Virtual Events Platform Page- A/O September ‘20

Disclaimer: This is a dynamic resource guide that will continue to update in order to reflect the growing virtual needs of the TC Community. As technology, online platforms, and TC policies change so will the information provided below:

BROADCASTING PLATFORMS

Name: Zoom Webinar

Description: Zoom Video Webinar allows you to broadcast a Zoom meeting to up to 10000 view-only attendees, depending on the size of your webinar license. Webinar licenses start at a capacity of 100 participants and scale up to 10,000 participants.

How to request a webinar room:

Pricing: licence (?) + Media Services fee (?)

Support: Contact Media Services

Pros: Audience interaction through chat & q&a features, easy to set closed captioning feature

Cons: No breakout rooms, difficult to do College or event branding, set up and settings can be confusing, poor backend interface for presenters
**Name: Zoom Meeting**

**Description:** A Zoom meeting is an event where one person hosts and all other participants have equal footing. The host can share hosting responsibilities with other participants. Any participant can share their screen. Meetings can have up to 300 participants (up to 500 with a large meeting license).

**Pricing:** free to TC community members + Media Services fee (?)

**Support:** Contact Media Services

**Pros:** can do breakout sessions, a familiar platform

**Cons:** difficult to do College or event branding, set up and settings can be confusing, speaker views are limited (speaker v. gallery)

**Name: Streamyard**

**Description:** StreamYard is a web based live streaming studio. You can interview guests, share your screen, stream videos, host panel discussions etc. Stream directly to Facebook, YouTube, LinkedIn, and other platforms.

**Pricing:** $39 per month; can put on department PCard + support costs (make link to rate card)

**Support:** Solely Estevez, Malik Muftau

**Pros:** very professional appearance, see sample, can do College & event specific branding, ability to stream to multiple destinations simultaneously, can pre-record session without going live

**Cons:** cannot do breakout sessions, length of video streaming, requires preparation on the backend to design assets, and upload to platform, once you begin recording you cannot restart, not VPAT certified- captioning capability is unavailable at this time
CONFERENCE PLATFORMS

Name: Hopin

Description: Hopin is an online events platform where you can create engaging virtual events that connect people around the globe.

Pricing: $12-18K + 7% fee if you sell tickets through the platform

Support: N/A

Pros: Host events of any type or size, ability to sell event tickets, highly interactive, provides excellent analytics, built-in expo and networking feature

Cons: Initial onboarding learning curve, pricey for large events (manageable if you’re under about 500), still in demo mode so it can be glitchy

Name: Boomset

Description: Boomset is an all-in-one event platform for in-person and virtual/hybrid events known for best-in-class customer support.

Pricing: Annual Activation fee= $3,500 for 1,000 activations (per day)
Exhibitor License fee= $75 per page

Support: Dedicated customer services manager to help with non-urgent boomset support and unlimited training. Day-of technical support= $75/hr.

Pros: Includes features like live streaming and prerecorded multi-sessions, a virtual exhibitor area with lead capture, gamification and attendee engagement via one-to-one video calls, live chat, and Q&A.

Cons: Minimal branding capability, limited attendee interaction features, no closed captioning capability unless integrated through Zoom
**Name: Pathable**

**Description:** Pathable is an award-winning cross-device desktop web and mobile experience platform that combines cutting edge design, community features, integrated webinars and live video to deliver the unique value of events in an on-line only or hybrid event environment.

**Pricing:** $20K-$30K; One-time event (can take place over several days)

**Support:** On demand video and live office hours to help with initial set-up and speaker preparation. Day-of technical support= $100/hr. Help with attendee communication plan

**Pros:** Offer keynotes and educational sessions to your audience through live webinar or pre-recorded video broadcast. Pathable’s audience Q&A, in-session polls, and downloadable handouts keeps attendees interactive and engaged. Viewing can be monitored and tied back to individual membership ID’s for tracking of CEU credits. Custom landing pages for exhibitors and sponsors for virtual tradeshow/poster sessions.

**Cons:** Cost prohibitive. Minimal branding capability, no closed captioning capability unless integrated through Zoom