

Virtual Event Platform: An Overview

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INTRODUCTION

There has been a lot of hype around virtual events since the beginning of the pandemic, but not all have been confirmed by experience. Some event experts have seen high profits and high attendance rates compared to live events, but many do not consider this format to be a viable solution. Online events present many challenges for planners, but some are more important than others. According to a survey published in The Virtual Event Tech Guide, 21% of event experts cite a lack of technical knowledge as the number one challenge when migrating to virtual events. On the other hand, 31% cite engagement more than any other challenge. However, virtual is the safest option for business events and may remain in that state for some time to come. Both planners and providers need to be fully virtual and work together to find a solution so that they can successfully meet industry requirements in the coming time.

ENGAGEMENT PUZZLE

Despite the surge in demand for virtual content in recent months, this format is still foreign to many industry players who previously avoided it. Understanding how to attract a remote audience is very difficult as it requires out-of-the-box knowledge and skills that most planners used for live events. To make matters worse, virtual event technology is still lacking in many important areas, including engagement. Approximately 50% of planners say the biggest complaint about procuring technology for virtual events is the inability to achieve live engagement. When it comes to engagement capabilities, most virtual event platforms aren't particularly positive and rely primarily on existing key elements such as live voting and surveys. While these tools are useful, it's clear that they don't meet the needs of planners and audiences on their own. Over 8% of providers do not include these features at all. This is surprising given that it is a basic

engagement tool that many event professionals are likely to look for as a minimum requirement for virtual platforms. In addition, 13% of planners said the biggest frustration was the lack of support from technology vendors. This was a minority, but it's safe to assume that many other planners share this frustration, but it's not their main concern. The fact that many planners feel inadequate support is worrisome, especially given that nearly 60% of planners are not tech-savvy. More than ever, technology vendors are focused on providing guidance on how both parties can attract event professionals and audiences planning virtual events to thrive in this new and popular space. One of the most important things to focus on is to make the experience interactive and allow attendees to attend the event. This can be achieved not only by the basic functionality described above but also by more innovative ideas such as gamification elements and the blank chair panels used in the recent virtual event "Engage". Another thing to keep in mind is the breadth of viewer attention. People find it much easier to switch off, distract, or get away from online events (or be willing to do so, especially if it's free). To address this challenge, it is important to limit the length of the session so that the information can be easily digested as many popular platforms today have already adapted and implemented. In addition, daily events are usually the way to go to virtual events. We need to make sure that the start of an event should be exciting and vibrant, and motivate the participant to continue. Remote viewers are accustomed to sophisticated content and should not underestimate the value of their production. Many AV companies also support virtual events by providing sets, technical expertise, and logistical support to make the event run smoothly and look professional. We also encourage you to provide some onboarding to your participants to understand how to work, explore the platform, and get the most out of your event. Finally, prioritize connectivity and networking

opportunities between participants. Networking and face-to-face connectivity are even more important due to the fact that not all remote participants can be in the same room. Whether it's a small breakout session or a one-to-one video call to your network, there needs to be a path that will allow participants to build meaningful relationships with each other.

VICE MODEL

Virtual worlds have great potential but of course, organizations want to target use cases that can bring value to users and participants. The VICE model shows how developers and business owners can think about virtual world use cases and ensure maximum value by facilitating collaboration and communication. Visualize & Vision: This allows users to view and interact in environments that are otherwise inaccessible. Most experiences in the virtual world immerse participants in an environment that is not visible in the physical world, so they easily fit into this category of VICE models. In addition, users can imagine concepts and presentations that may have been difficult to physically create. Inform & Instructor: Improve access to instructors and information by developing an on-demand environment for instructor and user presence. Virtual worlds can simulate situations that an individual must experience in real life and with a group of people. Moderators and experts from all regions can participate to provide key content to participants. Communication and Collaboration: From anywhere users can interact and collaborate with anyone, anytime, anywhere in the virtual environment. As our user cases show, the only best use of virtual worlds is constant communication and collaboration with others anytime, anywhere. Reproduction of these exchanges helps participants interact randomly as they do in the real world basically we can extend our real world. Engagement and Entertainment: Users can engage with each other and with the world in ways that are not possible in the physically or economically realistic world. In addition, users can access entertainment and content that was previously inaccessible. The flexibility to design a virtual world shows that users can enjoy and be fully involved in the product under development.