Virtual Conference Platforms

Considerations for Making the Right Choice

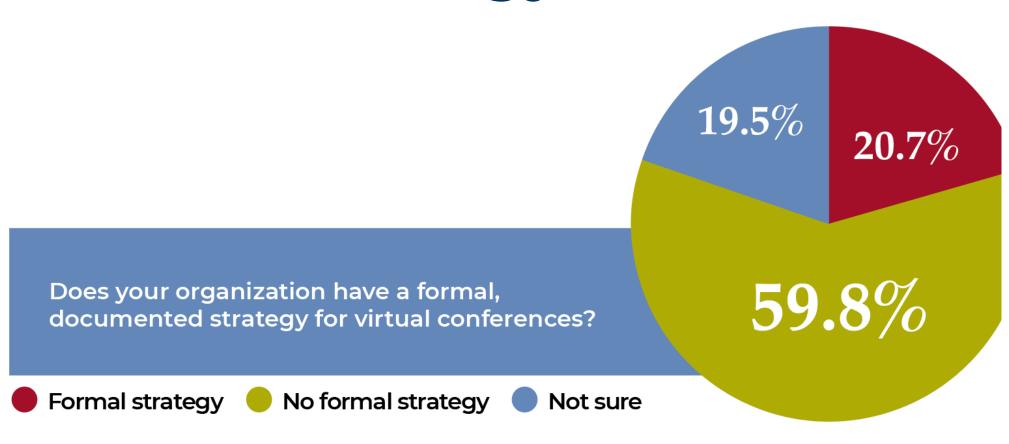


virtual conference

- : Web-based event that replicates aspects of a traditional place-based conference, membership meeting, or trade show
- : standalone or as a hybrid
- : multiple sessions, not just a single Webinar or Webcast
- : in real time (synchronously), on demand (asynchronously), or both

Make time to be strategic.

lack of strategy



Source: *The Virtual Conferences Report* by Celisa Steele and Jeff Cobb (Tagoras, 2020).

Understand the possibilities.

core functionality

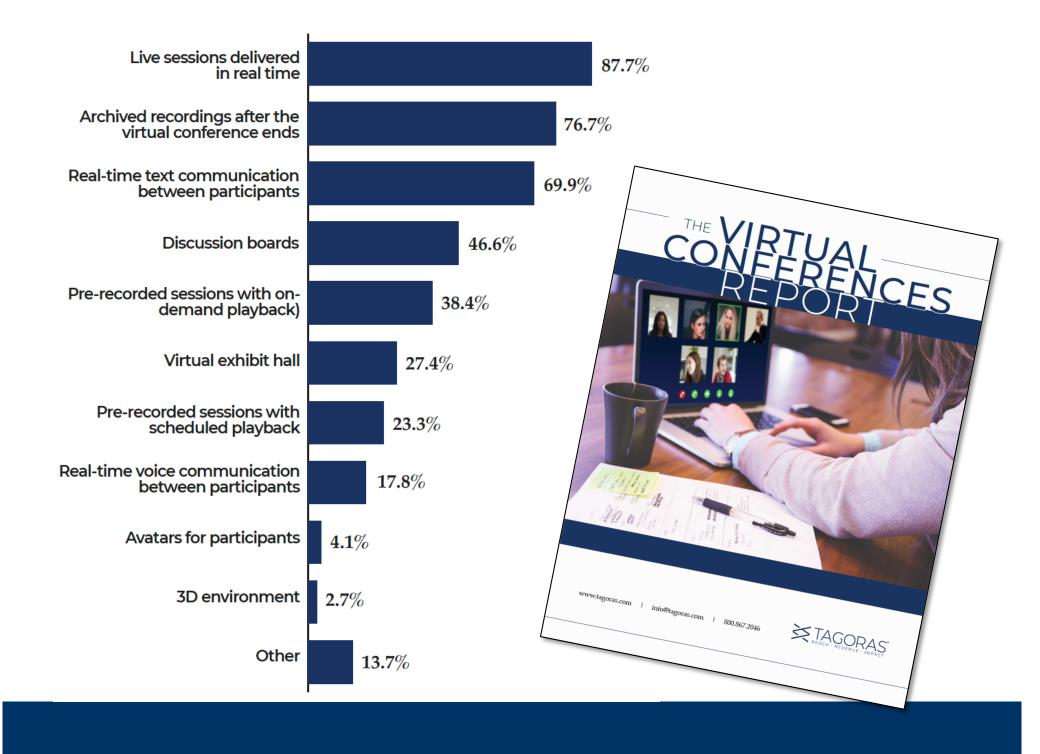
- registration (e-commerce)
- session scheduling
- session access/delivery
 - slides
 - audio/video
- in-session communication
 - chat
 - Q&A
- attendee tracking
- reports

