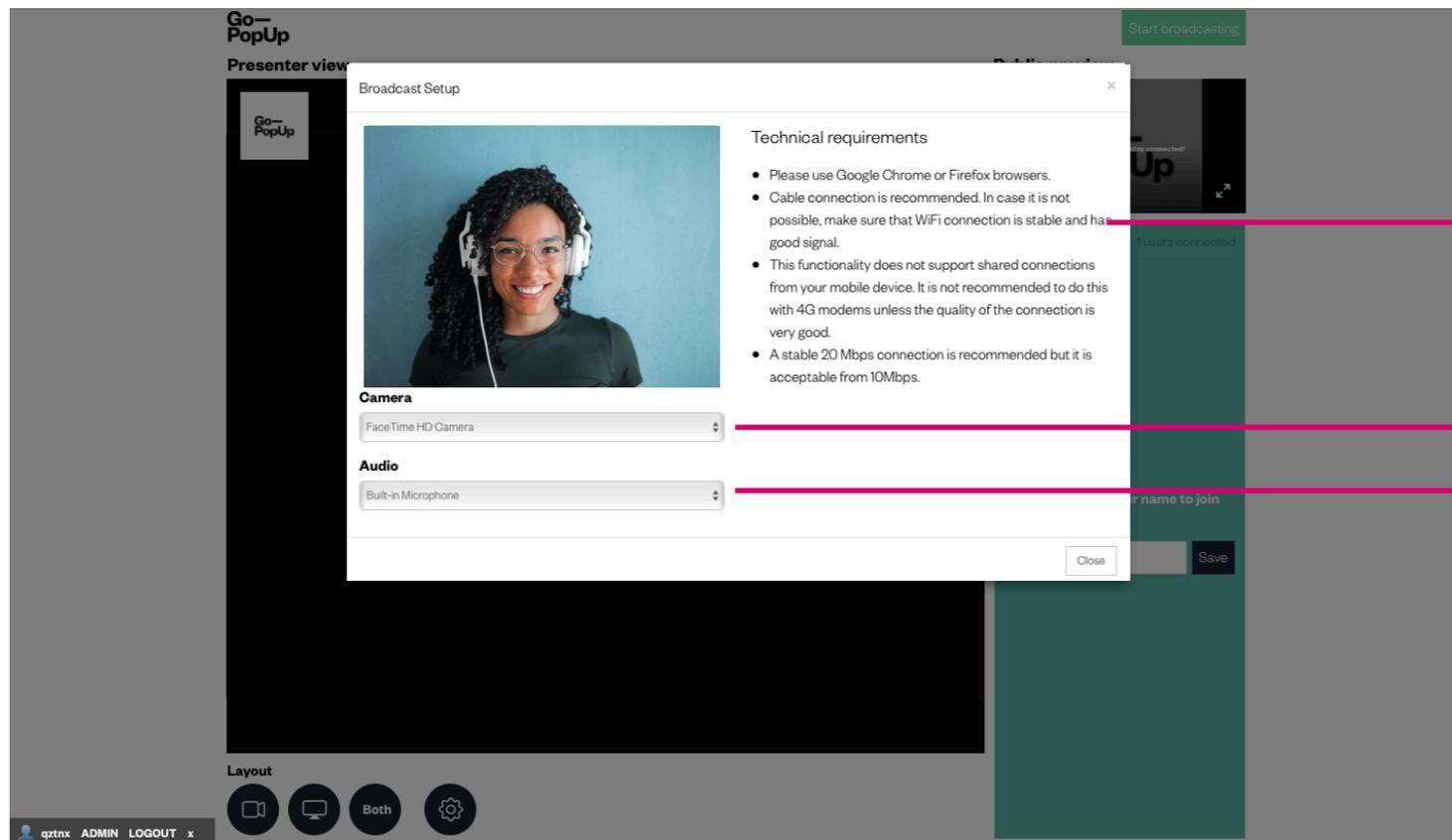
- **Background noises:** **Avoid any background noise** that can be distracting for the participants. Make sure all windows are closed, so no outside noise can be heard, and put your phone on mute. If you live with other people, make sure they know you are hosting a live session.
 - **Log in:** Make sure you are **logged in** on our platform with the account that you created the Online Pop-Up.
 - **Rehearsal:** **run a trial session** to check the overall quality of your Online Pop-Up. Watch it back so you can see the result and adjust what you think can be done better. Remember, **practice makes perfect!**
 - **Browser:** for streaming use **Chrome!** 
-



When you open the broadcast window (**button Open broadcast studio**) you will find this screen:



Streaming from mobile devices is not yet supported, we are working on it!

