Virtual Conference Platforms

Considerations for Making the Right Choice

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Leading Learning®

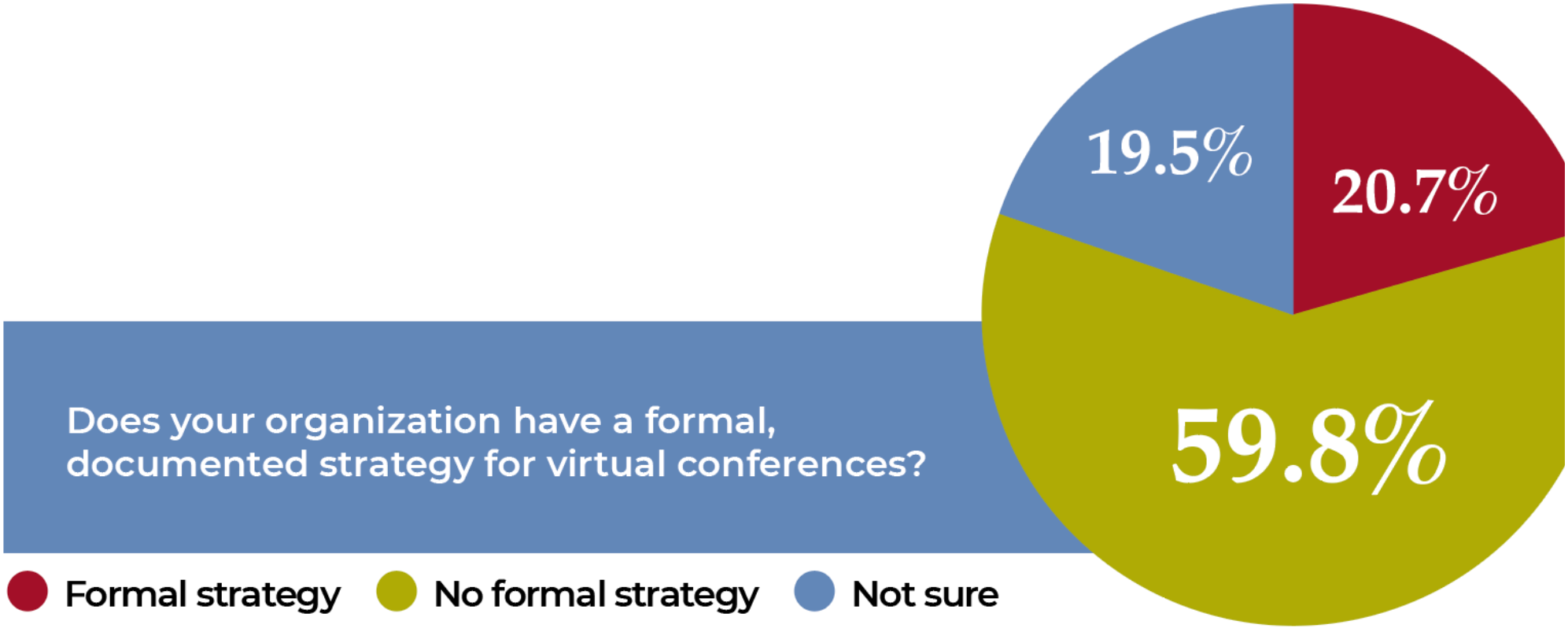
Jeff Cobb &
Celisa Steele

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)
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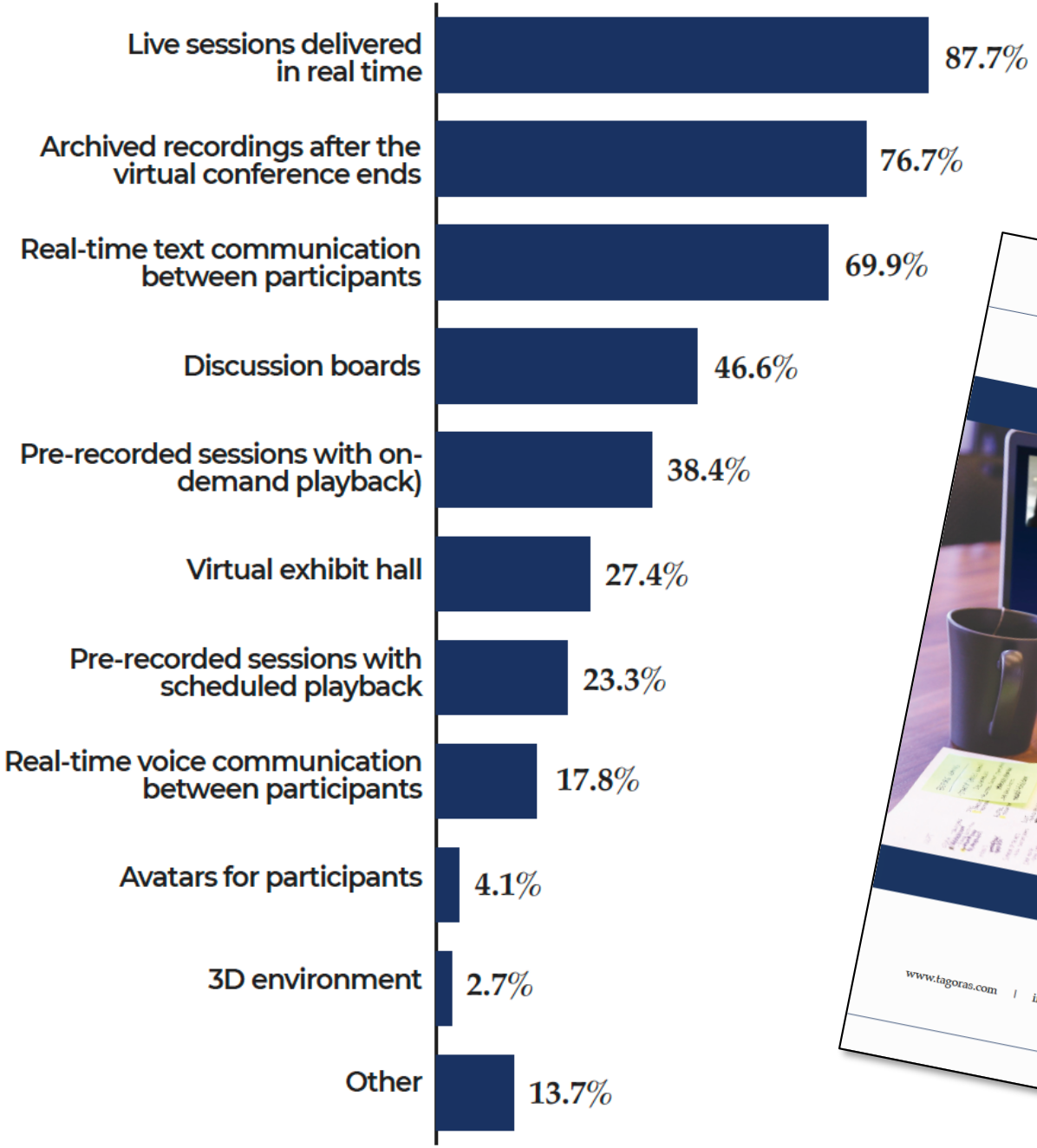
enhanced

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


Live sessions delivered in real time
87.7%
Archived recordings after the virtual conference ends
76.7%
Real-time text communication between participants
69.9%
Discussion boards
46.6%
Pre-recorded sessions with on-demand playback)
38.4%
Virtual exhibit hall
27.4%
Pre-recorded sessions with scheduled playback
23.3%
Real-time voice communication between participants
17.8%
Avatars for participants
4.1%
3D environment
2.7%
Other
13.7%

