

6 QUESTIONS TO ASK YOUR VIRTUAL EVENT PLATFORM

As you interview and look at different platforms to host your virtual event, remember to ask your vendor this important questions about production, content, and speaker tools

Does the platform include streaming your event content?

- Or does it just include hosting your content?
- What streaming tools integrate with their platform? (YouTube, Vimeo, Zoom, etc.)



Is there a limit to the number of attendees on your platform?

- Do different webpages/virtual rooms have limits to attendees?
- Is there an added cost if more than my estimated attendees show up?



What is the backstage set-up for preparing speakers?

For example, a green room where you can check speakers video/audio or a private chat that attendees can't see



Can you add graphics to live videos on your platform?

For example, lower thirds for speakers' names and titles, background behind the video windows, title slides, closing slides, etc.



Can you rename sections and titles on the platform?

For example, can you name the different titles on the website, like the "Main Stage" to "Auditorium" or "Networking Lounge" to the "Connections Lounge"



What does the platform cost for your event?

- Is it a one-time event fee?
- Is it a monthly or annual fee?

Remember, higher pricing doesn't automatically mean higher quality. Think about what you need for your event and what platform best fits your needs on programming, capacity, customization, etc.



Bonus: Does your platform enable breakout rooms for networking?