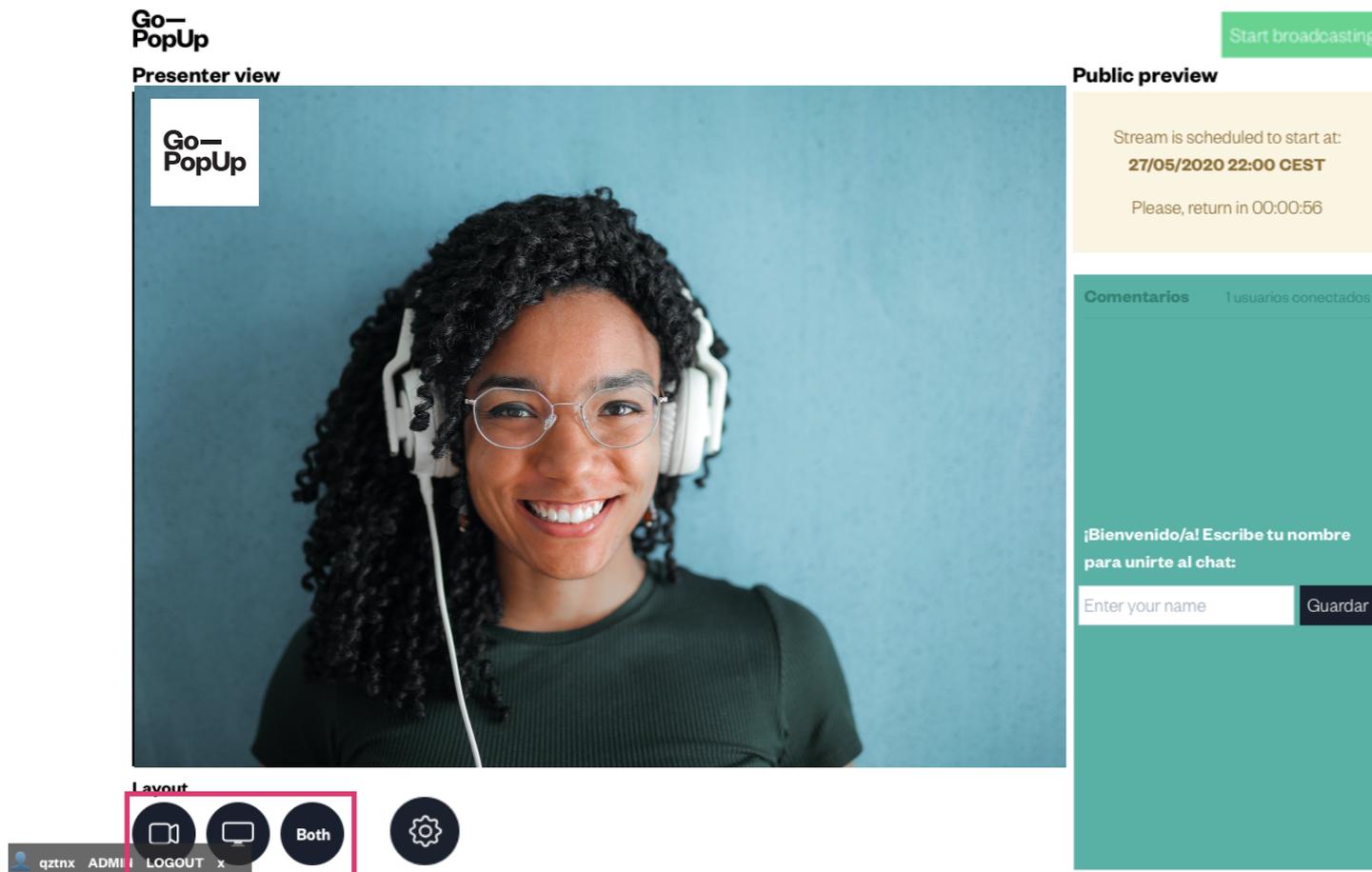


List of **technical requirements** you can check in order to perform a successful pop-up

Choose the **camera** you want to use

Choose the source of **audio** you want to use

You can connect external cameras or microphones



Click "**Start broadcasting**" to start the session for going live.



In this window you can check what the **attendees see at every moment.**



In this box you will see your **participants comments.**



Select what you want to present with this **buttons.**



Change your **audio or video source** clicking this button.

Go-PopUp

Presenter view



Start broadcasting

Public preview

Stream is scheduled to start at:
27/05/2020 22:00 CEST

Please, return in 00:00:56

Comentarios 1 usuarios conectados

¡Bienvenido/a! Escribe tu nombre para unirse al chat:

