

May | 2021

2 Corinthians 5:7 "We live by faith and not by sight."



National Auctioneers Association

CONFERENCE & SHOW

The 2021 NAA Conference & Show is coming up!

NAA's International Auctioneers Conference & Show: July 13-16 in
Minneapolis, MN!

Each year, hundreds of auction professionals from around the world gather for a week of exciting education, networking and fun for the whole family! After more than 71 years of conferences, tradition runs deep at Conference & Show with events like the Presidents Gala, International Auctioneer Championship, Hall of Fame Awards, and so much more!

This year, the NAA's International Auctioneers Conference & Show is back as a hybrid event to accommodate both in-person and virtual audiences from July 13 -16, 2021. Auctioneer Software is excited to attend and be a part of this great conference and we will release more details including booth number as it gets closer, so stay tuned!

[More Conference Information](#)

In-Person Conference

Attend the conference in person and get the best of both worlds, with access to in-person events as well as many of virtual components during and after conference.

- Education sessions in-person and/or simulcast
- Events and contests in-person and/or live streamed
- Trade Show in person and/or virtual
- Access to virtual component
- Meals (with tickets)
- On-demand post-event recordings



Virtual Conference

If you can't attend in-person in Minneapolis, you can still access the best of Conference & Show through the virtual component of our hybrid event from the comfort of your own home or office!

- Education sessions simulcast
- Live-streamed events
- Virtual Trade Show
- Virtual-only networking opportunities
- No meals
- On-demand post-event recordings

Become an NAA Member!

Founded in 1949, The National Auctioneers Association is the largest professional association dedicated to help auction professionals grow their businesses and providing networking opportunities.

In addition to networking opportunities, the NAA provides it's members with education programs and resources for continuous learning. Members also get special rates on fun events like the annual NAA Conference & Show!

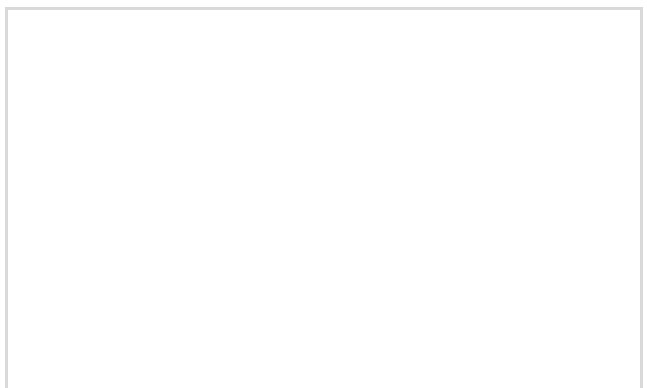
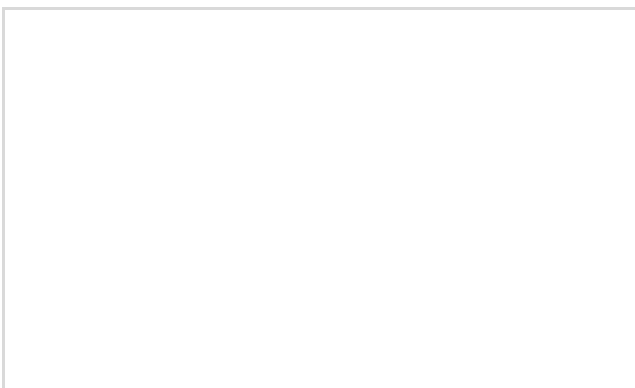
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CHECK IT OUT!

JUST IN CASE YOU MISSED IT!





Auction Photography Tips for Online Auctions

What is the most important part of a lot listing in an online auction? Sure, the information section is important, and the contact information is too, but one of the most important things to have in your online listing is a good picture. Recently, online auctions have become more popular and are becoming more frequent. They are a great way to expand your audience and reach people that you usually could not with a traditional live auction. With more auctions being held online, bidders can bid while on their lunch break 2 states away. However, since it is not a live auction and bidders are farther away, they might not have the opportunity to inspect an item beforehand. In this case, you want to be sure that your listings have good quality images that potential bidders can trust. Read on for some basic auction photography tips!

[Read More...](#)



How to Use Data to Improve Your Next Auction

So you've been in the online auction game for a while and are used to how things are done. But, are you taking advantage that all the information that your analytics data is giving you? That information is chock full of valuable ways to improve your next auction, increasing user engagement and driving bids up! There are plenty of tools out there for you to explore but today we are going to work through two of the most common – Google Analytics and Google Webmaster.

[Read more...](#)



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