

# VIRTUAL EVENTS

## Best Practices and Vendor Resource Guide



PRESENTED BY

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# Introduction

How to host events virtually has become a hot-topic of discussion among Association Executives. Successful digital programs merge strategy and member value with the appropriate technology. MANY hosting companies offer a variety of very effective platforms, so we want to help you make a successful transition by covering how to create value for your event and understanding. Prior to planning your event, you should think about the following:



A person wearing a red sweater and blue pants is sitting at a desk, working on a computer. A microphone is on the desk, and a camera is on a tripod. There are social media icons (like, comment, heart) floating around the person. A potted plant is on the desk.

- Content is King
- “Must Attend” event components
- The process of the event lifecycle – SPIE
- Considerations for choosing a platform

We then include a lists of partners and platforms to help you transition to a virtual or hybrid event. The lists have been compiled based on a number of factors including participation with ASAE (including referrals made on ASAE Collaborate), personal referrals, blog references, and Google search. We have separated the vendors into the following categories:



A woman in a blue dress is sitting in a yellow chair, gesturing with her hands. A camera on a tripod is next to her. There are pink stars floating around her. A potted plant is on the left.

- General Collaboration
- Instructive
- Streaming
- Learning Management
- Conferences, Virtual Trade Shows, and Hybrid

DISCLAIMER: Our lists are not exhaustive as several categories can have hundreds of vendors within them. Instead, this guide is meant to serve as a starting point for you to narrow your focus and complete your own search. We have included hyperlinks to each website so you can easily gather more information from the solution provider. We are not recommending any one vendor over the other nor have we been compensated for including them.

# Understanding Your Event

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## Transitioning to a Virtual Event



Transitioning to a virtual event is more than figuring out an appropriate technology. While a fast-paced move in Spring 2020 from a planned in-person to a virtual event is accepted, it won't hold for those events where there is more time to plan.

We anticipate the COVID-19 pandemic will impact events for at least the next two years. While restrictions may ease in Spring and Summer 2020, events planned for Fall 2020 may still be cancelled due to ongoing or reinstated restrictions on large gatherings. Meetings scheduled for 2021 may still suffer as organizations cut travel budgets or if the general population continues to fear being infected. As we move forward, Associations must understand why people attend their meetings and then be intentional in designing digital experiences that generate member value and thus revenue.

### Content is King

An in-person event has many draws that an online one can't replicate. Enticements include getting away from normal work, being immersed in an attendee community experience, meeting peers, and having casual encounters that provide insight and value. Because of that, you can get away with content that is run-of-the-mill for much longer, because the entire experience is rewarding. For virtual events, the experience is at an attendee's desk or couch. You only hold someone's attention for as long as you have compelling content. Content is king and this should always be in the forefront of your planning.

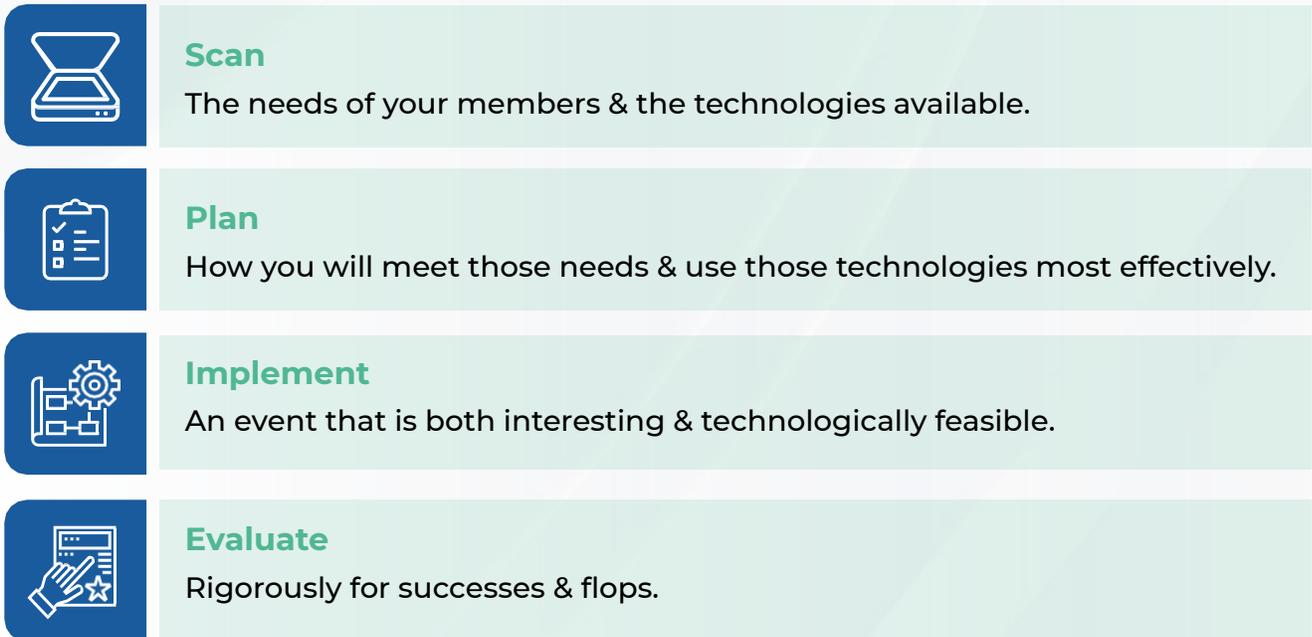
### Must Attend

How do you make this a "Must Attend" event? By understanding who comes and why, the value they seek, and the components that deliver that value - then you over-deliver.

# The Process of Your Event's Lifecycle

## The Process – SPIE

Whenever you have a daunting task ahead of you (like planning a virtual meeting), break it down into manageable chunks. As all CAE test takers know, one method to do this is SPIE.



## **Scan** **Understanding Who Comes and Why?**

One way to understand the different needs of attendees is to consider where they are in their careers.

For those early in their careers, they are still seeking practical information to help them learn the fundamentals of the job. They are solving immediate problems, their focus is within their organization, and they are looking to connect with people in the same situation or who can mentor them as they advance.

As your attendees become more established in their careers, now they are looking for updates on knowledge in their field and are working toward continuous improvement in their work. They are increasingly solving more strategic problems and may be focusing beyond their organization to your association or other regional or national networks.

Those who are embedded in the profession or industry are often looking to give back. They have mastery over the job and are looking for the deepest insights from the most thoughtful and innovative speakers. They tend to address systemic problems with a focus on the national or global stage.

Whether by tracks, keynote speakers, or special exclusive events, how will you meet the needs of different audiences within a digital environment?

| STAGE                     | YEARS IN CURRENT JOB | PERCEPTION OF THIS ROLE | KNOW                                   | LOOKING TO LEARN   | CONNECT                          | SOLVE              | LEAD   |
|---------------------------|----------------------|-------------------------|--|--|----------------------------------|--------------------|--|
| <b>Early Career</b>       | 0-3 Years            | It's a Job              | Know the fundamentals of the job       | Classes, Practical Tools, Certification  | Mentors and Peers                | Immediate problems | Within the Organization                                    |
| <b>Established Career</b> | 4-12 Years           | It's a Profession       | Have demonstrated knowledge of the job | New knowledge in the field, Continuous Improvement, Collaborative Learning, Insights | Peers and Leaders                | Strategic Problems | Within the local profession, state, association committees |
| <b>Embedded Career</b>    | Over 12 years        | It's a Calling          | Have mastery of the job                | Master Class, Integrated Learning, Wisdom, TED Talks                                 | Wise Peers, Leaders in the field | Systemic problems  | Within national & global organizations, on the Board       |

### What type of Knowledge do they seek?

Attendees learn more than the formal content offered in educational sessions. How will you offer them knowledge that is varied?

**FORMAL KNOWLEDGE:** Gained from experts and leaders about hot topics, new regulations, things that are changing in the body of knowledge.

**INFORMAL KNOWLEDGE:** Gained from colleagues sharing problems they solved, offering their own experiences, understanding the landscape of the profession. As part of that learning, attendees develop a professional network that will allow them to advance in their careers over time.