Enter your name

Guardar

Layout



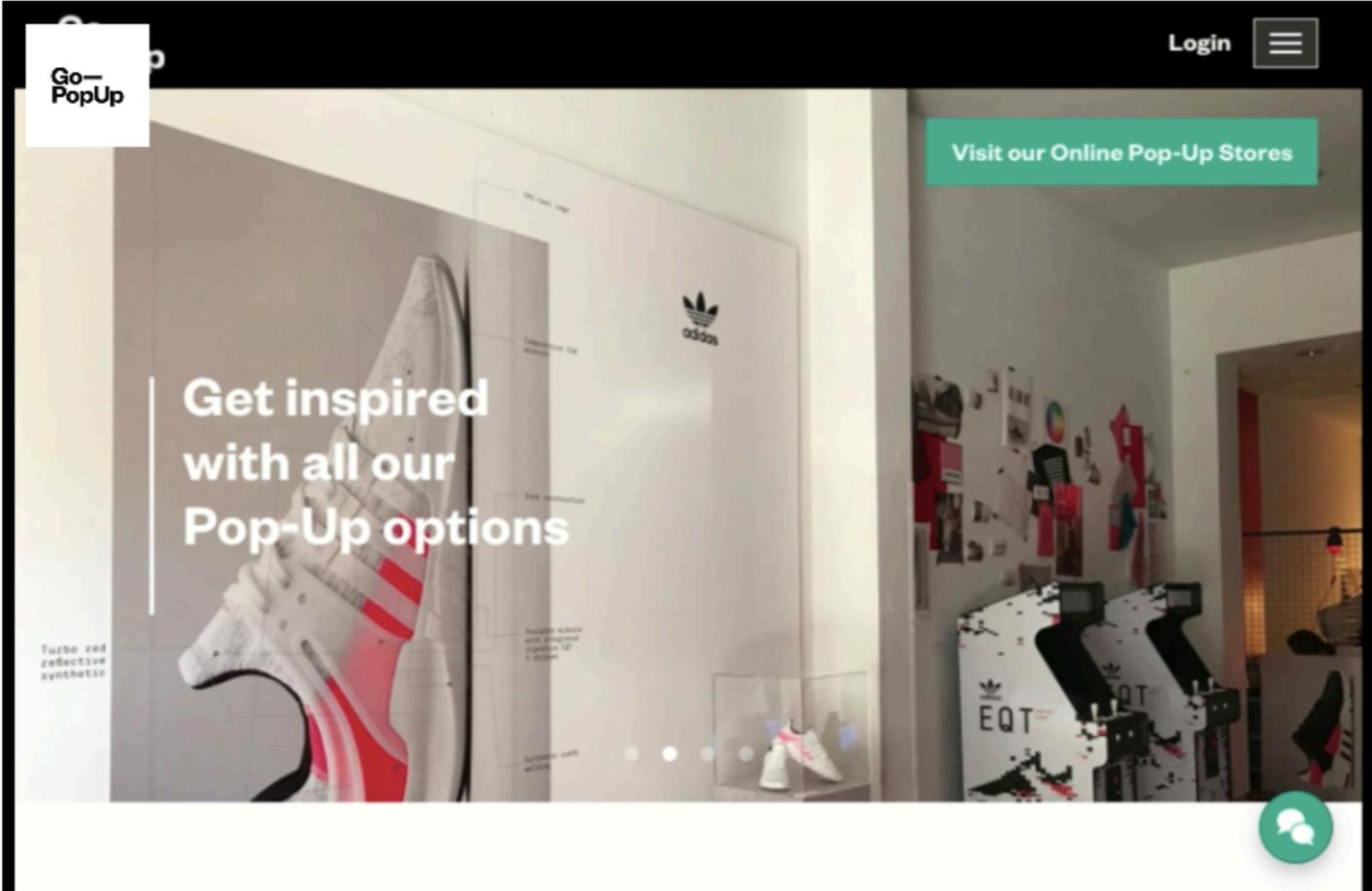
qztnx ADMIN LOGOUT

Select the camera to **start presenting.**



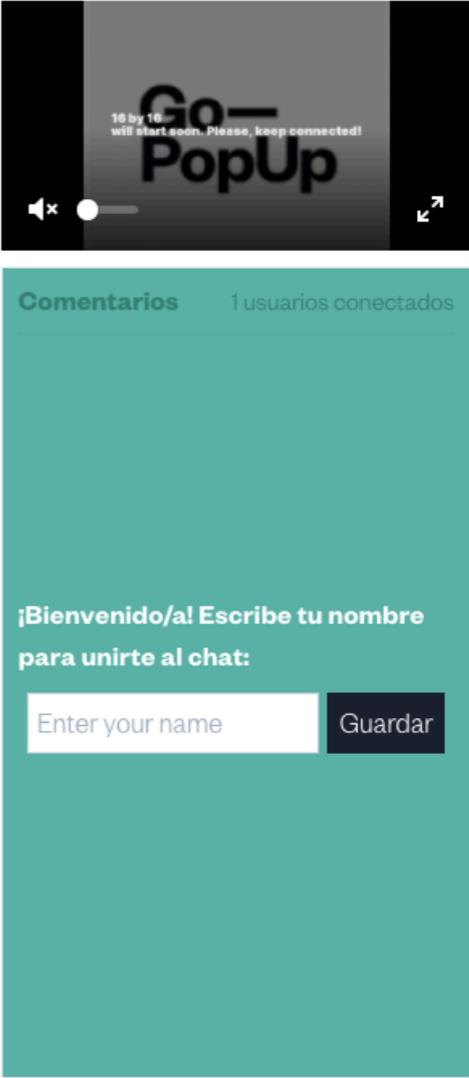
Go-PopUp

