

Virtual Event Platform Setup

This playbook provides a structured approach to selecting an appropriate virtual event platform, ensuring factors such as video streaming quality, audience interaction, and scalability are considered.

Step 1: Requirements

Identify and list the specific requirements your virtual event will need. Consider the size of the audience, type of interaction, video quality, scalability, and any additional features such as analytics, integration capabilities, and customer support.

Step 2: Research

Conduct research on available virtual event platforms that fit your criteria. Take note of key features, pricing, user reviews, and any case studies or testimonials.

Step 3: Shortlist

Create a shortlist of platforms that appear to meet most or all of the identified requirements. Aim for a mix of established and emerging platforms to ensure a comprehensive view of the options.

Step 4: Demo

Request demos from the shortlisted platforms to get firsthand experience of how they function. Pay special attention to the user interface and ease of use.

Step 5: **Evaluate**

Critically evaluate each platform based on the demo and how they meet the requirements. Use a scorecard method for an objective analysis, scoring each platform against the identified needs.

Step 6: **Reference Check**

Reach out to existing users of the platforms, if possible, to understand their experience and satisfaction level with the platform's capabilities and customer service.

Step 7: **Decision**

Make a decision based on the research, demonstrations, evaluations, and references. Choose the platform that best aligns with your event's goals, requirements, and budget.

Step 8: **Setup**

Work with the chosen platform's support team to set up your event. This involves customizing the platform to fit your branding, setting up the event structure, and preparing for attendee registration and data collection.

Step 9: **Test**

Conduct thorough testing of the platform, such as a dry run with your team, to ensure everything works smoothly and any issues are addressed prior to the live event.

Step 10: **Launch**

Finally, launch the virtual event platform for your audience, making sure that all participants have clear instructions on how to access and navigate the event.

General Notes

Scalability Importance

Consider future events when evaluating scalability to ensure the platform can grow with your needs.

Feedback Loop

Establish a feedback loop with your attendees post-event to gain insights that could improve future selection and setup processes.