



5 Questions to Ask When Choosing a Virtual Event Solution



Goodbye 1997 Webinars Hello Virtual Events

Virtual events are the next generation of legacy webinar software. They're the perfect answer when in-person events are impossible and they can be adapted to any audience or format with technology optimized for memorable experiences. When your product or message is ready for primetime, virtual events deliver an interactive, live video experience using a cloud-based stage that is easily accessible for all guests.

Improve your ability to engage prospects and customers using the only marketing tool that can be leveraged to communicate your value proposition, respond to questions in real time, and make an impact at scale. As your organization evaluates the virtual event market, ask yourself the following 5 questions when choosing a virtual event solution:

1. How flexible is it?

2. How interactive is it?

3. How does it scale?

4. How do you manage it?

5. What's the audience experience like?



How flexible is it?

Your event's success depends on attendees being able to join and participate. Before purchasing a virtual event solution, be sure to understand how easy or complex it will be for attendees to join your event from anywhere. The following components open the digital doors to your audience with friendly entry for any size event.

Much like a physical theater or venue, virtual events should offer seamless access for anyone who registers or pays to get in. However, outdated webinars feature a lower ceiling for occupants due to capacity restrictions and unaccommodating host and join options.

Device Agnostic

Find a solution that supports users on mobile, desktops, and room systems. The advantage is immediately realized by attendees as they have the option to 'sit' and watch anywhere they please.

Download Free

Requiring attendees to download a desktop or mobile app is like driving with the emergency brake on. Since they've already registered and plan on joining your event, don't limit their ability to connect. Offer a browser-based viewing experience that's quickly joined by clicking a link.



How interactive is it?

If attendees are willing to invest their time in your presentation, make sure they have an engaging session from start to finish. The outmoded, one-to-many webinar model doesn't command the attention of a large audience anymore, so consider an any-to-many communication stream that brings all active participants into the fold.

Open the Floor

Virtual events are especially valuable when all participants are laser focused and wrapped into the streaming content. Utilize event chat, Q&A, and polling features to create a healthy dialogue with the audience and capture feedback. Use this data to identify interested leads and follow-up with hot candidates.

Share the Stage

Rather than only providing video access for presenters, allow audience members to be promoted to the on-camera discussion. This type of collaborative video environment encourages more crowd participation and generates higher levels of engagement.

Bring the Experts

Leading streaming solutions allow up to 150 on-camera presenters. While many events won't require this many active video presenters, larger round-table presentations with industry experts typically deliver the most highly attended sessions.

Wow the Crowd

Successful virtual events rely on a variety of content to hold your audience's attention. Look for virtual events that support pre-uploaded media, screen share, and app share tools to maximize your influence.



How does it scale?

Given that the purpose of large-scale virtual events is to connect with your target buyers en masse, make sure you use a high capacity solution. Additionally, it's important to integrate your virtual events with CRM, marketing automation, social media, and event management platforms to enhance your promotion and follow-up strategies.

Scalability

For highly attended events, it's recommended to use a product that supports up to 50,000 attendees. If you're in need of more capacity, the best solutions integrate with Facebook Live, YouTube Live, LinkedIn Live, and Twitter. Some solutions give administrators the option to embed the video stream on any web page to drive additional traffic.

Marketing Integrations

In order to create a fully customized experience for every virtual touchpoint, ensure that your brand is in the spotlight. By allowing producers to customize emails, landing pages, and in-event logos, attendees get a consistent experience. Integrations with event management, CRM, and marketing automation systems can improve attendee acquisition and conversion even further. These marketing platforms easily connect with modern virtual event solutions for promotion, registration tracking, and attendee follow-up. Some vendors also include integrations with online ticketing services to allow event organizers to gate and monetize their streaming programs.



How do you manage it?

Managing your events with piece of mind and offering specialized features for each participant segment is critical for a smooth production. Having visibility into all audience and presenter requests as well as control over what can be seen and heard is what separates world-class event solutions from worn-out webinar products.

Choose a vendor that offers these three distinct user experience options: Attendee, Presenter, and Moderator. The benefits are immediately realized by all groups — engagement features, event settings, and interfaces are all specific to each person joining. Attendees consume content, presenters deliver content, and moderators control all communication and event logistics.