**SOCIAL KNOWLEDGE:** We also need to explicitly recognize the social aspect of meetings. These build the relationships that support professional connections. Different conferences have different social offerings; whether it's a late-night dance party or morning yoga, a pub quiz or a gala dinner, that sense of putting away your normal life for something social helps form the connections that build your professional network.



## Plan

### Member Attraction

How will you bring people to your digital event? There are three key factors in making any digital offering of high value to members:

- 1. DRAW:** What is the draw? Do they have an urgent need? A general interest? Is your organization a credible source of information attracting people to come because you think it's important that they know this information?
- 2. OPPORTUNITY:** How known is the opportunity? Do they know about it because it's at the same time each year, or have you marketed it so that they know? Is it at the right time for them, or will they have to make time?
- 3. EXPERIENCE:** What is the experience? Was it rewarding? Was it easy to access and participate? Did they get what they were promised? What they needed?

The first two factors will bring people in. The third will ensure they return.



## Member Value

Associations often think about member value in terms of what they directly offer members, but members gain from membership in more ways than that which comes directly to them from the association. When planning an event, associations need to think about all the benefits their constituents get from the event.

**Associations can offer benefits to members in four main areas.**

**ASSOCIATION TO MEMBER** - services offered directly from the organization to the member. This includes such things as education, information, data, and events. It can also be a sense of getting the inside scoop.

**MEMBER TO MEMBER** - services which facilitate members feeling connected to each other and being a part of a group to which they really belong. Members have a sense of finding their 'people.' These include mentoring, the social and collaborative aspects of events, online communities, chapter meetings, and a member directory.

**MEMBER TO ASSOCIATION** - where the member benefits by giving service to the association. These might be tangible benefits, such as compensation for conducting training sessions, or intangible benefits, such as professional recognition or a sense of professional commitment and contribution.

**ASSOCIATION AS LEADER** - where the association effects change acting as an organizational entity. Members may be involved, but this is often a staff-driven benefit. This includes advocacy, policy development, a seat on state committees, state-level data, the development of certification standards, and national or international relationships.

## Affiliate Attendees

Sponsors, vendors, and consultants attend for visibility. That might be through an expo hall, sponsored advertisements, or by leading sessions.

Because you don't have physical ways to navigate your attendees' behavior, you need to get creative about how you want to feature your sponsors. You will also need to ensure your content is relevant and engaging as attendees have less tolerance for pitches and poor content attending a virtual rather than in-person event.

Having a sponsor do a 5 minute spiel while people are seated in your main hall, waiting for the Keynote Speaker, or for lunch to be served, is very different than having them do a 5 minute spiel when people can get away from their desks and go make a cup of tea, or answer emails.

Consider creative ways to give your sponsors visibility, maximizing opportunities for attendees to want to engage with them by having them:

- Allow vendors to sponsor specific sessions, perhaps those related to their area of expertise. As the sponsor, they get a chance to welcome the speaker and introduce the topic.
- For sponsors of a session, offer the sponsor the list of attendees for that session. They will welcome that as a targeted list of those interested in their area of expertise. If you plan to do this, make sure your attendees have given permission for their contact information to be provided in this way.
- Consider having session speakers give very brief callouts for sponsors in the beginning of the session and also in the middle (popular podcasts often use this approach).
- In waiting rooms prior to the session, have branded material from sponsors.
- Foster a sense of #FOMO (fear of missing out) by offering information or materials available only if people attend a sponsored session.
- For virtual happy hours, give sponsors the list of expected attendees and allow sponsors to send them branded “happy hour” materials they can use at the happy hour event like beer mugs, wine glasses, bottle openers, etc.
- Provide branded and fun Zoom backgrounds for a virtual networking event.
- Provide virtual props for a virtual photo booth.



## Implement

### The Technology Needs

In addition to needing a platform to host the event, you may need to change or adapt your technology tools throughout the event lifecycle to support the new messaging, format, and content.

**MARKETING TOOLS** – Now may be the time to expand your marketing to more channels, capturing those potential attendees that are already highly digital. You might also need new email templates and event web pages to clarify and highlight all the different aspects that will be online. As you market, be clear on the experience that will be delivered. Then over-deliver!

**REGISTRATION** – If there will be both an in-person and virtual event, consider how you will handle registration for both.

**SESSION ACCESS** – You will need a single point of entry to all the virtual sessions. This might be a simple webpage, or a core part of your event platform. If you use different platforms for different session types, be sure to create a portal to access them all.

**METHOD FOR CHAT IN SESSIONS** – Allow your attendees to interact. Because they can't walk up to someone they know and sit together to chat during the break in a virtual session, you need to allow for other ways for people to interact. Don't lock it down to just interacting with the hosts and presenters.

**METHOD FOR CHAT AT THE EVENT OVERALL** – You typically will have an app for an event which can also provide ways to encourage conversations across sessions. Another way is to heavily promote your hashtag for conversations on Twitter or other platforms.

**EXPO HALL** – This is also a good platform to use avatars, because you can see when people are free or talking to others. You can also do a virtual walk around of booths, or you can arrange it completely differently as a series of appointments with vendors or a series of concurrent demonstrations.

**SPONSORSHIP** – Place brands so they are visible and give sponsors airtime without being overly salesy and intrusive.

**COMMUNITY** – Consider how you will use your current online community to facilitate conversations and prep materials beforehand. If you don't already have one, consider if now is the time to launch into having an online community.

## Event APP – Assessing the Need for One

At first glance, if your entire event is online, you may think there is no need for an event app. This may be true if the schedule, the materials, and access are all encapsulated in your event website.

However, remember you need to think about the entire experience. Newer event apps include opportunities to focus on social interaction and creating connections. Posting photos, checking into sessions, or connecting and messaging with other attendees have become core components of those apps. These are still elements you want to foster in a virtual event. In fact, encouraging social interaction, separate to questions and answers within sessions, will be even more important to deliver a well rounded experience to virtual attendees.

An app may also be useful for hybrid (combining in-person and virtual) events, to connect both audiences. It is quite possible in 6-12 months that stay-at-home restrictions for various locations will be lifted, but some attendees will be unable or unwilling to attend in-person events for fear of infection. If you host a hybrid event with both in-person and virtual access, an event app will be a way to connect all attendees.

While you are considering new virtual event platforms, review your current app for its social capabilities:

- Will it allow virtual and in-person attendees to interact?
- Can they post photos of their current view, no matter what that might be?
- Can they find and message other attendees?



## Evaluate

If virtual and hybrid events are here to stay, be sure to begin collecting feedback with your first event! Be sure to include in your evaluations opportunities for attendees to assess the platforms and an opportunity to express the type of experience they want moving forward.

Encourage attendees to complete the evaluation through rewards if necessary. Everybody loves a gift card or a reward for their time!

You may even want to consider conducting focus groups of different attendees categories to compare and contrast the user experience.

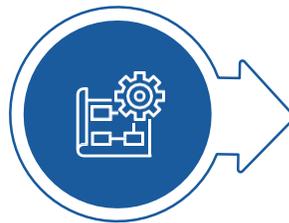
### THE PROCESS OF YOUR EVENT'S LIFECYCLE

SCAN

PLAN

IMPLEMENT

EVALUATE



# Selecting a Platform

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## Considerations

Before you embark on your journey to search for vendors, ask yourself the following questions:



- How quickly do I need a platform?
- What type of platform is the best fit?

For the foreseeable future, organizations will be providing virtual and/or hybrid events.

If you recently had to quickly transition your in-person to a virtual event, no one would fault you if your event felt “rushed.”

Therefore, using a “one-off” or experimental platform that filled your needs quickly is acceptable.

For the longer term, be sure to look beyond that event and see if that tool(s) will continue to serve you for future events or if you should consider using different tools.

You should look at platforms that will offer your attendees the highest quality experience and sponsors meaningful opportunities for exposure.

You want to be sure that you create consistent, positive user experiences for the type of meeting you are conducting, or attendees will be less likely to attend in the future.

## Event Types

The following are the most popular types of events conducted by associations. Most can be administered either on a single day or across multiple days:

### High Exhibits / Low Conference Sessions

- Consider a platform with a robust trade show experience including opportunities for sponsorships and 3-D exhibits; the “Keynote” session functionality may be most important.
- Consider using gamification to help engage the attendees.
- You may not need a speaker portal since the volume of speakers you are managing is low.

