Selecting the Right Platform for the Job

Events and sub-events: Multitude of formats and objectives

- Business Meetings
- Governance Meetings
- Webinars
- Roadmapping
- Scholarly Conferences
- Panel Discussions

- Industry Trade Shows
- Tutorials / Seminars
- Poster Sessions
- Symposia
- Networking Sessions

IEEE Virtual Event Examples By Attribute

Event Type	Attributes	Platforms	Support Level	Companion Applications
Business Meetings	Informal to Formal, Live Communication, Discussion, Updates, Planned / Unplanned	WebEx, Skype, GoogleMeet, Zoom, Citrix Go-to-Meeting, MS-Teams	Local Support / Not Produced	Agenda / Content
Governance Meeting	Live Communication, Interactivity, Engagement, Close Sessions, Voting, Agenda, Supporting Materials, Moderation, Policy Changes	WebEx Event Center	Local Support Pre-Event Consult Event Set-Up Live Event Mgt. Moderation	Registration / Agenda / Voting
Webinar	Live Communication, Pre-record, Simu-live, Engagement, Moderation, Short Duration, Information Delivery	ON24 Blue Jeans WebEx Ev Center	Pre-Event Consult Moderation Produced	Registration / fees
Roadmapping / Standards Development	Live Communication, Interactivity, Whiteboarding, Supporting Material, Breakouts, IP Developed	Adobe Connect ON24 WebEx Ev Center MS-Teams	Pre-Event Consult Event Set-Up Moderation Produced	Registration / Agenda
Scholarly Conference	One-to-Many, Live, Prerecord, Simu-live, Supporting Material, Interactivity, Programs, Posters, Breakout Rooms, Polls, Surveys, IP Shared, Content	ON24 Blue Jeans Crowdcast	Pre-Event Consult Pre-Production Produced Live Production Post-Production	Registration / Fees / Program / Mobile App / Presentations / Publications / Video / Sponsorship Links / Social Media

IEEE Virtual Event Examples By Attribute

Event Type	Attributes	Platforms	Support Level	Companion Applications
Industry Event	One-to-Many, Live, Prerecord, Simu-live, Supporting Material, Interactivity, Sponsor Rooms, Programs, Breakout Rooms, Executive Discussions, Polls, Surveys, IP Shared, Content	ON24 Blue Jeans Crowdcast Pathable Engagez	Pre-Event Consult Pre-Production Produced Live Production Post-Production	Registration / Fees / Program / Mobile App / Presentations / Video /Sponsorship Links / Social Media
Trade Show and Expos	Live and Prerecorded Communication, Simu-live, Group and Individual Interactivity, Open and Closed Engagements, Supporting Materials, Sales and Lead Infrastructure, Content Hosting	Pathable Inxpo Intrado Freeman	Pre-Event Consult Pre-Production Produced Live Production Post-Production	Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media
Panel Discussions	Live and Prerecorded, Simu-live, Group Interactivity, Supporting Material, Information Delivery, Content Hosting	ON24 Adobe Connect WebEx Ev Center Zoom	Pre-Production Moderation Live Production Post Production	Registration / Fees / Program/ Presentations / Video / Sponsorship Links / Social Media
Tutorial / Seminar /Lecture / Symposia	Live, Prerecord, Simu-live, Interactivity, Information Delivery, Content Hosting	ON24 Adobe Connect WebEx Ev Center	Pre-Event Consult Pre-Production Moderation Live Production Post Production	Registration / Fees / Program/ Presentations / Video / Sponsorship Links / Social Media
Networking Session / VIP Experiences	Live, Interactivity, Open or Invite Only, Information Shared, Supporting Material, Business Exchange	Zoom Slack WebEx Personal Rm	Pre-Event Consult Pre-Production Moderation	Registration / Fees / Agenda/ Presentations / Supporting Materials/ Sponsorship Links / Social Media

IEEE Virtual Event Framework – By Event Size

Event Type	Attributes	Platforms	Support Level	Companion Applications
Events Under 100 Participants	Live Communication, Interactivity, Engagement, Close Sessions, Agenda, Supporting Materials, Moderation, Policy Changes	WebEx Event Center Adobe Connect VidGrid MS Teams	Event Set-Up Live Event Mgt. Moderation Post-Production	Registration / Fees / Program / Supporting Materials / Presentations / Publications / Video / Sponsorship Links / Social Media
Events Between 100-2,000	Live and Pre-recorded Communication, Simu-live, Moderation, Group and Individual Interactivity, Open and Closed Engagements, Sales and Lead Infrastructure, Content Hosting,	ON24 Blue Jeans Engagez	Moderation Produced Post-Production	Registration / Fees / Program / Supporting Materials / Presentations / Publications / Video / Sponsorship Links / Social Media
Events Above 2,000	Live and Prerecorded Communication, Simu-live, Moderation, Group and Individual Interactivity, Open and Closed Engagements, Supporting Materials, Sales and Lead Infrastructure, Content Hosting	Pathable Inxpo Intrado Freeman	Pre-Production Produced Post-Production	Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media

 Notes:
Interactivity – live, chat, email,
Engagement (polls / surveys)
Materials (PDFs, videos, QR codes, etc.), downloadable
Sponsorship break out rooms, executive meetups, etc.
Post production – video content, re-posting, analytics

Source: IEEE MCE, s.root@ieee.org