core

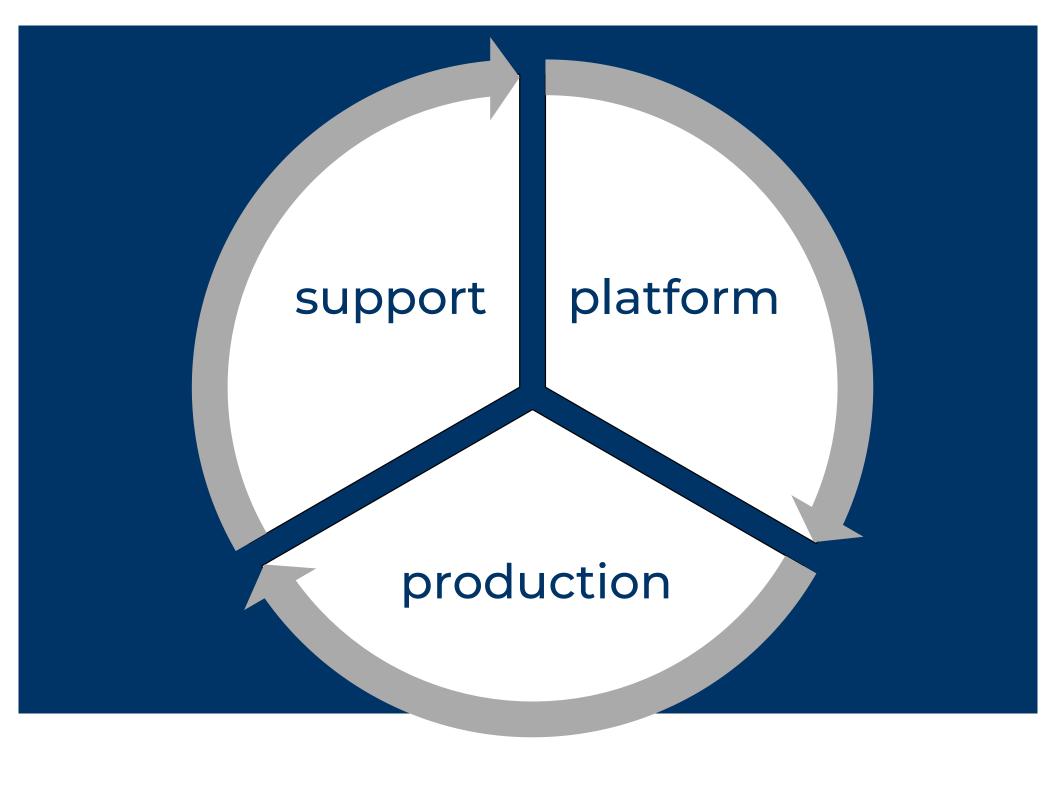
- registration (e-commerce)
- session scheduling
- session access/delivery
 - slides
 - audio/video
- in-session communication
 - chat
 - Q&A
- attendee tracking
- reports

enhanced

- exhibit hall
- marketing automation
- lead retrieval
- community tools
- mobile app
- evaluations
- compliance/CE
- pre-built integrations



Think beyond technology.



Follow a process.





IDENTIFY & CLARIFY OBJECTIVES

Have a conversation with different groups across the organization



Brainstorm and map out your high level strategic objectives.

Prioritize requirements into – MUST HAVE, SHOULD HAVE, NICE TO HAVE.



IDENTIFY NEEDS & REQUIREMENTS

Translate learning objectives into system requirements.







PRE-VET & SHORTLIST VENDORS

Look at vendors' demos, white papers, webinars, etc.



Gain knowledge about vendors' prior experience with organizations like yours.

Specifically document what you need. Share the requirements checklist.





DEVELOP & ISSUE RFP

Use a narrative section to present your story and all relevant information.

My Story...



REVIEW & SCORE RESPONSES

Keep objectives clearly in mind when discussing.





Rank responses based on each vendor's ability to meet objectives. Consider risks associated with each vendor.

2-3 hours per vendor for round-one demos.



Create a structured but flexible script. Send script well in advance.





CONDUCT DEMOS

Focus on most critical and complex needs.



SELECT & NEGOTIATE

Use quantitative and qualitative data to make a decision.



Consider costs & associated risks. Review the contract. Negotiate on costs.



GET READY FOR IMPLEMENTATION!

Probe in critical areas.

potential areas to probe

- stability
- ease of use
- session types
- webcams
- audio options
- number of presenters and participants
- breakouts
- chat

- whiteboard
- reports
- access (mobile)
- security and privacy
- recordings
- hosting/sharing recordings
- exhibitors/sponsors
- integrations

- 1. Make time to be strategic.
- 2. Understand the possibilities.
- 3. Think beyond technology.
- 4. Follow a process.
- 5. Probe in critical areas.

THE VIRTUAL CONFERENCES CORLEDOR

www.tagoras.com/vcr

www.tagoras.com | info@tagoras.com | 800.867.2046

TAGORAS*

www.leadinglearning.com