### High Conference Learning Sessions / Low Exhibits

- These events could be scientific meetings with lots of post sessions, a conference offering credentialing or continuing education credits, etc.
- Consider a platform that has an easy to use speaker portal and robust monitoring for speaker deliverables (this will be critical).
- You may want to combine an LMS system with other conference specific or streaming platforms for attendee participation and information dissemination after the event is over.
- For these types of conferences, reviewing sessions online is a different experience than being on-site. For events that have lots of sessions, make sure your attendee experience allows users to easily search and identify tracks and sessions.

### Balanced Between Exhibits and Sessions

- This can be considered the most difficult type of virtual event to host as expectations for attendees and exhibitors are high, and the types of speakers range from professional keynotes to volunteers.
- Look for a well-rounded platform but understand this platform may come at a premium cost to get all the “bells and whistles” you need to ensure success.

## Town Halls

- Many town hall events focus on a minimum number of presentations but lots of audience participation.
- If you are hosting town hall sessions, pay keen attention to the Q&A, polling, and moderator features.
- Consider platforms that allow for the ability of presenters to view and answer questions on the fly.
- Consider platforms that will live stream and/or record the event for easy dissemination after it is completed.

## Single Session

- Consider if your session requires interaction from attendees.
- Consider how you want the information in the presentation disseminated to your target audience.
- Consider if this is simply a “one off”/individual session or part of a continuing series.
- If you are offering this for continuing education credit(s), consider what the credentialing body’s requirements are for allowing the attendee to receive the credit from your session.

## General Considerations and Questions to Ask Yourself when Looking at Platforms:

### HOW MANY EVENTS WILL YOU BE HOSTING OVER THE NEXT FEW MONTHS OR YEAR?

- Platform prices vary; some platforms are priced as an annual subscription, others per event. Knowing how many events you could host with the platform will be essential for determining your per event costs.
- Other questions to consider when looking at different platforms:
  - How many events will need a platform?
  - How many events can use the same platform, or will you need multiple platforms for multiple events?
  - Will these be all related or separate?

## COMPLEXITY OF THE EVENTS

- Make a list of all your different event components and consider which ones provide value and will transition best to a virtual platform.
  - What components translate well, which ones need to be modified and which ones can be left on the cutting room floor?
  - Reducing complexity or removing a component may provide the flexibility you need to find a platform that meets your needs.
  - Take some time to look at your event evaluations to find the high value area.
- Will you be able to produce the event in-house, or will you need to hire 3rd party vendors for assistance?
- For a complex virtual event:
  - Are the platforms you are considering requiring you to put all the components together yourself?
    - If so, does your staff have the knowledge and bandwidth to accomplish this?
  - Are the platforms you are considering offering you a “white glove” experience whereby they do the bulk of the work putting it together relieving you of the hands-on duties?
  - Can your budget support the platform you have chosen to successfully carry out the event?

## WHAT IS THE COMPOSITION OF YOUR SPEAKERS, AND HOW MUCH ASSISTANCE WILL THEY NEED FROM YOUR TEAM TO PRESENT?

- Speaker management can be very complex and time consuming. As you look at platforms, you’ll discover the functionality they provide varies significantly:
  - Some platforms are more “DIY” (do it yourself), where the association staff manages the speakers.
  - Other platforms have feature rich speaker portals, while others offer more “white glove” speaker management where they will do the heavy lifting for you. (Here “white glove” is defined as providing services like, ensuring the presentation is ready, setting up a practice session, checking the “tech” connections for the speaker, and providing “day of” support for the speaker.) If you love a platform that doesn’t offer the “white glove” service you need for speaker management, consider hiring this out. There is a significant amount of labor involved in successfully executing this type of event management.

## HOW DO THE VARIOUS EVENT HOSTING PLATFORMS INTEGRATE WITH YOUR CRM/AMS?

- Don't forget to think about the registration experience for the audience. Maybe a full integration isn't needed in the short term, but if you think hybrid meetings will be part of your learning strategy for the next few years, you should have a plan in place for integrating the platforms and creating a registration experience that is frictionless.
- When looking at different platforms, you can also check to see if there are API's or tools like Zapier or MuleSoft available to connect them.

## ARE YOUR CONFERENCE SESSIONS GOING TO BE LIVE OR PRE-RECORDED?

- We understand that the idea of hosting a “live stream” event may sound appealing but think carefully about this first:
  - Live sessions add risk to a virtual event - especially if you have never done one before. There could be “no-shows” on volunteer led sessions or technical difficulties for the speaker and/or the audience. (Tip: For global events, please consider the bandwidth of your audience.)
  - If you stream live, be sure there is someone actively monitoring the Q&A and chat. The monitor helps to seed questions and drive engagement for recorded and live sessions.
- Recorded sessions can be edited and optimized for viewing and can also be created in more optimal conditions. If you decide to record, as noted above, make sure there is a way to engage the audience.
- If you decide to live stream and want to use it to drive people toward your website, make sure the streaming platform you use integrates with your CMS.
- For events not requiring interaction from attendees or a target audience, consider using a video production firm instead of a platform to record sessions

## CAN YOU OR DO YOU WANT TO RE-USE YOUR CONTENT AT A LATER DATE?

- Virtual events can have a longer shelf life, so think creatively about how you can leverage the content and the community you are creating.
- Make sure you can access the recordings and artifacts in a way that can be archived and accessed as necessary.

# Vendors<sup>1</sup>

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We have separated virtual event vendors into the following categories and will explore their uses within each one:

- Prep & General Collaboration
- Instructive
- Streaming
- Learning Management
- Conferences, Virtual Trade Shows (including Exhibit Halls) & Hybrid

## Prep & General Collaboration

Meetings and events take a great deal of time to plan, therefore it is important to consider the technology you use to help streamline and ease this process.

Depending upon the nature of your event, you may need to confer with committee members, speakers, or outside vendors to ensure a successful event.

The technology solutions listed here cover a variety of solutions, but the commonality between them is that they all offer methods for organizations to internally and/or externally share information and communicate together (outside of email and using the telephone).

The chart below lists vendors grouped together by their primary uses:

- Chat and Document Sharing
- Document Sharing
- Planning & Project Management

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<sup>1</sup>Note: Information listed in this section is subject to change at any time by the vendor.

| PLATFORM NAME            | PLATFORM SUMMARY  | AUDIENCE            | AUDIENCE SIZE                     | PRIMARY USE                   | COST  | PLATFORM HIGHLIGHTS  |
|--------------------------|---|---------------------|-----------------------------------|-------------------------------|---|--|
| <a href="#">Asana</a>    | Asana is a web and mobile application designed to help teams organize, track, and manage their work.  | Anyone on your Team | 1-Unlimited based on cost of plan | Planning & Project Management | \$0-\$30.49 p/mo/user   | You can use rules to automate routine tasks, so your team doesn't have to think about them. Your team has one shared space for all your work. Switch between project views, set task assignees, and specify due dates.   |
| <a href="#">Basecamp</a> | Basecamp is a real-time communication tool that is designed to help teams stay on the same page using to-do-lists, calendaring, due dates and file-sharing, and more. | Anyone on your Team | 1-Unlimited                       | Planning & Project Management | \$99 p/mo   | It offers messages, real-time chat, to-do lists, schedules, file storage, document sharing, and check-ins. Currently offering a flat rate for an unlimited number of users.  |
| <a href="#">Chanty</a>   | Chanty is a simple team chat powered by artificial intelligence.  | Anyone on your Team | 1-Unlimited                       | Chat and Document Sharing     | Free plan is for teams with up to 10 members. Business plan, starts at \$3 p/mo/ user | Its Teambook feature is a single hub for neatly organized tasks, conversations, pinned messages and all the content you share. Get quick access to an entire message history and easily find people from your team. You can also activate conversation actions when in conversation via a three-dot menu to pin messages, rename or leave conversations in a single click. |
| <a href="#">Flock</a>    | Flock organizes all your conversations, productivity tools, and apps in one place.  | Anyone on your Team | 1-Unlimited based on cost of plan | Chat and Document Sharing     | \$0-\$8 p/mo  | Its features include: video conferencing, channel messaging, voice notes, integrated search, file sharing, to-dos, polls, reminders, security, and integrations. You can share files hosted on a cloud storage service such as Google Drive, Microsoft OneDrive, and Dropbox. Files shared directly in Flock (from local storage) count towards your team's storage limit. |

