

## Helpful Hints for OMCA Virtual Marketplace

OMCA's Virtual Marketplace appointments are fast upon us, and we wanted to share some important tips to maximize your experience and success.

### 1. Complete your online profile

Remember to include information for your target markets. If you are interested in seniors, educational, or receptive operators, remember to include information specific to each in your profile. This will help ensure that you are only meeting with sellers that can meet those needs.

### 2. Find Your Ideal Location

Whether taking your appointments from home or from the office, be sure that you have a bright, quiet place that is free of distractions for the entirety of your appointments.

### 3. Flawless Connection

Something we would never have thought of for our live events but will be vital for our virtual event is your internet connection. With COVID-19, we have lived in a virtual world for most of the year and you have likely participated in plenty of video meetings or webinars. Most internet connections will be able to handle video calls without issue, but if you have noticed any lagging, freezing, trouble connecting or your connections occasionally drops out during your recent video calls, please contact your internet provider before OMCA Marketplace to address the connection issues. You won't want your internet to rob you of your chance to make profitable business connection.

### 4. Look Your Best

Although you may be taking your appointments anywhere from your kitchen to your office, be sure to dress appropriately for a business meeting. We still require business-casual attire at this event and with the virtual platform, there are additional items to consider when looking your best such as lighting and camera angles.

### 5. Get Acquainted with a Tutorial

We will be hosting a live tutorial on how to use the event software closer to the date of the event – keep an eye on your emails for the exact date. In the meantime, you can review the recorded tutorial from last year through the link below. While there may have been some improvements made over the past year, the way you will interact with the platform will remain the same.

View the 2020 tutorial video here: [https://youtu.be/Lh9\\_GNLO4Ks](https://youtu.be/Lh9_GNLO4Ks)

If you have any questions or concerns, do not hesitate to ask!

[info@omca.com](mailto:info@omca.com)