THE VIRTUAL CONFERENCES REPORT
www.tagoras.com | info@tagoras.com | 800.867.2046
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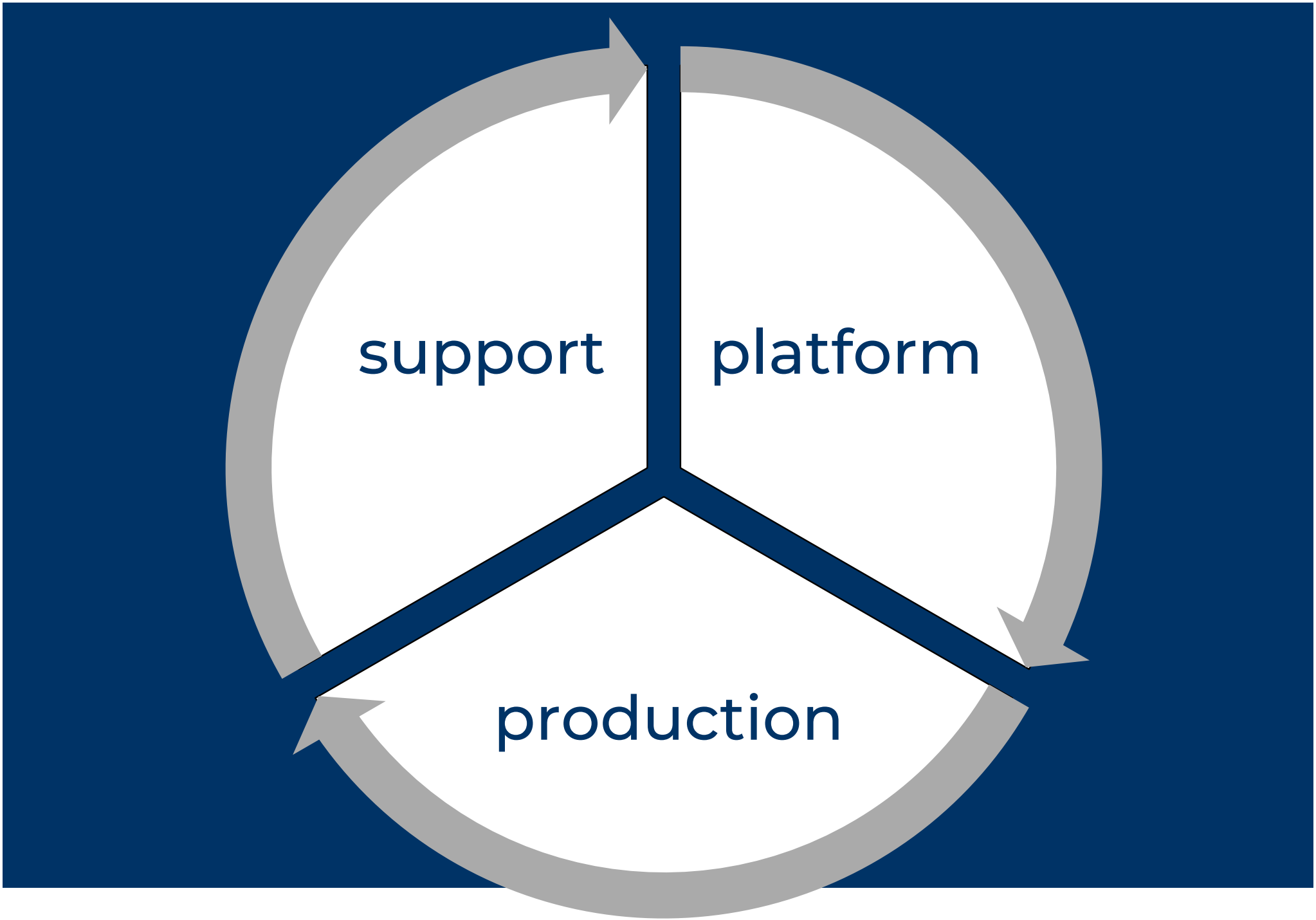
Think beyond **technology**.


support
platform
production

Follow a **process**.

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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.

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Jeff Cobb & Celisa Steele