| PLATFORM NAME                | PLATFORM SUMMARY  | AUDIENCE | AUDIENCE SIZE | PRIMARY USE      | COST   | PLATFORM HIGHLIGHTS   |
|------------------------------|---|----------|---------------|------------------|--|---|
| <a href="#">Google Drive</a> | Google Drive is a file storage and synchronization service developed by Google. | Anyone   | 1-Unlimited   | Document sharing | Free (up to 15GB of storage p/account) - \$12 p/mo/user (Enterprise) | Share documents and files, build out spreadsheets and make presentations with Docs, Sheets and Slides apps. |

| PLATFORM NAME                   | PLATFORM SUMMARY   | AUDIENCE            | AUDIENCE SIZE                     | PRIMARY USE                   | COST   | PLATFORM HIGHLIGHTS  |
|---------------------------------|--|---------------------|-----------------------------------|-------------------------------|--|--|
| <a href="#">Jira</a>            | Jira plans, tracks, and manages your agile and software development projects.  | Anyone on your Team | 1-5,000                           | Planning & Project Management | Free - \$14 p/mo for 5,000 users                                     | Top features include: scrum boards, flexible Kanban boards, roadmaps, and agile reporting.   |
| <a href="#">Microsoft Teams</a> | Teams allows you to chat, video meet, call, and collaborate on documents all in one place.   | Anyone on your team | 1-Unlimited based on cost of plan | Chat and Document Sharing     | Free (w/out commercial Office 365 subscription) - \$5 p/mo/user & up | Offered as part of Office 365 subscription and has seamless integrations with ALL Microsoft products like Planner, Forms Pro, Power BI, and more. Also offers extensive extensibility through countless integrations to other apps such as Trello, Jira, and Zoom. |
| <a href="#">Podio</a>           | Podio is a collaboration software that helps teams communicate and organize things to facilitate the completion of tasks and projects.               | Anyone on your team | 1-Unlimited based on cost of plan | Chat and Document Sharing     | \$0-\$24 p/mo/user   | It does this through a system that puts content, context, and conversations in one place.  |
| <a href="#">Slack</a>           | Slack facilitates teamwork in channels — a single place for messaging, tools and files designed to help everyone save time and collaborate together. | Anyone on your Team | 1-Unlimited based on cost of plan | Chat and Document Sharing     | Starting at \$6.67 p/mo/user   | You can share channels with organizations and vendors you regularly work with. Talk over voice or video calls directly from Slack, and you can share your screen, too.   |

| PLATFORM NAME          | PLATFORM SUMMARY  | AUDIENCE            | AUDIENCE SIZE                     | PRIMARY USE                   | COST   | PLATFORM HIGHLIGHTS  |
|------------------------|---|---------------------|-----------------------------------|-------------------------------|--|--|
| <a href="#">Trello</a> | Trello is an online tool for managing projects and personal tasks.  | Anyone on your Team | 1-Unlimited based on cost of plan | Planning & Project Management | Free - \$20.83 p/mo for 100 users  | You can add comments, attachments, due dates, and more directly to Trello cards. You can use built-In workflow automation with their "Butler." You can also integrate the apps your team already uses directly into your workflow.           |
| <a href="#">Viber</a>  | Viber is a calling and messaging app that connects people with a free and secure connection worldwide. All Viber calls and chats are protected by built-in end-to-end encryption. | Anyone              | Unlimited                         | Chat                          | Free - Contact them directly for pricing information regarding promotion of ecommerce and business messages. | It can be used on desktop and mobile devices and has been used for teams during trade shows to replace walkie talkies. They also allow for communities, and to promote your ecommerce and business messages on the app to a global audience. |
| <a href="#">Wrike</a>  | Wrike is an online project management software that gives you full visibility and control over your tasks.  | Anyone on your Team | 1-Unlimited based on cost of plan | Planning & Project Management | Free - \$24.8 p/mo for 200 users & additional custom pricing for enterprise customers                        | It offers Gantt charts, status reports with auto-updates, and more. You can also coordinate your entire marketing department to produce high-impact, multi-channel online campaigns. You can coordinate internal and external teams.         |

## Instructive

Events in this category are comprised of trainings, seminars, and/or classes that are presented to any size audience.

Some offer “real time” interaction with the presenters and other attendees via text or audio chat features, some of which also offer video interactions as well.

Others offer no interaction as they are recordings of audio, video, and/or screen sharing.

Host Instructive events when you:

- Present a concept or product that promotes your organization as an industry thought leader
- Want to offer training
- Want to raise awareness of an issue, concept, product
- Do not need participants to interact with each other

The Instructive events explored in this section are :

- Webinars
- Recorded Lectures or Presentations
- Podcasts
- Online Instructive Library

## Webinars

Webinars are simply defined as “seminars held over the Internet.” They can be conducted individually or as part of a series.

The average attendance rate for webinars is 46%. Similar to traditional “in-person” seminars and events, webinars are typically held on a specific date and time, but because they are hosted virtually, your target audience can participate from anywhere there is an Internet connection.

Most platforms allow for recording of the webinar to then distribute later to your target audience.

| PLATFORM NAME                          | AUDIENCE            | AUDIENCE SIZE  | LEARNING TYPE   | COST   | PLATFORM HIGHLIGHTS AND OTHER INFORMATION   |
|--|---------------------|--|---|--|---|
| <a href="#">Adobe Connect Webinars</a> | Webinar Registrants | 1-1,500  | Visual and Auditory - some opportunity to participate | Starts at \$130 p/mo for up to 100 attendees                     | Enables micro-sites to promote your event and register users, powerful email capabilities for invites and reminders, and robust analytics to provide insight. Also allows for interactivity with smart Q&A, multiple poll types, quick status options, ice breakers, timers, word clouds, and more. |
| <a href="#">BigMarker</a>              | Webinar registrants | 1-10,000   | Visual and Auditory - some opportunity to participate | Starts at \$79 p/mo for up to 100 attendees and one host license | There are no limits on the number of presenters in the webinar. To host live events, you are provided with a suite of marketing tools, including custom email invites, registration landing pages, and reminders. It also integrates with most major CRM software platforms.                        |
| <a href="#">ClickMeeting</a>           | Webinar registrants | 1-1,000  | Visual and Auditory - some opportunity to participate | Starts at \$25 p/mo for up to 25 attendees                       | It offers streaming with Facebook and YouTube and integrates with PayPal, Moodle, Zapier, HubSpot, LinkedIn, Slack, and more.   |
| <a href="#">Demio</a>                  | Webinar registrants | 1-1,000  | Visual and Auditory - some opportunity to participate | Starts at \$34 p/mo for up to 50 attendees                       | All the pricing plans offer standard features including advanced webinar setup, 24/7 Chat & Email Support, unlimited webinars, storage for 100 recordings, robust analytics, and more.  |
| <a href="#">EasyWebinar</a>            | Webinar registrants | 1-10,000 (could do more if you ask for custom pricing) | Visual and Auditory - some opportunity to participate | Starts at \$59 p/mo for up to 100 attendees                      | It integrates to WordPress, YouTube live streaming, and popular email marketing software, shopping carts, and lead generation tools.  |
| <a href="#">GoToWebinar</a>            | Webinar registrants | 1-1,000  | Visual and Auditory - some opportunity to participate | Starts at \$89 p/mo for 100 attendees                            | Automatic recording, which can then be shared online. Integrates with Zapier, Salesforce, Unbounce, and others.   |

