

PLATFORMS FOR VIRTUAL AND HYBRID EVENTS

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Remo <https://remo.co/>

Ease of use (for audience)

Requires account creation, and has specific system requirements. Best for committed communities.

Program Length

Up to 8 hour session, depending on account.

Interactivity

(Chat Functionality & Networking Opportunity)

Highly interactive. Camera-on table interaction. Chat + Q&A in broadcast presentations. Ability to pull audience members on stage.

User profiles with virtual business cards and direct messaging.

Hybrid Capability

Most relevant to remote audiences. Can be set up as a virtual replica of any in-person environment. Remote audience chat and Q&A can be integrated with in-person sessions.

Public vs. Private

Events are either open to public (but do not have to be publicized) or private (based on your attendee email list)

Customizable elements

Interface is driven by a highly customizable graphic floor plan. Some effort required to create new floor plans. Easy to name tables, swap sponsor banners, add videos, and display agenda.

Sponsorship

Opening banner graphics and video streams can be branded. Floor plans can be customized to reflect a sponsored location, and or to create virtual sponsor booths. Sponsor banners (up to 20 per event, depending on plan) allow for placement of clickable sponsor ads directly in the floor plan interface. Each ad leads to a pop-up displaying a graphic or video, with a call-to-action button. Attendee analytics available for sharing with sponsors.

Advantages for Organizers

Highly customizable, making it possible to echo a very specific location and/or room structure. Dual modalities of table-based interaction and presentation mode make it a fit for almost any content. Interactivity is often appealing to attendees looking for something more than a presentation. Chat support available.

Biggest Challenges

Platform requires a modern operating system and higher-speed internet connection in order to facilitate camera-on experience for attendees. This requires early on-boarding communication for user training.



IDEAL AUDIENCE SIZE

50-850

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Crowdcast www.crowdcast.io

Ease of use (for audience)

Sign up and login is super easy. Web interface works on almost all devices. Mobile app also available. Easy chat. Polls and Q&A are a little more hidden, but still intuitive.

Program Length

Up to 6 hour session, depending on account. Events can be easily structured as multi-session conferences.

Interactivity

(Chat Functionality & Networking Opportunity)

Chat, Q&A, and polling during live streams. Audience members can be pulled up on stage. User profiles (optional.)

Hybrid Capability

Good fit for remote presentation of an in-person event session. Remote audience chat and Q&A can be integrated with in-person sessions

Public vs. Private

Attendees must register. Events can be protected with guest lists and/or simple passwords.

Customizable elements

Can customize banners, descriptions, etc.

Sponsorship

Opening banner graphics and video streams can be branded. Call-to-Action button can link to sponsor or external campaign. Pre-event surveys and event analytics can capture data for sharing with sponsors.

Advantages for Organizers

Easy to pull in new audience members. Registration surveys make it easy to learn more about the community. Relatively low cost and streamlined back-end configuration tools. Chat support available.

Biggest Challenges

Limited customization of presentation interface (outside of video window.)



IDEAL AUDIENCE SIZE

20-1000+

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Facebook Live www.facebook.com

Ease of use (for audience)

Very familiar interface, provided the audience uses Facebook. Consider combining with a secondary platform to increase accessibility for non-Facebook users.

Program Length

Up to 8 hours per session.

Interactivity

(Chat Functionality & Networking Opportunity)

Social chat feed. Social sharing and watch parties. Connected to social profile content of other users on the platform.

Hybrid Capability

Good fit for remote presentation of an in-person event session. Remote audience chat and Q&A can be integrated with in-person sessions.

Public vs. Private

Public

Customizable elements

Event / stream poster image, description.

Sponsorship

Opening poster image and video stream can be branded. Sponsors' presence on the platform can be tagged with social @sponsor references.

Advantages for Organizers

Zero out of pocket cost, and very familiar to most attendees. Great for free, public-facing events where social momentum is a plus.

Biggest Challenges

Limited live support available from Facebook. Not a good fit for private events, or events that need to be universally accessible. Also, audio fingerprinting is extremely aggressive, and will block or partially mute streams where the algorithm detects copyrighted music.

Free



IDEAL AUDIENCE SIZE

Any size (generally open to public)

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Attendify attendify.com

Ease of use (for audience)

Requires account creation. Web platform is relatively accessible, and mobile app also available. Internal navigation can be customized to your event content and schedule.

Program Length

Up to 24 hours per session, but no session can span multiple days. Best suited for conferences with many sessions.

Interactivity

(Chat Functionality & Networking Opportunity)

Chat, polling, and Q&A - in "Town Hall" and on a session-by-session basis. User profile creation and direct messaging. Feels similar to a private, event-specific Facebook.

Hybrid Capability

Attendify app offers a unified platform for in-person and remote attendees. In-person sessions can be live-streamed to remote attendees. Remote audience chat and Q&A can be integrated with in-person sessions. Pre and post conference content can be made easily available to all attendees through the platform.

Public vs. Private

Attendees must register. Events can be protected with guest lists.

Customizable elements

Full site structure can be customized to fit event content and schedule. Town Hall and most event pages offer opportunities for text and graphic customization. White label mobile app can be branded to your event (at additional cost).

Sponsorship

Robust sponsor listings to promote sponsor products and services. "Meet Now" 1-on-1 sponsor video call functionality. Sponsors can be linked to individual sessions. Sponsors can be promoted in Town Hall posts, Town Hall banner image, and special live sessions (such as sponsor demos.) Tremendous analytics available for sharing with sponsors.

Advantages for Organizers

Back-end tools offer a nice balance of flexibility and easy setup. Platform offers registration and good integration for in-person audiences. Great session analytics available to track community engagement.

Biggest Challenges

Low-priced conference option, but still requires investment. Also, optional on-platform video streaming adds functionality, but can get expensive. Some inconsistencies between mobile app and web browser experiences for attendees.



IDEAL AUDIENCE SIZE

100-10,000

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Vimeo vimeo.com

Ease of use (for audience)

Interface is similar to YouTube. Participants can easily join events via Vimeo website, or with embedded players on your site. Works on almost all devices.

Program Length

Up to 12 hours per session. Multiple sessions can be linked or embedded on an external website.

Interactivity

(Chat Functionality & Networking Opportunity)

Basic chat, polling and Q&A.

Hybrid Capability

Good fit for remote presentation of an in-person event session. Remote audience chat and Q&A can be integrated with in-person sessions.

Public vs. Private

No registration required, but can be published with a private URL (on Vimeo) or embedded behind a login system on an external website.

Customizable elements

Event / stream poster image, description.

Sponsorship

Opening poster image and video stream can be branded. When embedding, the surrounding web page can contain many forms of sponsor recognition and interactivity.

Advantages for Organizers

Simple, video-centric interface for production. Easy to embed on external sites. Audio fingerprinting is less sensitive than YouTube and Facebook. Can serve as a hub for embedding to other websites, and multistreaming to social platforms.

Biggest Challenges

Basic player interface. Also, Vimeo's "unlimited" live streaming actually has a soft cap that will become a problem for the largest audiences.



IDEAL AUDIENCE SIZE

100-10,000



MessageMakers
creators of experiences that transform
remote

Let us know how we can help! Contact us at info@messagemakers.com