Presenter view

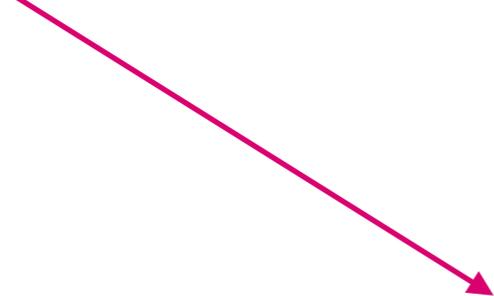


Empezar la emisión

Public preview



Layout

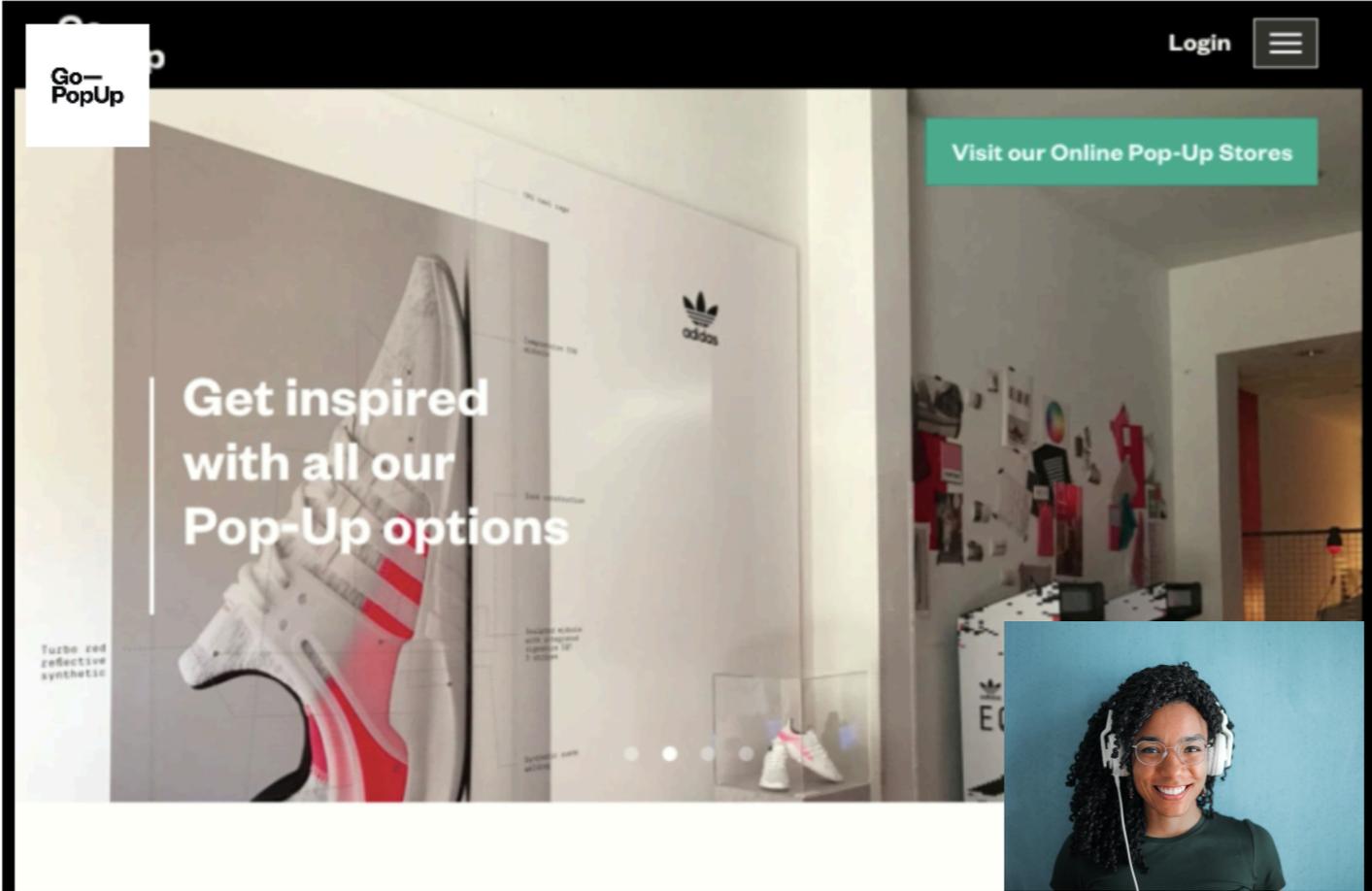


Select the **screen** you want to share.