| PLATFORM NAME                | AUDIENCE            | AUDIENCE SIZE | LEARNING TYPE   | COST  | PLATFORM HIGHLIGHTS AND OTHER INFORMATION  |
|------------------------------|---------------------|---------------|---|---|--|
| <a href="#">Livestorm</a>    | Anyone              | 1-1,000       | Visual and Auditory - some opportunity to participate | From \$0 - \$99 p/ mo/host                      | It offers a freemium plan with essential features included. It is easy for people to join webinars as you can choose whether they to register or create a specific account – they can have the option to simply join with one click and an internet connection. It also comes with features like a one-click invitation, screen-sharing, the ability to embed registration forms, unlimited recording storage, and more. |
| <a href="#">Webex</a>        | Webinar registrants | 1-40,000      | Visual and Auditory - some opportunity to participate | Starts at \$13.5 p/ mo for up to 50 attendees   | It provides a mobile app, integrates with popular marketing tools like Salesforce and well suited for meetings with over 10,000 live participants.   |
| <a href="#">WebinarJam</a>   | Webinar registrants | 1-5,000       | Visual and Auditory - some opportunity to participate | Starts at \$41.58 p/ mo for up to 500 attendees | It allows you to stream directly to a YouTube page, and have a secure, password-protected meeting with your target audience online. They can provide pop-ups to your audience during the webinar session itself, which allows them to buy a product or service right from the webinar. It also offers two-way communication via advanced Live Chat which pulls a video of the participant for 1:1 video communication.   |
| <a href="#">WebinarNinja</a> | Webinar registrants | 1-1,000       | Visual and Auditory - some opportunity to participate | Starts at \$39 p/ mo for up to 100 attendees    | It can run multiple polls before, during, and after the webinar. It also has timed offers to display at any time during your webinar, email automation and drip campaign options, and integrations with 1,000+ apps with Zapier.   |
| <a href="#">Zoom</a>         | Webinar registrants | 1-10,000      | Visual and Auditory - some opportunity to participate | From \$0 - \$19.99 p/mo/host                    | One of the least expensive, most popular, and, arguably, easiest to use. Offers automatic recording, which can then be shared online. It integrates with Google Calendar and Microsoft Outlook.  |

## Recorded Lecture or Presentation

This is a broad category that can be used to describe a variety of solutions, software, and hardware. It applies to recording something as simple as recording audio together with PowerPoint slides, or recording your desktop, using a camera, a separate microphone, and webcam all for one class.

All of the below mentioned platforms also record sessions so that the recordings can be used at a later time. Pre-recorded lectures or presentations are also frequently used with LMS's as a part of webinars on demand, and incorporated into virtual conferences or trade shows.

| PLATFORM NAME                              | AUDIENCE | AUDIENCE SIZE | LEARNING TYPE       | COST   | PLATFORM HIGHLIGHTS AND OTHER INFORMATION   |
|--|----------|---------------|---------------------|--|---|
| <a href="#">Mediasite</a>                  | Anyone   | Unlimited     | Visual and Auditory | Contact them directly for pricing  | Capture, edit, share, search and manage videos in one secure place. You can monitor one to hundreds of recorders in real time (which can be very useful for conferences). You can pair your content with your webcam or simply a voice over, and Mediasite's Desktop Recorder does the rest. Their schedule-based and plug-and-play capture appliances let users teach and present as they're most comfortable: from classrooms & training facilities to lecture halls and simulation labs. |
| <a href="#">Panopto</a>                    | Anyone   | Unlimited     | Visual and Auditory | Free - 2 hours video storage<br>100 hours streaming per month. Then \$14.99 p/mo for small groups and 5 hours video storage w/ unlimited streaming. Custom pricing for larger teams and unlimited storage, unlimited streaming | Allows you to capture video feeds from any camera and any screen — even multiple feeds simultaneously. You can securely centralize and stream your videos, create playlists, optimize playback, and measure viewer engagement. You can also live stream for up to 10,000 viewers.   |
| <a href="#">Screencast-O-Matic</a>         | Anyone   | Unlimited     | Visual and Auditory | Starts at \$1.65 p/mo/ license or for teams plans start at \$9.50 p/ mo for up to 10 users   | Teams are offered the ability to record, edit and share videos. It includes stock images to enhance recordings as well as a green screen tool to remove backgrounds and insert custom ones.   |
| <a href="#">Snagit with Screencast.com</a> | Anyone   | Unlimited     | Visual and Auditory | Starts at \$49 p/license but volume discounts are available starting at 5 licenses or more   | This allows users to capture screenshot images as well as record presentations on a screen with audio. To share the video created of the presentation a Screencast.com add-on to Snagit must be used. Screencast.com content will be deleted if you are on a free Screencast.com account and the content has not been viewed in more than one year.   |

## Podcasts

Podcasts can be used individually as the “main event” for instructing on a topic (or series of topics), or feature various speakers.

They can be used to compliment another event, such as a conference or trade show, and provide audio commentary or educational content as a part of an organization’s learning strategy.

Podcasts are digital audio files available on the Internet for downloading to a computer or mobile device. They are typically available as a series, in which subscribers can receive new installments automatically.

Hosting companies upload your audio files, tell the hosting platform your show’s details, and generate your feed. The popularity of podcasts has been steadily rising over recent years with [podcastinsights.com](https://www.podcastinsights.com) citing that “68 million [Americans] listen to podcasts weekly.”

| PLATFORM NAME              | AUDIENCE | AUDIENCE SIZE   | LEARNING TYPE | COST                       | PLATFORM HIGHLIGHTS AND OTHER INFORMATION  |
|----------------------------|----------|---|---------------|----------------------------|--|
| <a href="#">Audioboom</a>  | Anyone   | Unspecified   | Auditory      | Starts at \$9.99 p/mo      | Offers simple hosting, distribution, and an embedded player. Once you hit 10k plays per episode, they provide tools to create dynamic ads and sponsorships for your show.  |
| <a href="#">Buzzsprout</a> | Anyone   | Up to 40,000 episode plays p/mo at lower tier plan. Contact for more info above that. | Auditory      | Free - \$24 p/mo           | Paid plans host your files indefinitely, you get unlimited storage, and 250GB of bandwidth per month. This bandwidth covers approximately 20,000 to 40,000 episode plays per month. It also allows you to embed a podcast player right on your website.            |
| <a href="#">Captivate</a>  | Anyone   | Unlimited   | Auditory      | From \$19 p/mo - \$99 p/mo | All plans come with an unlimited number of podcasts, unlimited team members, a new podcast player, advanced analytics, and marketing tools. Their podcast marketing tool also allows you to automatically generate links to places like Overcast and Pocket Casts. |

| PLATFORM NAME              | AUDIENCE | AUDIENCE SIZE                | LEARNING TYPE | COST                       | PLATFORM HIGHLIGHTS AND OTHER INFORMATION  |
|----------------------------|----------|------------------------------|---------------|----------------------------|--|
| <a href="#">Fusebox</a>    | Anyone   | Unspecified                  | Auditory      | Starts at \$8 p/mo         | They offer email capture (one of the only podcast players to offer this), social sharing, custom sort, timestamps, mobile friendly, and more. They also have a transcript plugin with SEO-friendly live text that automatically adds podcast transcripts to your website which could be helpful for those with disabilities or who speak other languages.                                      |
| <a href="#">Libsyn</a>     | Anyone   | Unspecified                  | Auditory      | From \$5 – \$75 p/mo       | They give their users between 50 and 1500MB of monthly storage, provide analytics reports, RSS link generation, premium content, and their app.  |
| <a href="#">Podbean</a>    | Anyone   | Unlimited                    | Auditory      | From \$9-\$29 p/mo         | At higher tier pricing, you can get unlimited hosting services, distribution and promotion on iTunes, Google Play, Spotify, Amazon Alexa, and all the major apps, and 24/7 support.  |
| <a href="#">SoundCloud</a> | Anyone   | Unspecified                  | Auditory      | Free - \$16 p/mo           | This is the world's largest music and audio hosting site. Using their hosting services, you get access to all of their embedded players, Twitter cards, and timed comments. With a free account, you can upload 3 hours of content per month and get basic reporting.  |
| <a href="#">Simplecast</a> | Anyone   | Unspecified                  | Auditory      | Starts at \$15 p/mo        | Offers one-click publishing, different web players, a fully functioning website, and advanced analytics tools. You also get unlimited storage, unlimited uploads, and distribution to all major platforms. They also allow you to schedule and share clips of your podcast on social media.  |
| <a href="#">Transistor</a> | Anyone   | Up to 150,000 downloads p/mo | Auditory      | From \$19 p/mo - \$99 p/mo | Tools include hosting unlimited shows, managing multiple users per account, generating branded websites, your own domain name, distributing your podcast, and viewing advanced analytics. They provide unlimited podcasts and episodes, up to 2 users, and 10,000 downloads per month at the lower tier pricing and up to 10 team members and 150,000 downloads per month at the highest tier. |