Attendees

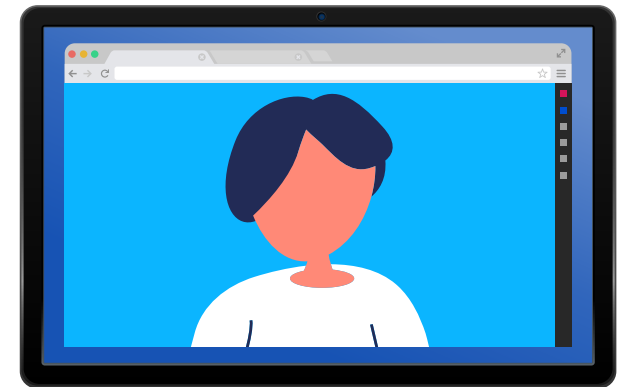
These audience members are seated in your virtual theater. They cannot be seen or heard unless they “raise their hand” and are accepted by the moderator to ask their question.

Presenters

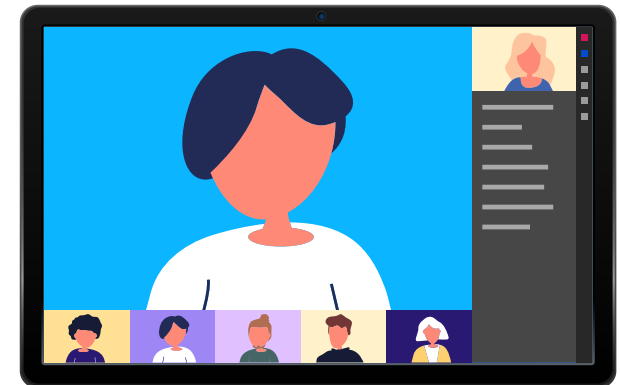
These speakers are the stars of the show. They can share video, individual applications, or their entire screen, and respond to audience questions.

Moderators

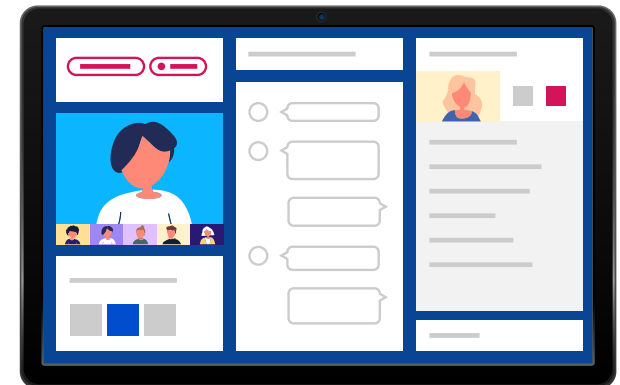
These are the air-traffic controllers of your event. They can start and pause the broadcast (like an intermission), mute/un-mute presenters, push polls live, answer Q&A, chat, promote attendees, and remove individuals from the event. Moderators also have the ability to provide audio and video for the event as an event emcee.



Attendee



Presenter



Moderator

What's the audience experience like?

Effortless Viewing

The ubiquitous use of digital products in everyday life has translated to in-event streaming features that look and feel like consumer media applications. Find a virtual event solution with a refreshed design and user interface that offers attendees a front row “seat” in your virtual theater. Navigating the user controls should be as easy as watching your favorite show on Netflix — just tune in and react to content effortlessly.

Matching Expectations

The human-to-human connection and social chemistry generated by a production-grade digital experience can result in significant returns on your investment. As a marketing or sales organization that depends on virtual events for brand awareness, product pitching, or paid access to streaming content, ensure that the solution matches the expectations of your audience.



Discover the value of virtual events with superior video streaming

Break away from clunky webinars and uplevel your streaming solution to align with the times. The best virtual event solutions support flexible user environments, offer highly engaging participation features, give moderators total control, integrate with your customer outreach applications, and deliver content through a modernized user interface.

BlueJeans Events, a globally trusted live video streaming solution, is an easy-to-use virtual event platform for engagement marketing, customer activation, and demand generation.

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