



Virtual Event Buying Guide

Virtual events are the current go to for holding events and reaching a greater audience. There are many options which are available, including webinars, webcasting, live streaming and video conferencing to various multiple locations. This guide will show you the main solutions and what they can offer.

VIDEO CONFERENCE

Holding a virtual conference/meeting and transmitting Audio and Video signal to multiple locations and delegates who are unable to attend.

VIRTUAL CONFERENCE/WEBINAR

Virtual Conference/Webinar, as well as transmitting Audio and Visual content, this option allows delegate/audience participation and interaction through live polling system to Q&A, send and receive content in real time.

WEBCAST

Webcast events are generally transmitted one way over the internet, delegates are usually sent a link for them to log on to and view the content.

HYBRID EVENTS

Hybrid Events seem to be the most popular wherever possible, as this will be held LIVE and in-person from a venue with the added element of a VIRTUAL presentation for delegates who were unable to attend. This can be from Exhibitions, conferences, seminars to workshop groups.

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TYPES OF VIRTUAL EVENTS

Virtual events will be different from event to event, but they will all share the same principles, reaching out to delegates/ audiences online rather than meeting in a LIVE event environment. The virtual event should be able to give the audience the look and feel of a LIVE event, whether it be Hybrid or full Virtual. Virtual events can be used by anyone from wanting to send audio and video signal to creating a full webinar with delegate/audience interactivity.