## Online Instructive Library

Having an online instructive library encompasses video and audio solutions to help enhance your members' learning and engagement.

| PLATFORM NAME                  | AUDIENCE | AUDIENCE SIZE | LEARNING TYPE     | COST                              | PLATFORM HIGHLIGHTS AND OTHER INFORMATION   |
|--------------------------------|----------|---------------|-------------------|-----------------------------------|---|
| <a href="#">Association TV</a> | Anyone   | Unlimited     | Visual & Auditory | Contact them directly for pricing | This is a turnkey solution that deploys video and multimedia to unify your engagement strategies. Virtual/ Remote recording services, high quality videography, Online Instructive Libraries. Association TV® is designed to take on roles for planning, equipment sourcing, directing, interviewing, filming, editing, marketing/distributing and more.  |
| <a href="#">Gather Voices</a>  | Anyone   | Unlimited     | Visual & Auditory | Contact them directly for pricing | The Gather Voices Annual subscription enables Associations to create collaborative video content all year long with those who are most important to them, their members, vendors, and staff. They are designed for quick and simple setup enabling users to start collecting, managing and publishing videos with ease. As of this guide's publishing, they are waving rush deployment fees and providing special pricing to enable their association clients to launch as quickly as a week. |

## Streaming

Streaming content allows users to listen to music, lectures, etc. in real-time instead of having to download a file to your computer or device to consume the content.

With internet videos and webcasts of live events, there is no file to download, just a continuous stream of data offered in real-time.

Like webinars, live streams are offered on a specific date and time, but because they are hosted virtually, people can participate from anywhere there is an Internet connection. They can be conducted individually or as part of a series. Many virtual meeting platforms have "live streaming" capabilities built in. If you are going the "DIY" route or have lots of stand-alone needs, here are some platforms to consider.

| PLATFORM NAME           | AUDIENCE   | AUDIENCE SIZE | LEARNING TYPE | COST       | PLATFORM HIGHLIGHTS  |
|-------------------------|--|---------------|---------------|------------|--|
| <a href="#">Boxcast</a> | Associations, Churches, Sports, Municipalities, Enterprise | Unlimited     | Audio & Video | \$99/month | It can stream simultaneous events, allow ticket purchasing, graphic overlays, stream to smart tv apps, live interactive map, and more. |

| PLATFORM NAME                                 | AUDIENCE  | AUDIENCE SIZE | LEARNING TYPE  | COST                   | PLATFORM HIGHLIGHTS  |
|---|---|---------------|----------------|------------------------|--|
| <a href="#">dacast</a>                        | Anyone  | 1-15,000      | Audio & Visual | Starts at \$19 p/mo    | It includes the integration of live video with APIs and video streaming over social media platforms such as Facebook. They also offer webinar services based on how much data you consume. If you go over the data bandwidth limit, you will be charged extra. |
| <a href="#">Facebook Live</a>                 | Facebook users, but if the stream is open to the public, anyone can view the stream | Unlimited     | Audio & Visual | Free                   | General Streaming, ties into social media platforms, can also record to create on-demand videos.   |
| <a href="#">IBM Video Streaming</a>           | Anyone  | Unlimited     | Audio & Visual | \$99 p/mo - \$999 p/mo | It includes AI-driven deep search and the ability to track usage down to the individual user level with metrics as detailed as when content was accessed, device information, geographic location of the viewer and completion percentage.                     |
| <a href="#">Member Streaming by Vocalmeet</a> | Associations, Churches, Sports, Events, Municipalities, & Businesses                | Unlimited     | Audio & Video  | \$17-\$375/ Month      | Purchase capability, event streaming, hybrid events (in person and virtual elements for the same event).   |
| <a href="#">Periscope</a>                     | Twitter users & those with Periscope app  | Unlimited     | Audio & Visual | Free                   | General streaming app that is a Twitter product, but it ties into other social media platforms, as well. Easy to use for quick casual streaming.   |
| <a href="#">SlideSpiel</a>                    | Session Attendees   | Unlimited     | Audio & Visual | \$100-\$500/ hour      | Services typically used for onsite conferences but offers session-recording/ streaming with slides, onsite support for conferences, editing.   |

| PLATFORM NAME                | AUDIENCE | AUDIENCE SIZE  | LEARNING TYPE  | COST | PLATFORM HIGHLIGHTS   |
|------------------------------|----------|--|----------------|------|---|
| <a href="#">YouTube Live</a> | Anyone   | Unlimited on computer, but only those w/ at least 1,000 subscribers can use the mobile version of live streaming | Audio & Visual | Free | General Streaming, ties into most social media platforms, can turn streams into on demand videos. |

## Learning Management

Born out of the emergence of the eLearning movement, a Learning Management System (LMS) is a software solution designed for the administration, documentation, tracking, reporting, and delivery of educational courses, training programs, or learning and development programs.

| PLATFORM NAME                   | AUDIENCE | AUDIENCE SIZE | LEARNING TYPE                      | PLATFORM HIGHLIGHTS   |
|---------------------------------|----------|---------------|------------------------------------|---|
| <a href="#">Beacon360</a>       | Anyone   | Unlimited     | Auditory, Visual, Question/ Answer | Beacon360 is a highly configurable content development and management solution, designed to meet your organization's specific continuing education, corporate training and virtual event delivery needs.  |
| <a href="#">Blue Sky eLearn</a> | Anyone   | Unlimited     | Auditory, Visual, Question/ Answer | Blue Sky provides an award-winning learning management system and virtual event services designed to maximize your content and create deeper engagement with your audience.   |
| <a href="#">Crowd Wisdom</a>    | Anyone   | Unlimited     | Auditory, Visual, Question/ Answer | Crowd Wisdom is a flexible LMS designed specifically for professional education and partner and customer training and to help create engaging content for your learners. It allows users to personalize, manage and track education in one hub. |
| <a href="#">Elevate</a>         | Anyone   | Unlimited     | Auditory, Visual, Question/ Answer | Elevate, owned by CommPartners, offers livestream events, virtual conferences, webinars & webcasts and content recordings.  |

| PLATFORM NAME                    | AUDIENCE                            | AUDIENCE SIZE | LEARNING TYPE                      | PLATFORM HIGHLIGHTS   |
|----------------------------------|-------------------------------------|---------------|------------------------------------|---|
| <a href="#">EthosCE</a>          | Medical Associations                | Unlimited     | Auditory, Visual, Question/ Answer | EthosCE is considered the leading learning management system (LMS) for medical associations, academic medical centers, health systems, and medical education companies.   |
| <a href="#">Knowledge Direct</a> | Anyone                              | Unlimited     | Auditory, Visual, Question/ Answer | Knowledge Direct combines advanced technology with user-friendliness, helping organizations develop rich, customized and social learning experiences that are accessible to anybody, anywhere.  |
| <a href="#">LearnUpon</a>        | Anyone                              | Unlimited     | Auditory, Visual, Question/ Answer | LearnUpon is designed to help you manage, track, and achieve your learning goals through a single solution. It includes social learning (learners can share with each other), strong API, certification and recertification.                              |
| <a href="#">Moodle</a>           | Anyone                              | Unlimited     | Auditory, Visual, Question/ Answer | Moodle is a learning platform designed to provide educators, administrators and learners with a single robust, secure and integrated system to create personalized learning environments.   |
| <a href="#">Next Thought</a>     | Anyone                              | Unlimited     | Auditory, Visual, Question/ Answer | Next Thought is designed to create courses, facilitate instructor-to-peer and peer-to-peer engagement, create and grade assessments, track and report on progress, and make data-driven improvements to your courses.                                     |
| <a href="#">Oasis</a>            | Associations and Certification orgs | Unlimited     | Auditory, Visual, Question/ Answer | Oasis LMS offers online learning, self-assessment, and item banking for certification exams.  |
| <a href="#">TopClass</a>         | Anyone                              | Unlimited     | Auditory, Visual, Question/ Answer | TopClass LMS provides a connected and personalized experience for learners with a single point of support for integrations with all major technology solutions. TopClass LMS is said to have maximized revenues for education and certification programs. |

| PLATFORM NAME                   | AUDIENCE   | AUDIENCE SIZE | LEARNING TYPE                      | PLATFORM HIGHLIGHTS  |
|---------------------------------|--|---------------|------------------------------------|--|
| <a href="#">Web Courseworks</a> | Associations (Medical Societies and Trade Associations), Manufacturing Companies with Channel Partners, and Government Organizations | Unlimited     | Auditory, Visual, Question/ Answer | Web Courseworks was designed to enable associations to create customized learning experiences, track users' success, and make data-driven decisions. Their product, CourseStage LMS, was designed specifically to handle continuing education and professional development activities of associations. |

