

Choosing the Best Event Platform & Partner

Ensuring Your Event Success

As events move from “Virtual First” back to “In-Person First,” what are the most important considerations for selecting a platform and partner to deliver your events?

The best in-person, hybrid, and virtual event platform satisfies the needs of your attendees, sponsors/exhibitors, and your organization – while keeping everyone happy.

For your **event attendees**, it’s about the experience. For your **sponsors/exhibitors**, it’s about making connections and generating business. For your **organization**, it’s about meeting your event and ROI goals.

1 User Experience Wins

With so many event solutions, it’s important to **focus on a platform that delivers a superior experience** – for your attendees, sponsors, speakers, and staff. **Powerful platforms and experiences don’t need to cost a lot**, but they do need to:

- **Work reliably**
- Be intuitive & easy-to-use
- **Support virtual, hybrid & in-person events** – in a single platform
- Enable participation on both **desktop & mobile devices**
- **Empower users to customize their experiences**

2 Goals Drive Decisions

As you evaluate platforms, it’s important to **define what event success looks like for your organization** – so your **decisions are driven by goals** and desired outcomes rather than “shiny spoons.” Success can take many forms:

- Increasing attendance
- **Supporting global participants**
- Delivering targeted, relevant content
- **Facilitating networking & engagement**
- Connecting buyers-sellers
- **Generating revenue**