



Good afternoon,

We are excited to use a new platform Gather.Town for the ISMS Marketing Science Conference Coffee Chats! With Gather you can meet your friends at the bar or sit around a table and have a private conversation. So enjoy a little social time with your friends you haven't seen in a while.

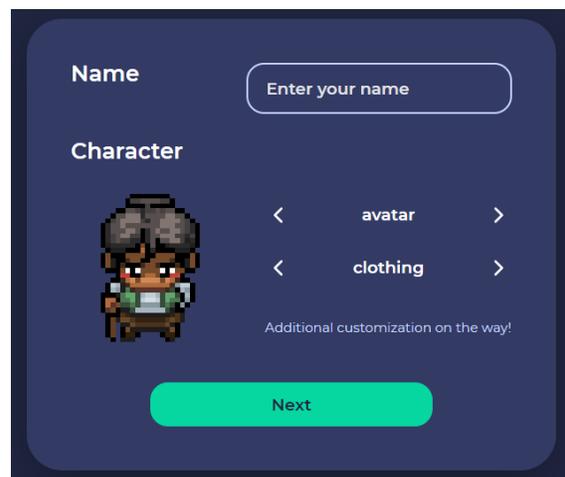
The platform will walk you through a tutorial when you join, the instruction guide below provides the most important points for participating in the conference activities.

**IMPORTANT: Please use Google Chrome or Firefox browsers. Mobile and Safari do not work well.**

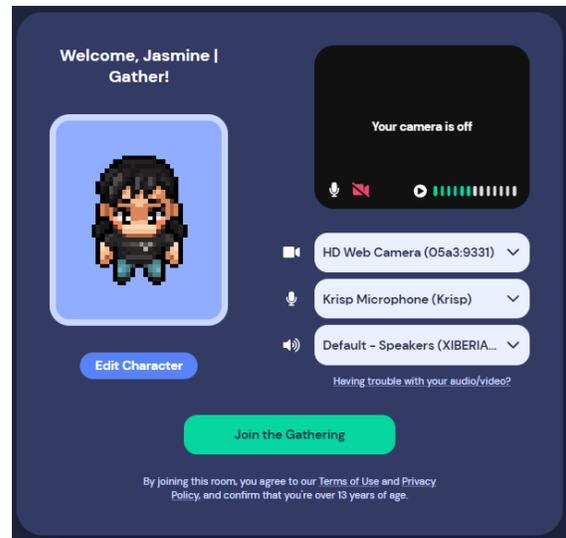
If you have any questions, please reach out to [joshua.jacobs@simon.rochester.edu](mailto:joshua.jacobs@simon.rochester.edu) or check out <https://support.gather.town/help/movement-and-basics>

## To Join Gather.Town

1. Navigate to <https://gather.town/app/8IXKHlludLtAvtjg/ML> and enter the password **MK21**
2. Enter your name (as it would appear on a name tag). You can change the appearance of your avatar as well by clicking the arrows. When you're happy with your character, click on "Next".

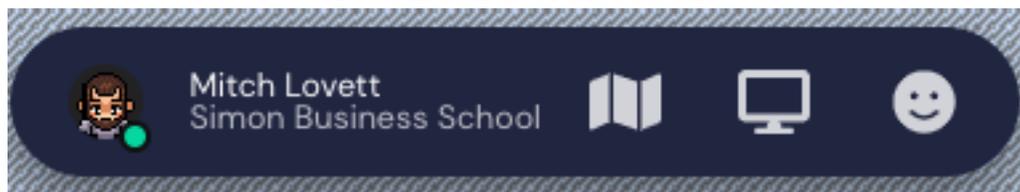


3. Select your devices such as your camera, microphone, and speaker and then click “Join Gathering”
4. Upon entry, you will be loaded into a tutorial on how to use the program. Once the tutorial is over or skipped, you will be in our gather space.