## Conferences, Virtual Trade Shows, & Hybrid

For the purpose of this guide, Conferences are defined here as meetings featuring more than one seminar or session with multiple speakers, requiring registration (either prior to the event or on-site), offering outside sponsorship opportunities, but NOT featuring 3D (virtual or on-site) exhibits.

A virtual trade show is a type of virtual event that allows exhibitors and attendees to interact in an online rather than physical environment. Virtual trade shows are not bound by in a geographic location like their physical counterparts, thus allowing participants to attend anytime and from anywhere.

The virtual trade show platforms listed below offer the components of a “traditional” trade show including: exhibitors, sessions, and sponsorships.

Hybrid events are a combination of Conferences and Virtual Trade Shows.

| PLATFORM NAME & DESCRIPTION  | PRIMARY FOCUS                                     | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE |
|--|---|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|----------|
| <a href="#">6Connex</a><br>Full virtual conference platform offering attendee management, customizable branding, live streaming, real-time chat, reporting/analytics, virtual lobby, lead generation, online registration, survey/poll management. | Virtual Trade Show, Job Fair, Conference, Webinar | ✓                           | ✓        |                 | ✓                   |            | ✓                | ✓                   | Virtual  |

| PLATFORM NAME & DESCRIPTION   | PRIMARY FOCUS  | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE              |
|---|--|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|-----------------------|
| <p><b>All in the Loop</b></p> <p>Offers virtual &amp; hybrid event engagement, platform event Apps, registration &amp; lead retrieval apps for conferences, trade shows and corporate meetings. Filter registration types to identify on-site and off-site attendees, offsite attendee engagement options like conducting face to face virtual meetings, live Q&amp;A, live polling and forums to anywhere in the world, and live stream presentations in real-time. Match attendees and suggest sponsors and agenda sessions based on their interests, give attendees a voice and facilitate an open dialogue, speaker, exhibitor and sponsor directories.</p> | Mobile event app and Virtual Conference  | ✓                           |          |                 |                     | ✓          |                  | ✓                   | Virtual and in-person |
| <p><b>Blue Sky eLearn</b></p> <p>Offers a learning management system (LMS) and virtual event services designed to maximize your content and create deeper engagement with your audience.</p>  | Learning Management System and Virtual Conference Management System and Virtual Conference | ✓                           |          |                 | ✓                   |            |                  | ✓                   | Virtual               |
| <p><b>CadmiumCD</b></p> <p>Offers the full spectrum of conference management, cadmiumCD's services include conference proceedings, on-site audio recording, audio synchronization with presentation slides, abstract collection systems, speaker data collection, review tools, poster galleries, online itinerary planners, exhibitor management tools, and conference education apps.</p>   | Conference Platform Virtual Conference   | ✓                           | ✓        | ✓               |                     | ✓          |                  | ✓                   | Virtual and in-person |

| PLATFORM NAME & DESCRIPTION  | PRIMARY FOCUS                            | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE              |
|--|--|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|-----------------------|
| <p><a href="#">CommPartners</a></p> <p>Offers a dynamic virtual conference web portal, social collaboration tools, virtual trade show, keynotes and breakout sessions. Full service available.</p>   | Virtual Conference                       | ✓                           |          |                 | ✓                   |            |                  | ✓                   | Virtual and in-person |
| <p><a href="#">Communique Conferencing</a></p> <p>Offers enterprise-grade, cloud-based, virtual conference and event platform functions as a traditional offline trade show translating exhibit halls, booths, presentations &amp; networking into a highly customizable 3D virtual environment.</p> | Virtual Exhibit Hall (3D)                | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual               |
| <p><a href="#">Digitell</a></p> <p>Offers dynamic engagement tools, customer service, virtual event and live streaming platforms that give you the ability to connect with a global audience.</p>  | Virtual Conference                       | ✓                           |          |                 | ✓                   | ✓          |                  | ✓                   | Virtual and in-person |
| <p><a href="#">Engagez</a></p> <p>Offering virtual conferences and events that can be managed as a “self-serve” platform by the association staff or organizations can leverage consulting, execution and support services from the Engagez team.</p>  | Virtual Conference, Virtual Exhibit Hall | ✓                           | ✓        |                 |                     |            |                  | ✓                   | Virtual               |
| <p><a href="#">EthosCE</a></p> <p>Centered around the LMS, EthosCE extend learning into a virtual environment.</p>   | LMS/Web                                  | ✓                           |          |                 | ✓                   |            |                  | ✓                   | Virtual and in-person |

| PLATFORM NAME & DESCRIPTION  | PRIMARY FOCUS                              | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE |
|--|--|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|----------|
| <p><a href="#"><u>Eventfinity</u></a></p> <p>Designed to replicate the attendee and exhibitor experience found at live face-to-face events.</p>  | Virtual Conference                         | ✓                           |          |                 |                     |            |                  | ✓                   | Virtual  |
| <p><a href="#"><u>Event Tech Group (by Community brands)</u></a></p> <p>Offering enterprise virtual conference platform, sessions and learning tracks, speaker management, sell registrations and accept payments, attendee dashboard, virtual exhibit hall, virtual poster session, live networking, exams and surveys, integrations (Webex, GTM, ON24, Zoom coming soon)</p> | Virtual Conference                         | ✓                           | ✓        |                 |                     |            |                  | ✓                   | Virtual  |
| <p><a href="#"><u>Expos2</u></a></p> <p>Configurable event platform designed for speed and mobility from B2B to B2C and beyond. They offer an expo floor, concurrent sessions, live and recorded sessions and 1:1 chat with attendees and exhibitors.</p>  | Virtual Trade Show, Job Fairs, Conferences | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual  |
| <p><a href="#"><u>HexaFair</u></a></p> <p>HexaFair offers exhibitors booths (3D environment), speakers &amp; sponsors management, social networking, live, on-demand, pre-recorded video / audio streaming for webinars / conferences.</p>   | Virtual & Hybrid Event Engagement          | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual  |
| <p><a href="#"><u>HeySummit</u></a></p> <p>Considered an affordable virtual conference platform for recorded and live sessions.</p>  | Speaker Directory                          |                             |          |                 |                     |            |                  | ✓                   | Virtual  |

| PLATFORM NAME & DESCRIPTION  | PRIMARY FOCUS                     | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE              |
|--|-----------------------------------|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|-----------------------|
| <p><a href="#"><u>Hopin</u></a></p> <p>Offering all-in-one live online events platform where attendees can learn, interact, and connect with people from anywhere in the world.</p>  | Virtual Conference                |                             |          |                 |                     |            |                  | ✓                   | Virtual               |
| <p><a href="#"><u>iCoHere</u></a></p> <p>Offers courses, communities, all-in-one portals, &amp; virtual conferences. Integrations &amp; custom development available. Focus on live streaming and have developed virtual and hybrid conferences for nearly 10 years.</p>   | LMS, Virtual Conference           | ✓                           |          |                 |                     |            |                  | ✓                   | Virtual and in-person |
| <p><a href="#"><u>Intrado</u></a></p> <p>Select from two platform options. The “Essentials” experience is said to deliver a series of live, simulate, or on demand presentations organized by tracks or categories. The “Immersive Expert” package, is designed to emulate a physical conference with event spaces, sponsorship opportunities, programmed sessions and engagement tools.</p> | Virtual & Hybrid Event Engagement | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual               |
| <p><a href="#"><u>Matchbox Virtual Media</u></a></p> <p>Considered a full service virtual event management, streaming platform, session production, marketing support, sponsorship integration, community management, eBook with takeaways, and event data analysis. Matchbox strives to create virtual events with high audience engagement.</p>  | Virtual Conference                | ✓                           |          | ✓               |                     |            |                  | ✓                   | Virtual and in person |