Go-PopUp

Presenter view

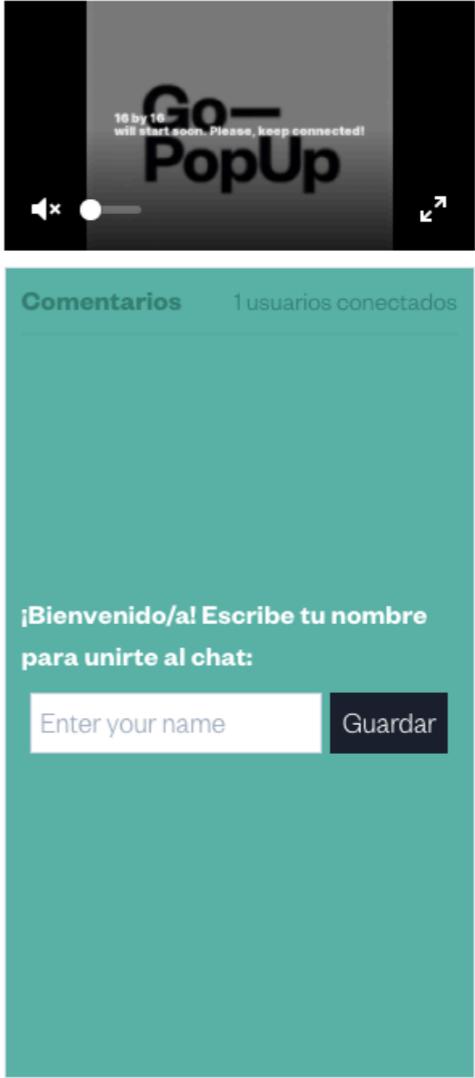


Layout



Empezar la emisión

Public preview

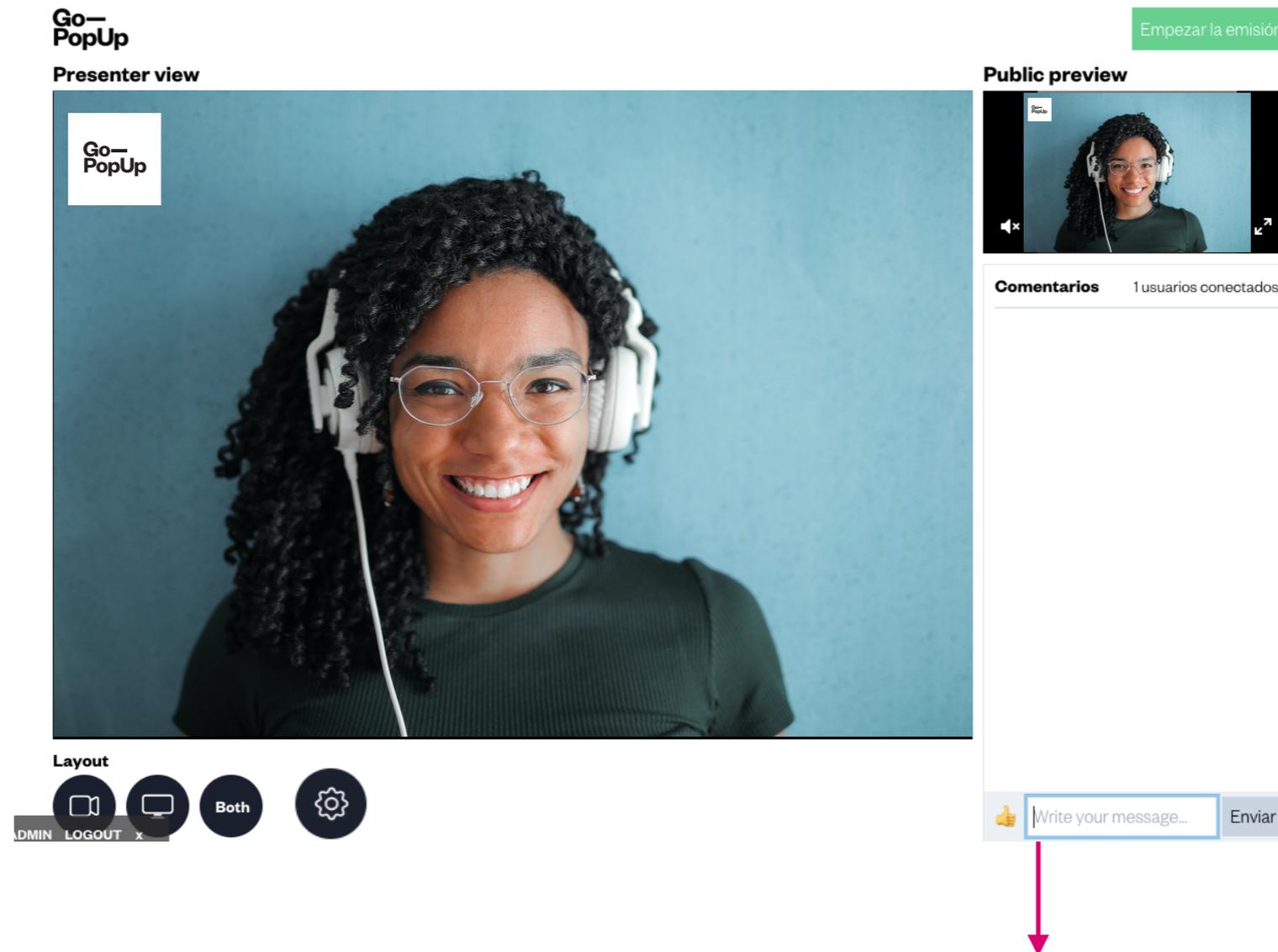


Select **“Both”** if you want to share both screen and camera. -----

The screenshot displays the GoPopUp interface. On the left, the 'Presenter view' shows a video feed of a person with curly hair. On the right, the 'Public preview' shows a 'Start broadcasting' button, a scheduled start time of '27/05/2020 22:00 CEST', and a chat area with '1 usuarios conectados'. A 'Broadcast Setup' dialog box is open in the center, containing a 'Camera' dropdown menu (set to 'FaceTime HD Camera') and an 'Audio' dropdown menu (set to 'Built-in Microphone'). Below the dialog, a 'Layout' bar contains icons for 'Both', a settings gear icon (circled in pink), and a 'Logout' button. A pink arrow points from the settings gear icon to the text below.

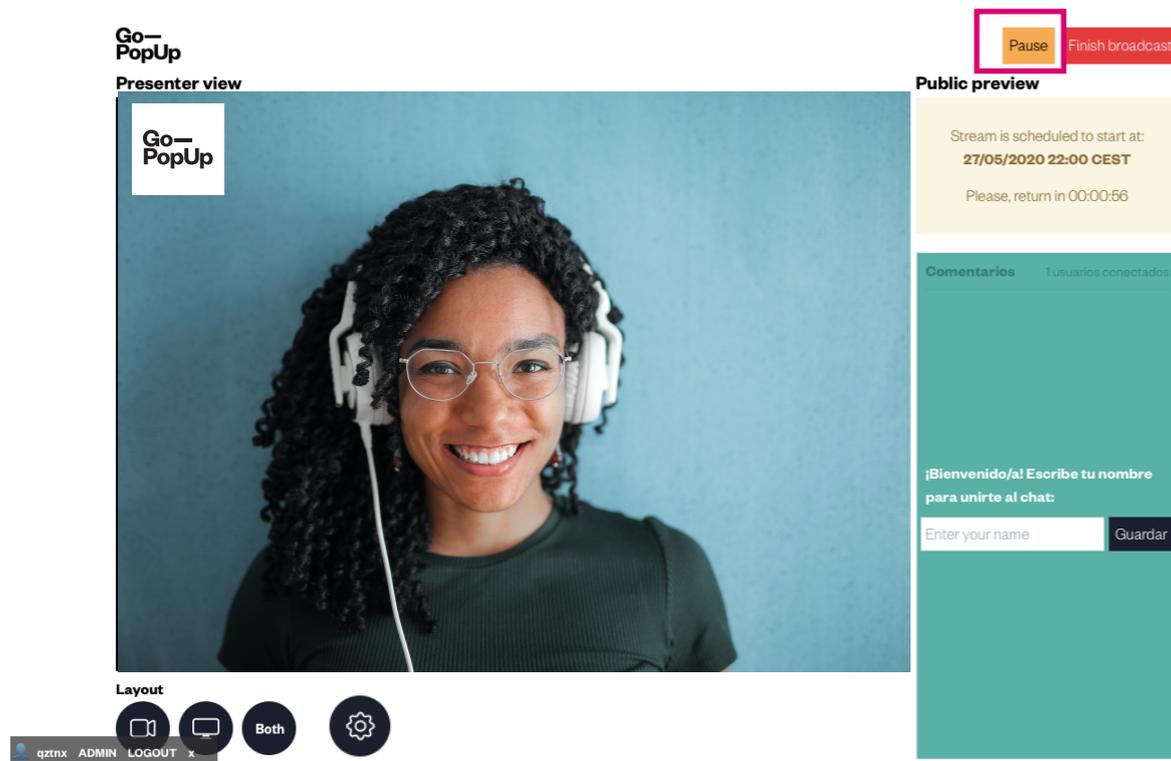
Use this button to change the source of **video or audio**.



