

Electronic Devices are in Fashion

This article was originally published on *Red Apple Auctions'* website in November 2010. An abridged version is reprinted here. Author Sherry Truhlar.



What's missing from the silent auction table in this photo?

There are no bid sheets. You see three items, and no bid sheets.

Your silent auction can now "go digital" through the use of handheld electronic devices.

At this auction, guests were handed the electronic device (the size of a cell phone) when they registered. They carried it with them and when they wanted to bid, they entered the item number and pressed a button to record their bid.

I wanted to give my thoughts on the advantages of these devices.

1. Ease of bidding

By far, the biggest advantage is how easy it is to bid. Rarely are venues ideal for silent auctions. If you have 600 guests and 100 items all squeezed into an ill-shaped space,

the devices make it easy to bid without leaving your group.

If your silent auction is crowded, this technology is a definite plus.

2. Men love them

Silent auctions have traditionally been the domain of women, but give a male one of these, and — as one guest told me — "He's hogging it like it's our television remote."

(Ed. Ezybidz addresses this issue with the use of your mobile phone instead of a supplied device.)

3. Streamlined appearance on the auction tables

As you can tell from the photo, your silent auction tables will look sleek. Without the added clutter of bid sheets and pens, your tables appear clean.

4. Instant gratification of benefit auction results

Because the bids are recorded instantly, you can immediately get a sense for how well you are doing. No longer do you need to walk around and look at bid sheets; you can monitor your system.

5. Less conflict (maybe)

At some silent auctions, guests will jockey to place final bids on items as the tables close. Some situations get ugly.

But with these devices, silent

auction tables are closed electronically, on schedule. If the tables are scheduled to close at 8:30pm and the guest's last bid isn't in the system by 8:30pm, that guest loses the item because they failed to place their bid in time. It's hard to argue with a computer.

So what's the right answer for you?

It depends on your goals.

The devices are slicker than a whistle! But you'll need to make a decision based on what you're trying to achieve.

Ed. Contact us to see how Ezybidz Electronic Bidding System can improve your silent auction - **1300 EZY BID**.



Ezybidz Fundraising Solutions • True Blue Collectables
Unit 5, 372 Eastern Valley Way Chatswood NSW 2067
T: 1300 EZY BID (1300 399 243) | E: info@truebluecollectables.com



Visit us at www.ezybidz.com.au

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Ezybidz has been adding some amazing holidays and experiences to our catalogue and one of the most exciting new additions is our holiday accommodation in **Port Douglas**. Within the exclusive 5 star Sea Temple Resort & Spa, it can operate as a studio, 2 bedroom apartment or 3 bedroom penthouse. The resort is set in a 100 acre tropical paradise and is an internationally renowned leisure destination with unrivalled world-class facilities including a restaurant, 18-hole links-style championship golf course, Mii Spa and 3000sqm pool. Contact us for more information: 1300 EZY BID

Congratulations!

Our heartfelt congratulations go to the recently rebranded **Cerebral Palsy Alliance** (formerly The Spastic Centre) for such a successful fundraising event last month. We were delighted to be involved in helping them raise well over \$1 million at their CBD Golf Escape weekend at Cyprus Lakes in the Hunter Valley. Money raised will help rebuild their therapy centre.



What Ken Be Done?



Colourful was the primary word that sprang to mind to describe this bold fundraising project Jackie Ruddock has undertaken! To raise money for the Social Studio, a Melbourne-based charity for refugees, Jackie has committed to wear a piece of Ken Done fashion every day for a year.

You can follow Jackie's progress at www.goodfashionforgood.com

True Blue Tip...

"Bold and clear communication causes people to take action."

How Ezybidz Works

After leading with an article like that on page one, we thought it was a good opportunity to share how our **Ezybidz Electronic Bidding System** works. Unlike the system reviewed by Sherry Truhlar in the article, **Ezybidz** is operated by your guests' own familiar mobile phones or our kiosks using these simple steps:

- ✓ At the beginning of your event, each guest **registers** by texting their name to the **Ezybidz** number.
- ✓ To **bid** they just text the amount they wish to bid plus the lot number of the item they're interested in, eg. 450L12. Our leaderboards will update throughout the event so everyone knows who has the current winning bid.
- ✓ At the close of the auction, all **winning bidders are contacted** by text.

It's that easy! To book **Ezybidz** for your event, call 1300 EZY BID.



April Events Calendar

- 2nd Sunshine Coast Law Association Gala Dinner and Charity Auction
- 2nd Terrigal Rugby Union
- 9th Carabez Ball
- 15th Brain Cancer Fundraiser
- 16th Sydney City Rotaract 10th Anniversary Chicago Ball
- 22nd Kidney Health Australia

For more information about any of these events or to see your event listed here, call us today on 1300 EZY BID (1300 399 243).



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