*Virtual Event Survival Guide: Plan, Build, and Host Successful Online Events (Chappell/Spicer)*

# Platform Checklist

First, identify the elements that are important to you using the MoSCoW method (mentioned in *Chapter 1, Define Your Event Type*).

## General

* Self-service or full-service platform (who designs/configures/uploads?)
* If full-service, a la carte pricing options
* Demo available
* References available
* Access to current live events to test drive experience
* Adaptive/responsive platform
* Supported number of sessions
* Supported number of booths
* Custom rooms (chat lounge, press room, staff room, etc.)
* Length of event possible/cost
* Traditional or modern design options
* Registration maximum count (unlimited?)
* Attendance maximum count and overage – what happens on overage?
* Price for full-time support during and within the event
* Access levels (event admin, booth admin, booth contributor, attendee)
* Turnaround time/development time needed
* Navigation features
* Search features (locate sessions, exhibits, people, resources, etc.)
* Uptime during events (outage issues experienced in the past?)
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## Sessions

* Track support (single-track/multi-track)
* Live, simulive, on-demand session types
* Live process (third-party applications/proprietary for video/audio feed)
* Auto-transition live/simulive to on-demand
* Simulive/on-demand player capability
* Edge-serving of on-demand videos
* Interactivity options during on-demand AND live sessions (chat/Q&A/notes/comments/surveys/polling)
* Session tagging/navigation
* HTML descriptions vs. text-only descriptions
* Link to booths
* Favoriting sessions/session reminders
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## Booths

* Interactivity (chats, Q&A, social wall, other)
* Private chat for event staff
* Private messaging for booth staff
* Who’s Online for event staff
* Templates (traditional/modern)
* Submit an Inquiry feature
* Social media links/website links
* Favoriting feature/swag bag
* Job lists
* In-booth sessions
* Resource types/support
* Staff/contributor rights/abilities
* Separate background/layouts for each booth
* Booth analytics
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Resources

* Resource types supported (file types)
* Limits on file sizes uploaded to event
* Edge-serving of content (platform used for edge-serving)
* Favoriting resources
* Resource analytics
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Interactivity

* Online Now feature
* Notes ability
* Commenting ability
* Public chat
* Private chat
* Messaging
* Broadcast announcements
* Geo-mapping
* Favoriting throughout event
* Quizzes, treasure hunt, contests
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Branding and Marketing

* Custom event URL
* Branding options for event host
* Branding options for sponsors/exhibitors
* Social media integration
* Event emails (confirmation, reminders, absentees) – HTML support
* Session start reminders/session follow-up
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Registration and Ticketing

* Embedded registration system vs. third-party registration system
* Third-party registration system – how often do they “pull” registrants?
* Registration form customization (max questions)
* Types of registration fields
* Registration approval (manual/automatic)
* Email domain filters
* Social media registration/sign-in
* Calendar function for attendees
* Time zone setting
* Payment processor options (e.g., Paypal, Stripe, etc.)
* Extra fees charged for registration (see ***Error! Reference source not found.*** starting on page **Error! Bookmark not defined.**)
* Cancellation policy placeholder
* “Right to Refuse Service” policy placeholder
* Ticketing options (tickets for event/tickets for session)
* Coupon support (apply to, percentage/price, expiration, redemptions, tracking)
* Dealing with cancellations/refunds
* CAPTCHA support
* Welcome prompt (video, HTML-support)
* Batch import of registrants
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Media Management

* Import from cloud
* Categorization
* Download elements
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Analytics

* Surveys (event, session/automatic prompts)
* Analytics reports (examples)
* Exported interactivity items (chats, Q&A, polls, comments, activities, etc.)
* Google analytics
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Testing and Support

* Pre-event testing process
* Device testing available
* Method for training event staff/booth staff
* Support services available for testing
* Event archive available
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Other

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