## Let everyone know who you are!

### Bottom center of the screen



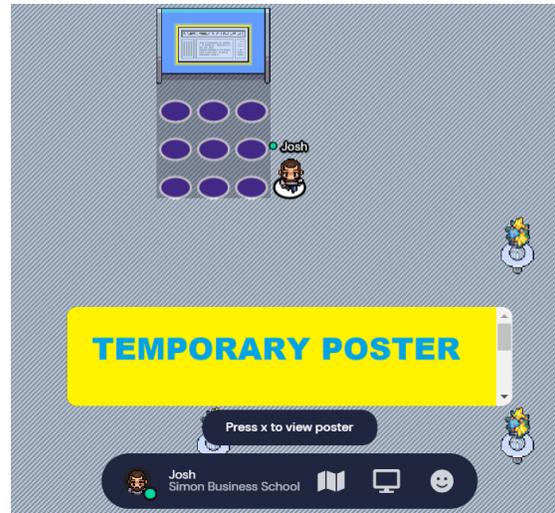
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The activity bar pictured above provides some useful functionality and can be found at the bottom center of the screen:

1. Change the appearance of your character by clicking on avatar on the bottom center of the screen
2. **Please use your first and last name. In the status tell us your school or business you are representing.**
3. This will provide you with a map of the space you're in.
4. Share your screen.
5. Express an emotion with an emoji! The emoji will appear over your avatars head on the map.

## Navigating in Gather

1. To get around, **use your keyboard arrows** to make your avatar walk.
2. Your **video and audio automatically connects** to others when you get close.
3. Many objects in the gather space allow you to interact with them. **Press x to interact.** For example, to view a full screen version of a poster from our poster session, press X. Above your name in the bottom center of the screen, there will be directions any time an object is interactive. (See image below)



## Meet at the Bar or Have a Private Conversation Outside

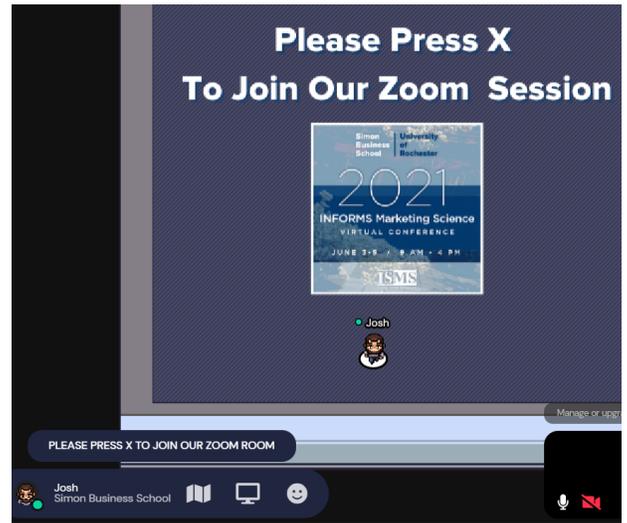
Our Gather space has a bar. Come join others and have a drink. The entire bar is a private area which allows anyone in the highlighted space to talk with one another without being heard outside of that space. Want a more private conversation? Private areas appear two ways, either same colored circles or shading out the background. On the right, the four seats around the table are a private space. Only those sitting at the table can hear the conversation. To join a private space just navigate your avatar into the space and enjoy the private conversation with others in that space.



## Join a Coffee Chat Session from Gather

Some of the coffee chat activities are located in Gather rooms that link to zoom sessions. Follow these instructions to join these sessions from Gather.

1. Enter the gather room where the session is held.
2. Once in the room, instructions to press X to join the Zoom session will appear.
3. Press x and you will then be directed to a link to click on which will pause your activity in Gather.Town and let you join the session.
4. When you leave the zoom session, resume your activity in Gather.Town by clicking RE-ENTER.



## Searching for Someone Special?

On the left side of the screen, a list of participants will appear by pushing the people icon at the bottom left. You can search the participants you'd like to interact with. If you select locate, a direction line will show up, just follow that to reach the desired participant.



## Yes, there is a text chat function, too

The second icon from the bottom on the left side is for chat. Local chat is another way to interact in Gather town. Click on the name of the participant on the left-hand side to chat directly. The local chat provides two options, individual and group chat.

- Nearby Chat - You can chat with people near your surrounding
- Everyone Chat - You can chat with the whole group.