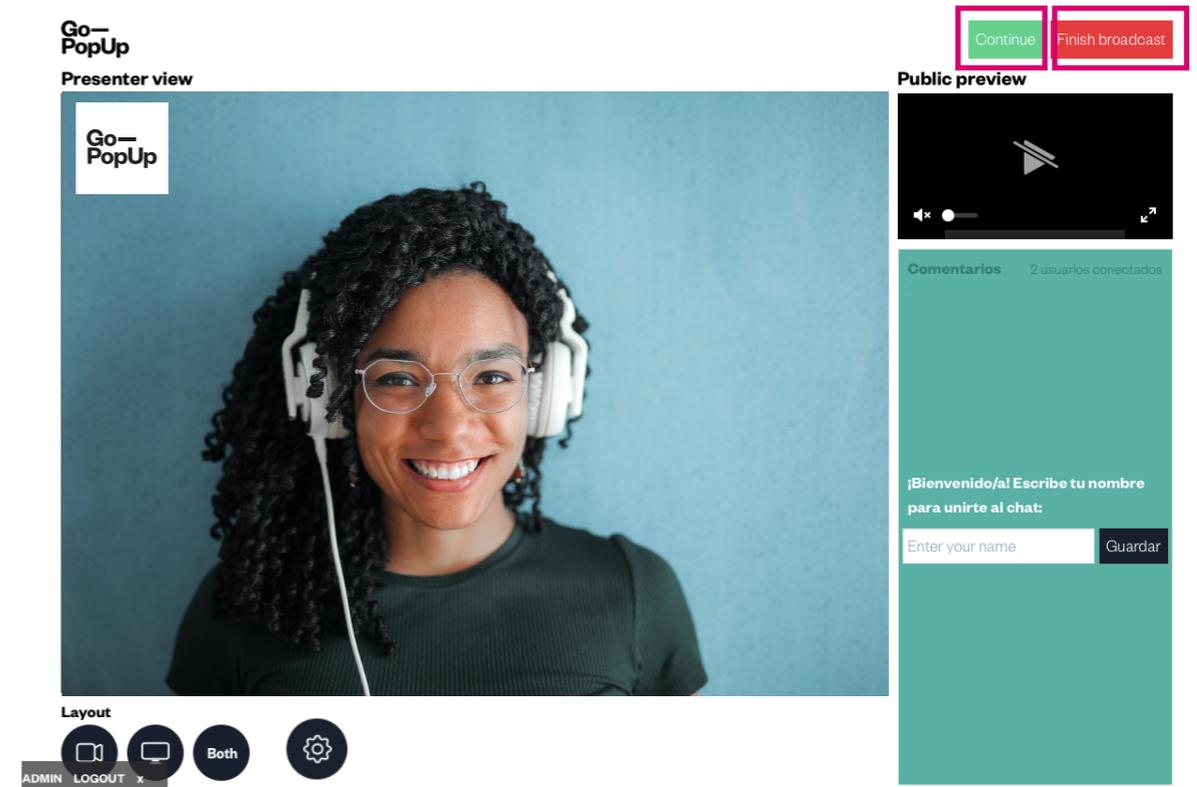


During the session, you will see your **participants comments** in this box. If you expect a lot of comments, you might need a **moderator**. It can be someone from your company or someone who knows your brand and can help you answer the questions in the chat.

The moderator connects to the session via the public streaming page and enters "**moderator**" or the name of your brand, so everyone knows he/she is a **representative of your company**.

