

Choosing the Best Virtual & Hybrid Event Platform

What capabilities are most important when selecting a virtual or hybrid event platform? Use this checklist to **compare platforms and factors for success**:

Platform Capabilities	 rd mobile	Platform B	Platform C
Single platform to support virtual, hybrid & in-person events	<input checked="" type="checkbox"/>		
Participation via desktop & mobile devices (smartphone, tablet)	<input checked="" type="checkbox"/>		
Access using all major browsers	<input checked="" type="checkbox"/>		
Multiple events in one platform	<input checked="" type="checkbox"/>		
Custom itinerary-building, schedule/agenda filtering & search	<input checked="" type="checkbox"/>		
Embedded live & on-demand sessions, panels, discussions via Zoom, Vimeo, GoTo & others	<input checked="" type="checkbox"/>		
Live session chat/Q&A & note taking	<input checked="" type="checkbox"/>		
Interactive polling & surveys	<input checked="" type="checkbox"/>		
Searchable attendee directory, speakers & sponsors/exhibitors	<input checked="" type="checkbox"/>		
Networking via 1 : 1 private messaging, discussion groups & social sharing	<input checked="" type="checkbox"/>		
Targeted push notifications	<input checked="" type="checkbox"/>		
Revenue-generation opportunities & sponsor spotlights	<input checked="" type="checkbox"/>		
System integration with AMS & event systems	<input checked="" type="checkbox"/>		
Engagement analytics tools & tracking	<input checked="" type="checkbox"/>		
Full-featured back office portal, CMS & best practice videos	<input checked="" type="checkbox"/>		