

Live Auction Brings People Together in a Time of Social Distance

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-Sasha Resnikoff

The Opportunity: Social Distancing Created Need for Interim Auction Solution

Sasha Restnikov had a challenge. As Tour Manager for the band [Pepper](#), he saw first-hand the devastating effects that COVID-19 had on his community. Pepper’s own road crew was being financially distressed by the pandemic. Without tours, they had no money coming in, and jobs for anyone in their field were now fleeting if not completely gone. However, Sasha had an idea. Auction off items to raise money for the crew. Artists, photographers, and sponsors gathered artwork, photos, and autographed bottles of wine and tequila to be auctioned. But how could he produce a successful auction in times of social distancing?

Sasha and his team originally thought to use Instagram as the platform for their auction site, knowing that Instagram is known to be the best application for showcasing images, like the auction items. However, Sasha, really wanted to do more than just post pictures, he just did not have the proper resources or background to take on coordinating and producing an event himself. On a recommendation from a colleague, Stiph Productions and Hoot Auction were brought in to support and execute the event.



Stiph Productions exceeded the expectations, objectives and financial outcome of the virtual auction. And she did it in less than 2 weeks.

The Solution: Technology + Personalization = Virtual Success

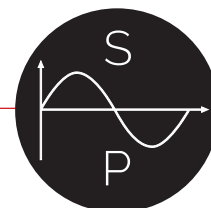
Stiph productions teamed up with [Hoot Auctions](#) to provide a unique, virtual auction experience. After researching and considering many live streaming options, Stiph productions owner, Steph Necel, worked with Hoot Auctions to stream in real-time on Facebook Live. Steph knew, this way, people would be comfortable using the platform, could find the auction easily, congruously held the images of what was for auction, in addition to being known as a trusted source for live streaming.

The event was hosted by Hoot Auction's Micki Pickering and co-hosted by Sasha. Stiph productions and Hoot Auctions jumped into action, supporting Sasha by organizing and planning the myriad of details that go into not only an event, but a virtual event in a somewhat new world. And they did it all in just two weeks.

Stiph productions provided the live streaming platform, created branded graphics and content, operated the live stream and consulted on technical requirements to ensure the live event was flawless. Hoot Auctions managed production calls, created a run of show, organized the items up for bid, and was the auctioneer/event host. The team created multiple videos of the road crew which were shown throughout the event. These glimpses into the lives of the crew allowed followers to hear the members stories from their own viewpoint and helped form a vital connection between audience and road crew.

A week before the live event, Stiph productions initiated the auction on the Pepper Road Crew Facebook page. Fans were able to familiarize themselves with each item on the auction block and began placing bids on each item in the lot throughout the week, as each one was presented. Finally, it was showtime. The live event was streamed to the Pepper Road Crew Facebook page, and fans could continue to bid on each item. Another great feature of the virtual event was that participants could live chat with each other over the platform. In a time of socially distancing, the social aspect of the event was as successful as the process itself.

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The Result: Virtual Event Raises Money and Community Interaction

The live auction event ended up being an even bigger success than anyone could have imagined. It was a closeout of each item and in the end, raised over \$7000 for the road crew and their families. In a time of uncertainty, doubt and despair, the quick action, intelligent decisions, resourcefulness and sheer creativity of Stiph Productions and Hoot Auctions. Not only was the virtual event successful, but it gave fans from all over the globe a chance to participate in the event.

Sasha Resnikoff raved of the success, "I came to Micki and Steph with the bare bones of an idea and in less than 2 weeks they were able to put together an amazing and professional production for me that surpassed anything I could have hoped for. They made the whole process easy and seamless for me and blew me away with how awesome it ended up being. Couldn't have imagined or asked for more and we blew way past my goal of what I thought we would raise."

And it was heartwarming to hear the heartfelt gratitude from the crew themselves. Cory Benson, monitor tech for Pepper exclaimed, "This thing is very well done. CRUSHED it!!" While crew mate Eric Hillman, guitar tech for Pepper, joined in the excitement, "Bro, this auction is f#&@ing LEGENDARY!!!" Others in the industry also had rave reviews. Mark Ley, General Manager for Law Records commented, "Looked really good brother. They did a great job." While, Kaleo Wassman, singer and lead guitarist for Pepper cheered, "This is so sick!! They did an awesome job with the production!!"

The team was able to help Sasha take a simple Instagram auction and transform it into a high-end live event without the typical high-end production costs. While COVID-19 has changed the way many of us do our day-to-day, for a lot of us it has not taken away our sense of community. It is up to us, and companies like Stiph Productions and Hoot Auctions, to find creative ways to move forward, while still creating the best event experiences and outstanding results.

ABOUT Stiph Productions

Hi, I am Stephanie Necel, owner of Stiph Productions. I am a Certified Technical Specialist (CTS) and an audiovisual and event planning resource to help you accomplish your live event goals. For the past 14 years, I have been lucky to work inside my passion: creating and producing events around the world. I have worked with with a wide variety of customers, attendees and venues.

My joy comes from bringing people together.