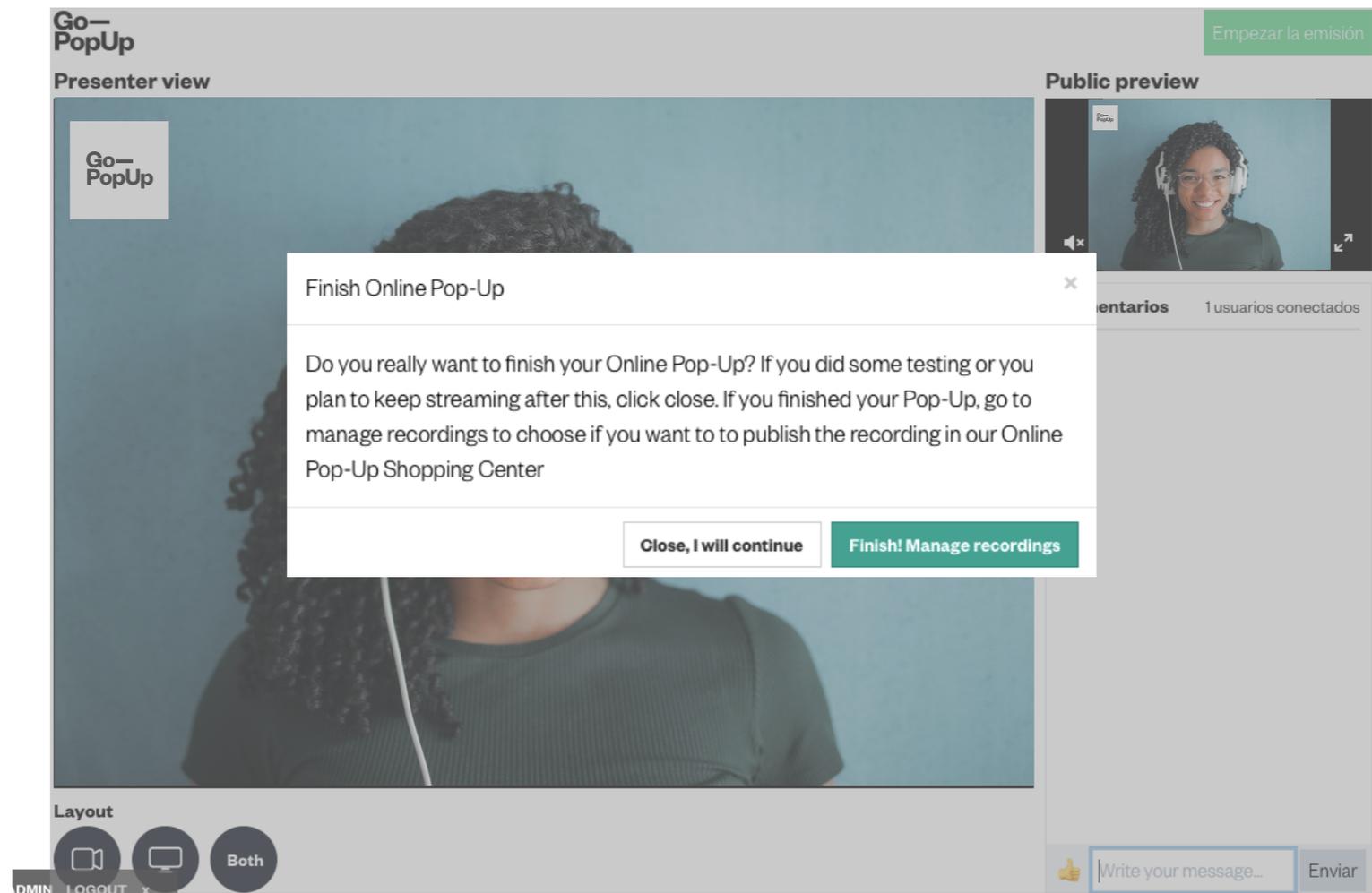


During the session, you can click **“Pause”** in case you want to stop the video and **keep broadcasting later.**



If you want to restart the video, click **“Continue”**.

When you want to end up the pop-up, click **“Finish broadcast”**



When you finish your Online Pop-Up, you can choose to **save the recording**. In case there is more than one recording (due to cuts or fragments), **select which bits you want to show in your Pop-Up page**.

Online Pop-Up management

Premium Services Documents Product catalog Social Share Attendees Recordings

Recorded broadcast

Do you want to publish your recording in our Online Pop-Up Shopping Center?

Yes No

Attention

We have different videos recorded for your Online Pop-Up. This may due to lost or interrupted connection during the broadcast. Please select which fragment or fragments you want to be visible:

Broadcast 1. 27/08 10:59h for 0.24 minutes

Broadcast 2. 27/08 11:19h for 0.05 minutes

Download | Preview & Trim ▶

Download | Preview & Trim ▶

Save

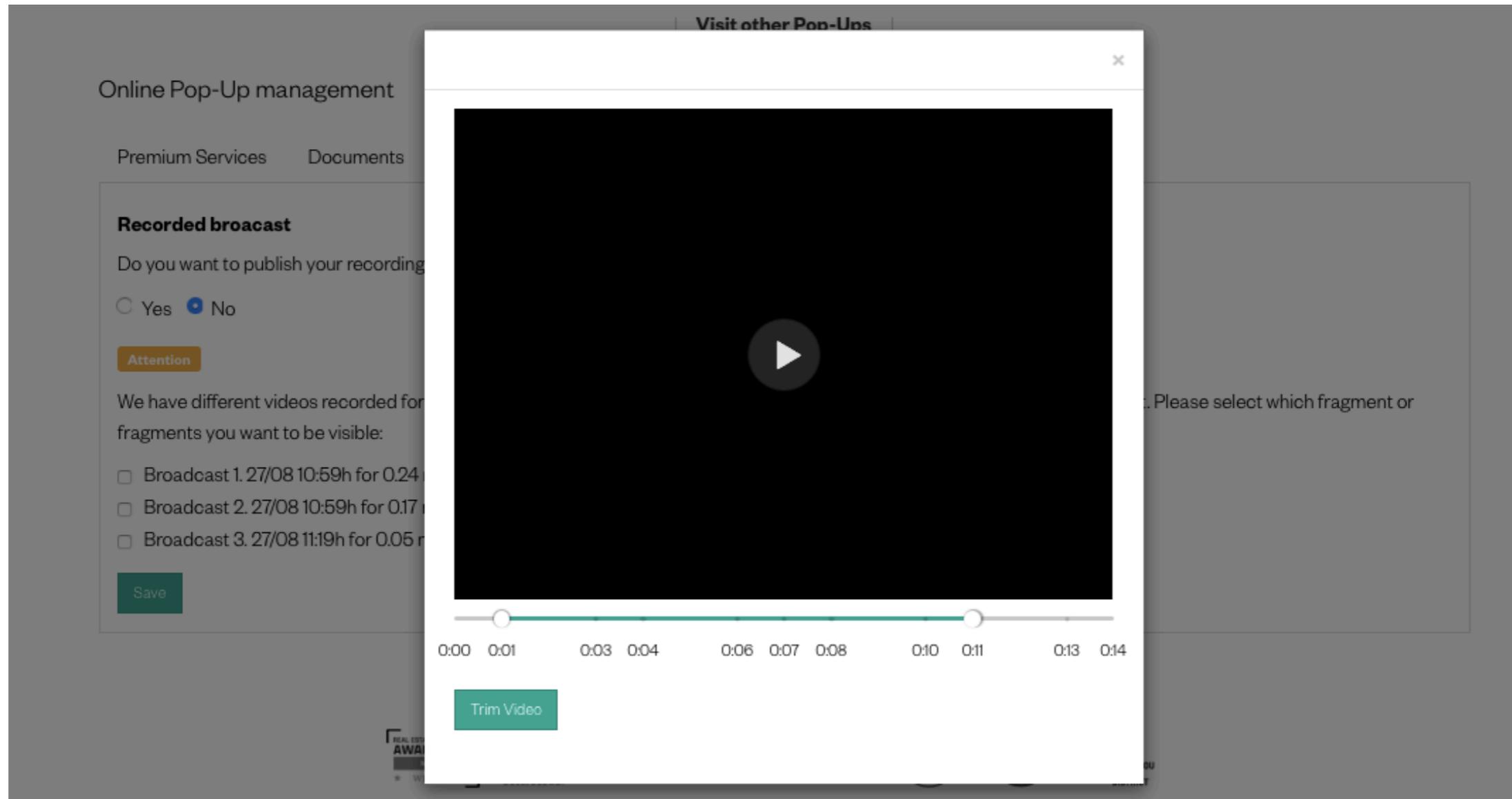
↓

After the broadcast, this box will appear.

Select if you want to **publish your recording** in our Online Pop-Up Shopping Center (recommended).
Select one or more videos you want to upload (recording of your trial may appear) and click save.

Watch the preview of your video before publishing it. You can **trim** any part of the video you don't want to show.

You can also **download** the video and use it in your channels!



This is the **preview window**.

Move the dots on the green line in case you want to cut some parts of the video and press “Trim Video”

Online Pop-Up management

Premium Services Documents Product catalog Social Share Attendees Recordings

Recorded broadcast

Do you want to publish your recording in our Online Pop-Up Shopping Center?

Yes No

Attention

We have different videos recorded for your Online Pop-Up. This may due to lost or interrupted connection during the broadcast. Please select which fragment or fragments you want to be visible:

<input type="checkbox"/> Broadcast 1. 27/08 10:59h for 0.24 minutes	Download Preview & Trim ▶
<input type="checkbox"/> Broadcast 2. 27/08 10:59h for 0.17 minutes Trimmed	Download Preview & Trim ▶
<input type="checkbox"/> Broadcast 3. 27/08 11:19h for 0.05 minutes	Download Preview & Trim ▶

Save

The platform will reload the page and show you all the versions of your session. It saves the original and the edited videos with the tag **“Trimmed”**.

Select the videos you want to publish and click **“Save”**. The selected videos will appear on our Shopping Center.

Go—PopUp Login

Introducing Online Pop-Up Stores by Go—PopUp

Brand
Go—PopUp

Website
<https://www.gopopup.com/es/products/onlinepopupstore>

Day
20/04/2020

Time
18:00h CEST

Language
English

Manage Streaming

Open broadcast studio
Clicking on this button will start the streaming session

Open Public Streaming Page
This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

This is the final dashboard that you will find in your pop-up page.

Pop-up general information.



- **Facebook:**
<https://www.facebook.com/gopopup>
- **Instagram:**
<https://www.instagram.com/gopopup>
- **Twitter:**
<https://twitter.com/gopopupcom>
- **Pinterest:**
<https://www.pinterest.es/gopopup/>

Manage Streaming

Open broadcast studio

Clicking on this button will start the streaming session

See Recording

This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

Broadcast box.
You can see the Recording here!

Links to your Social Media channels.
Let future consumers connect!

Pop-Up Explanation

Interactive session for brands interested in organising online pop-up stores, where:

- We will present how online pop-ups work
- We will explain the advantages of this new channel, and why go-PopUp
- Questions and Answers

Estimated duration: 30'

Pop-Up **description**.

Online Pop-Up management

Premium Services Documents Product catalog Social Share Attendees Recordings

No documents yet. Upload your first document or product catalogs here.

Upload a new document

Name

File (only allowed PDF, Excel, Word, JPG and PNG)

Choose File no file selected

Upload new document

Recording management box.

Contracted **premium services**

Uploaded **documents**.

Uploaded **product catalogues**.

Social media posts.

Registered **participants list**.



Brand
donation

Day
07/06/2020

Time
21:00h CEST

Language
Spanish, Castilian

Manage Streaming

[Open broadcast studio](#)

Clicking on this button will start the streaming session

[Open Public Streaming Page](#)

This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

Pop-Up Explanation

donation

donation



Description
donation

How to donate
DONARION

[Make a donation](#)

→ Box to access the **donations**



Brand
presale

Day
06/06/2020

Time
11:00h CEST

Language
English

Manage Streaming

[Open broadcast studio](#)

Clicking on this button will start the streaming session

[Open Public Streaming Page](#)

This is the link you can share with anyone to join the pop-up

If you have any doubt, you can get in contact with help@gopopup.com

Pop-Up Explanation

22

presale



Description
presale

How to exchange the coupon
presale

[Exchange coupon](#)



Box to access the **presale**

Thank you !

