

Virtual Event Checklist

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General Event Planning

- Adaptive platform
- Self-service or full-service platform
- Tracks
- Sessions
- Length of Event
- Logo/branding
- SocMed tags
- Event email
- Registration maximum count
- Attendance maximum count
- Custom locations within event

Bandwidth Requirements

- Presenter requirements (talking head, gallery, screen sharing)
- Attendee (video feed, gallery)

Pre-Event

- Custom URL
- Tags
- Time zone setting
- Custom time zone label
- Open date/close date
- Early sign-in setup
- Event archive scheduling
- Access modes: open door, registration required, invitation only
- Custom registration form (HTML)
- Custom registration confirmation
- Registration confirmation redirect
- Registration notifications
- Captcha
- Custom registration fields (field types)
- Auto/manual registration approval
- Email validation
- Email domain filters
- SocMed registration/sign-in
- Ticketing

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- Payment processors
- Coupons (apply to, percentage/price, expiration, redemptions, tracking use of)
- Password bypass
- Remote registration (API calls)

Registration/Sign-In

- Welcome prompt
- SocMed profile import
- 3rd party integrations
- Zapier integration
- Custom registration forms

Emails

- Custom email templates
- Venue reminders (multiple sets)
- Session start reminders
- Session follow-up to attendees
- Session follow-up to absentees
- Member invitation
- Batch import welcome

Booths

- Modern
- Traditional
- SocMed links
- Website links
- Share links
- Submit an Inquiry (customization)
- Briefcase (swag bag)
- Custom URL
- Tags
- Custom fields (external ID tracking)
- Open door
- Invitation-only
- Draft mode
- Announcements
- Job list
- In-booth sessions
- Forms upon entry
- Resource types (video, all file types, links, etc.)
- Resource rights (limitations)

- Resource folders
- Resource re-ordering
- Request meeting function
- Staff rights
- Contributor rights
- Booth Admin rights
- Staff messaging
- Booth chat
- Independent backgrounds on booths
- Apply background to all booths
- Mobile/tablet customization
- Varied interactive components
- Visible design borders
- Design layering
- Right/left navigation (booth-to-booth)

Sessions

- Schedule/Agenda (interactivity frequency)
- Search by... (speaker/track)
- Tracks
- Rooms
- Live
- Feeder (Zoom, GoToWebinar, Adobe, Webex, Other)
- Simulive
- On-demand
- Transition to on-demand
- Custom thumbnail
- HTML description
- Session panel labels
- Moderator(s)
- Tags
- Resources
- Q&A
- Chats
- Polling
- Survey
- Link to Booth
- Staff visibility only
- Session Copy
- Invitation Only
- RSVP

Chat

- Session Chats
- Booth Chats
- Chat Room
- Private Chat
- Chat notifications

Resources

- Master resource location
- Briefcase (swag bag)
- Tags

General

- Broadcast messaging
- GeoMapping
- Google analytics
- Search for attendees
- Search on tags
- Commenting on content
- Venue activity digest
- Video call features
- Account-based marketing
- Access groups
- One-on-one meeting scheduling
- Categories (content and people)
- Unlimited static pages
- Adaptive testing
- Attendee import/edit
- Attendee tracking

Post-Event

- Chat exports
- Q&A exports
- Booth reports
- Session reports
- Analytics: registrants/attendees/conversion
- Analytics: sessions/booths
- Analytics: search
- Analytics: API
- Exclusion lists for analytics

Media Management

- Media library function
- Import from cloud
- Classifications

Other

- Open Badges
- Post-event survey

Miscellaneous

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- _____
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- _____
- _____

Production Notes:

Live Concerns

Share bandwidth requirements with your audience in advance, if possible

Sample Requirements

- For gallery view and/or 720p video: 1.5 Mbps/1.5 Mbps (up/down)
- Receiving 1080p HD video requires 2.5 Mbps
- Sending 1080p HD video requires 3.0 Mbps
- Screen sharing: 0.04 Mbps (40 Kbps) to 8 Mbps, depending on the size and rate of changes happening on screen

Simulive Concerns

- Measure the size of all video files
- Determine minimum acceptable:
 - video/image size (standard vs. HD)
 - frame rate (30 fps default)

Platform Considerations (Besides Security)

“Important Notice:

To preserve internet bandwidth and ensure that we are making the best use of global networks, you may experience intermittent availability of HD video during meetings with 3 or more participants hosted on your desktop or mobile device. Standard video capabilities will remain in place.”

3 Mbps
2.5 Mbps