| PLATFORM NAME & DESCRIPTION   | PRIMARY FOCUS                      | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE              |
|---|------------------------------------|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|-----------------------|
| <p><a href="#"><u>ON24</u></a></p> <p>Content hub for digital assets which can be used as on-demand training. This platform traditionally leans towards lead generation and sales but could be a valuable addition to a digital learning strategy.</p>                                | Virtual Conference                 | ✓                           |          |                 |                     |            |                  | ✓                   | Virtual               |
| <p><a href="#"><u>OpenWater</u></a></p> <p>Virtual session portal, conference session manager, breakouts, recordings, live streaming, integrations include: iMIS, netFORUM, MemberClicks, Salesforce, Aptify, Microsoft Dynamics CRM, &amp; yourmembership.com.</p>                   | Virtual Conference                 | ✓                           |          |                 |                     |            |                  | ✓                   | Virtual               |
| <p><a href="#"><u>Pathable</u></a></p> <p>Offers an online event experience that combines webinars, recorded sessions and networking. Built in exhibitor, sponsorship and engagement opportunities.</p>   | Virtual Conference App and Website | ✓                           |          |                 |                     | ✓          |                  | ✓                   | Virtual               |
| <p><a href="#"><u>Performedia</u></a></p> <p>Offers experience in transitioning physical meetings to hybrid and virtual events. Their team can help manage and prepare remote presenters to look and sound their best.</p>  | LMS, Virtual Conference            | ✓                           |          |                 |                     |            |                  | ✓                   | Virtual and in-person |
| <p><a href="#"><u>PheedLoop</u></a></p> <p>Offers registration &amp; ticketing, event app, live streaming, exhibitor management, speaker management, mobile check-in, badge printing, event website, call for proposals, forms &amp; surveys, seat planning, &amp; communication.</p> | Virtual Trade Show & Hybrid        | ✓                           | ✓        | ✓               |                     |            |                  | ✓                   | Virtual               |

| PLATFORM NAME & DESCRIPTION  | PRIMARY FOCUS                      | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE |
|--|------------------------------------|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|----------|
| <p><a href="#"><u>Remo</u></a></p> <p>Offers niche applications that focus on live and virtual networking.</p>   | Virtual Conference                 |                             |          |                 |                     |            |                  | ✓                   | Virtual  |
| <p><a href="#"><u>Scarritt Group</u></a></p> <p>Platform allows for a customizable experience for virtual and hybrid meetings. Includes 3D exhibit floor, embedded polls and surveys, resource center and IA Avatar, and simultaneous interpretation.</p>                      | Virtual Conference and Expo Floor  | ✓                           | ✓        | ✓               |                     |            | ✓                | ✓                   | Virtual  |
| <p><a href="#"><u>Teooh</u></a></p> <p>Niche app for small groups or “communities.” The website states, “Built to connect people all over the world. Come together into our virtual venue with your community to laugh, listen, share ideas, and network with each other.”</p> | Virtual Meetings, Mobile Community |                             |          |                 |                     |            |                  | ✓                   | Virtual  |
| <p><a href="#"><u>TopClass</u></a></p> <p>TopClass LMS has a unique hybrid offering that includes learning and certification functionality as well as an online community where members and certificates can have access to forums and communicate with each other.</p>        | LMS/Virtual conference             | ✓                           |          |                 | ✓                   |            |                  | ✓                   | Virtual  |
| <p><a href="#"><u>yConferenceOnline</u></a></p> <p>Offering online conferences, conventions, trade shows, and education. Events offered with options for keynote/ plenary sessions, training sessions, presentations, exhibit halls, and network opportunities.</p>            | Virtual Events                     | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual  |

| PLATFORM NAME & DESCRIPTION   | PRIMARY FOCUS                     | VIRTUAL CONFERENCE SESSIONS | EXHIBITS | POSTER SESSIONS | LEARNING MANAGEMENT | MOBILE APP | JOB/ CAREER FAIR | ADDITIONAL FEATURES | AUDIENCE                              |
|---|-----------------------------------|-----------------------------|----------|-----------------|---------------------|------------|------------------|---------------------|---------------------------------------|
| <p><b>vFairs</b></p> <p>Offers people opportunities to network, access content &amp; listen to speakers from anywhere by hosting an online conference, summit or forum. Additional features: audio/video/text chat, polls, webinars, 3d exhibit hall and meeting rooms.</p> | Virtual Conference and Expo Floor | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual and in person event attendees |
| <p><b>Vision Virtual</b></p> <p>Provides a variety of virtual meeting options. Round table, breakout sessions, and 3D exhibit hall along with both live and recorded sessions.</p>  | Virtual Conference and Expo Floor | ✓                           | ✓        |                 |                     |            |                  | ✓                   | Virtual                               |
| <p><b>Vocalmeet</b></p> <p>More than virtual conferences, this modular platform also includes a private community and member management.</p>  | LMS/Online Testing/Live Streaming | ✓                           |          |                 | ✓                   |            |                  | ✓                   | Virtual                               |
| <p><b>Web Courseworks</b></p> <p>With roots in eLearning, Web Courseworks offers webinar production services, virtual meeting services, and virtual conference setup. AMS Integrations include: Personify, iMIS, &amp; netFORUM. Mobile responsive platform.</p>            | LMS, Virtual Conference           | ✓                           |          | ✓               | ✓                   |            |                  | ✓                   | Virtual                               |
| <p><b>WorkCast</b></p> <p>Focuses on webinars, webcasts and virtual events with a range of support options for self-service to fully managed events.</p>  | Virtual Trade Shows               | ✓                           | ✓        |                 |                     |            | ✓                | ✓                   | Virtual                               |

## How to Get Help?

Achurch Consulting and Ellipsis Partners can help you navigate the process of choosing and implementing the platforms discussed in this guide in a variety of ways.



[ACHURCH CONSULTING](#) can help you find solutions that fit with your current systems including your AMS, LMS, and CMS. While working virtually may have started as a short-term solution, you now see that you and your team are working productively remotely and want to make this a permanent solution for the long-term. Achurch can offer you the tools you need to successfully lower your overhead and present the ROI of shedding your brick and mortar building to your board.

Achurch also provides extensive consulting and virtual teams' coaching that ensures you and team are happier and more efficient working remotely. What we are experiencing now has thrown many for a loop and is not indicative of typical remote work arrangements. Achurch can not only help you set up your infrastructure and co-locate your technologies, but they can also help you learn how to manage remote teams successfully and sustainably.

If you have questions or want to learn more about how Achurch can help your organization, please feel free to reach out to them at

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

[www.achurchconsulting.com](http://www.achurchconsulting.com)



[Ellipsis Partners](#) makes technology work for you. They roll up their shirt sleeves and work hard to find the systems and processes that are burdening your members and team and develop strategies to move you beyond those barriers.

They assess your organizational capabilities and goals and match those against member needs and emerging technology trends to help you determine your technology strategies. They work as your advocate and workhorse in finding the software and technology solutions and vendors who will become true partners in your success.

Through a careful communications' strategy, they pull apart your mission and messaging and develop a plan for reaching your target audiences with the right messages at the right time and at the right pace. Their web strategy services prepare your organization for successful website projects by establishing your site's purpose and audience. They build their recommendations into key indicators that will drive measurable success in your future site.

If you have questions or want to learn more about how Ellipsis can help your organization, please feel free to reach out to them at

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

[www.ellipsispartners.com](http://www.ellipsispartners.com)