Welcome to INFORMS Society for Marketing Science ( ISMS) 
Marketing Science Conference 2022

We’re using Gather.Town, a platform which combines video calling with a simulated space, where you can wander the gardens, meet friends, and have chance encounters (which Zoom doesn’t enable).

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.

Join Gather.Town

1. Navigate to: https://app.gather.town/app/ZMF4gi9L05UhV4Ud/UChicago

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. Look for the Booth signs – the quickest way to get there is to take the shortcut to Booth.

Navigating in Gather.Town

1. To move, use the arrow keys, or the WASD keys (with left hand). Doors may take you to other rooms.

2. As you explore the virtual space, when you get near someone, you will connect by voice/video (like a Zoom call), and disconnect when you move apart. This lets you mix and mingle, go off for a private chat, join friends at a table, etc.
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)

4. In the bottom left of your screen is a bar with your name, and a picture of your avatar. **Click the picture to change your avatar image.** “Respawn” takes you back to the main courtyard area and the path to Booth if you are lost or stuck. The main menu icon next to your avatar image contains the settings and help section. To the right of your picture are buttons to bring up a map, plus the screen share, raise hand, and emoji functions.

5. In the bottom right corner is an icon of two people, which hides or reveals the list of people currently online. **If someone is in the space and you want to find them,** click their name. Choosing “locate” will draw a line from you to them, and “follow” will bring you to them. Hitting any arrow or WASD key will make you stop following. Other icons in the menu on the left include text chat, and calendar.

**Locations:**

- **Private spaces** mean everyone standing inside can hear/see each other, but people outside can’t hear them. Private areas appear two ways, either same colored circles or shading out the background. 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.

- **Other spaces** include meeting rooms, poster room, and more casual places (bar, outdoor areas, etc.)
A few more tricks:

- There is a chat feature (button shaped like a talk bubble on the left) which lets you send text chat to an individual, to people nearby, or to everyone.
- If you get stuck, hold down G to “ghost” and move through objects.
- Hold down Z to do a happy dance and the F key to throw confetti!

Having trouble with audio or video? Try these tips:

- If things are going wrong, refreshing the browser window solves most problems.
- If you continue having trouble try a different browser; Safari glitches most often.
- If you have audio but no video, it may be because Zoom is still running as a background process on your machine, monopolizing the camera. Bring up the Task Manager or use another method to check if Zoom is running in the background, and make it quit.
- The system works on both computers and smart phones so if you can’t get it to work on one device, switching to another sometimes fixes it.