

# How to Pick The Right Virtual And Hybrid Event Platform



## Virtual Events Continue to Increase, Hybrid Events are Coming

**64%** increasing number of virtual events in 2021

**58%** planning for a mix of in-person and virtual events



## Key Requirement for Event Managers

- 1 Pick a platform that can provide a scalable, interactive and intelligent attendee experience.
- 2 Consolidate disparate platforms into one that can address all event use-cases, reduce costs, and simplify event management

Metrigy's study of more than 250 event managers finds the following features are most important in running effective events:

Feature	Must-have %	Description	Benefit
Advanced presentations	<b>76%</b>	Enables immersive visual presentations, more compelling content than simple slides	More engaged audience, more interesting content, more flexible presentations
Team Collaboration Integration	<b>65%</b>	Integrates event monitoring and management data into persistent team collaboration channels	Allows event managers to monitor and collaborate on real-time event performance information
Audience Interaction	<b>58%</b>	Allows attendees to interact with one another via chat or virtual meetings	Allows for creation of an event community, hosting of breakout conversations
Polling / Q&A	<b>55%</b>	Polling, Q&A, games, topic clouds for attendee interaction	Turns attendees into engaged participants
Audience Analytics	<b>54%</b>	Real-time and post-event metrics on attendance and participation	Enables in and post-event performance evaluation, post-event targeted follow-up
Consumer Integration	<b>51%</b>	Streams events to services such as Facebook and YouTube	Allows for broader attendance
Automatic Transcription	<b>49%</b>	Provides voice-to-text captioning of sessions	Supports accessibility, post-event topic search
Real-time Translation	<b>49%</b>	Automatically provides closed captioning and transcription in multiple languages	Makes sessions accessible to multiple native language speakers
Large Audience Support	<b>44%</b>	Supports attendees by thousands to hundreds of thousands of attendees, optimizes network performance	Enables large-scale events with guaranteed performance
Breakout Rooms	<b>42%</b>	Enables smaller sessions within the context of a larger event	Provides for small group meetings, individualized topic rooms