

Why opt for a virtual event platform to host your virtual event?

Virtual event platforms have fast become a paramount element in the tech stack for many virtual event organisers.

Few industries have been challenged by the pandemic so hard that over the last few months, the event industry has been pushed to take multiple technological leaps to pace up with the current time.

Covid-19 taught us that virtual events have significant benefits as they can accommodate a larger group of audiences. They welcome attendees from across the globe and are cost-effective and super convenient.

Virtual events are here to stay. That's why—even after the pandemic is over, and businesses are getting back to their routine—virtual events remain a valuable tool for event organisers, marketers, internal teams, and others.

Virtual events offer significant advantages in cost, time, engagement levels, scale, ease of use, shelf-lives, and an overall better allocation of resources.

As more and more companies host virtual events successfully, virtual event platforms are now a must for companies and organisations. If you think of hosting a virtual or online event, invest in a virtual event platform as it is loaded with benefits.

For starters, let's first understand the benefits of virtual event platforms as an essential tool for that future.

Virtual is bigger

Virtual events can be exponentially scaled, and there is no limit to the count of attendees. While, during a physical event, be it a seminar, launch, summit or workshop, there is a limit for the attendees. The Consensus virtual event organised by CoinDesk(Free entry) attracted over 22,000 attendees to the event.

By keeping the event virtual, organisations also take the pressure off them for physical attendance. The virtual event platform empowers attendees to enter and exit the event at any point. This gets more attention from those who had no plans of attending the event. Doing so increases brand awareness and brings in more participants for the next live or virtual version.

Reduced cost

There's no need to hire grand venues and fly in participants from different parts of the country or from across the world. Also, there's no need to book hotel rooms for many attendees or special guests.

Virtual events equal cost savings because everything is online. By eliminating this entry barrier, any virtual event has a great potential to scale.

Participants can now test multiple events and determine which one provides them with the most value.

Save time

Virtual events save time for everyone: organisers, speakers and participants. The sizeable physical infrastructure and its customisation indicate that organisations and their event managers spend a lot of time organising an event.

Virtual events are a lot easier to set up as their architecture is simpler and more scalable. And as there's no travel involved, making it a lot easier for a majority of the attendees to opt for the virtual event.

People may not be able to dedicate four days to attend a physical event. But they are likely to devote four hours a day to the same event virtually. So your speakers can reach participants easily from the comfort of their homes or office.

Ease of use

Virtual event platforms are easy to run at any level, from students to C-suite executives.

Everyone is comfortable with online events via video conferencing and streaming media. And with an all in one virtual event platform like EverHost, there's no need to buy extra tools or software to attend a virtual event. Doing so reduces the personnel required to organise, host and manage an event, thus cutting the cost efficiencies.

Greater flexibility

Virtual events offer greater flexibility to participants and organisers. Companies can now tailor their event content to suit the needs of the attendees. They can also segment the virtual event for a more focused reach and involvement.

It also ensures that an event is still possible virtually in case of cancellation of the live event due to unforeseen circumstances. It presents necessary insurance and backup, which is a must for any event.

Data and analytics

As they operate on technology, virtual events provide organisers and speakers with valuable and actionable data. Rather than relying on headcount at the venues, they can now know how many people attended a session, their engagement during a session, and if they left the session midway (plus at what time they left the event). You can get all information with a single click on a virtual event platform like EverHost!

And as an organiser of the event, you'll also get an in-depth understanding of the type of content that got the most engagement and response. And you can learn it all in real-time.

You can also learn about how many attendees shared their experiences on social media and how many asked questions and gave feedback.

Simply put, you'll know what works the best and what doesn't. These metrics will help you in the long run so that you can tailor-make your events for specific audiences and objectives.

Virtual connectivity

A major advantage and the main reason for attending physical events is extensive networking. This lack of advantageous connections is sometimes incorrectly cited as the biggest flaw of virtual events.

But now, virtual participants can connect, network and understand the objective of meeting each other. Random encounters here are less likely as virtual event platforms offer the potential for facilitated business matchmaking based on the similar interests and goals of participants.

Easier on the environment

Since virtual events do not require unnecessary travel and lodging or large auditoriums, companies will be leaving a considerably smaller carbon footprint with virtual event platforms, which is a noteworthy action for the betterment of the planet.

Conclusion

The full potential of a virtual event is much more than just pre-recorded event or live streaming of a panel discussion. A virtual event is all about the clever and strategic use of virtual event platforms like EverHost to facilitate audience participation, promote engagement, and offer actionable data and metrics.

Virtual events are all about fostering a community of like-minded participants under one roof, and virtual event platforms give them the opportunity to engage with each other. That's why

companies and organisations are now capitalising on the enormous potential of virtual events through Virtual event platforms.

Thinking Virtual event? Think Everhost!