



# Your Buying Guide To Virtual and Hybrid Events

Virtual events take many shapes and sizes, including video conferencing to multiple locations or webcasting a keynote speaker who couldn't make it in person. This guide will walk you through available options when adding virtual elements to your event.

## Types of Virtual Events

A virtual event involves people sharing a common environment on the web - interacting online rather than meeting in a physical location. The best virtual events are highly interactive, looking and feeling a lot like their physical counterparts.

Popular uses of virtual events include virtual tradeshows, job fairs, translation conferences, sales meetings, and company-wide gatherings. Virtual events are used to deliver presentations, trainings, departmental meetings and sessions led by stakeholders and company executives to product management and human resources. Virtual events also include live-streaming the event, and creating on-demand video content for users to view after the conclusion of the event.

### VIDEO CONFERENCE

A conference for participants at remote locations by means of transmitted audio and video signals.

### AUDIO CONFERENCE

A conference in which people at different locations speak to each other via telephone or internet.

### WEBCAST

A video broadcast of an event transmitted over the internet. A webcast is traditionally a one-way push of content from an event to anyone that has the link to watch online.

### WEB CONFERENCE/WEBINAR

An online meeting or presentation held via the internet with main features of interactivity, or the ability to discuss, send, and receive information in real-time.

### HYBRID EVENT

A hybrid event is a tradeshow, conference, seminar, workshop or other meeting that combines a "live" in-person event with a "virtual" online component.

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## The Encore Difference

Our virtual events team execute thousands of events annually and are focused on delivering industry leading solutions for customers. From the early days of video conferencing to the latest in ultra-low latency streaming, we are innovating every day.

We are passionate about delivering exceptional experiences and focused on every aspect of your event, from planning to execution, to help bring your vision to life.

## When To Plan

Planning a virtual event should tie-in with the planning calendar for a physical event. When thinking about whether or not you feel you have time to add or change to a virtual meeting, you can rest assured that we have solutions that can be implemented in hours and not days or weeks.

## Why Add Virtual?

Budget restraints and travel restrictions are the two biggest reasons why it makes sense to add to a virtual meeting. Virtual solutions can cost as little as nothing or tens of thousands of dollars. And virtual events offer flexibility to reach participants globally, in any time zone, day or night, in a low cost, high impact and convenient way.

## How Can Encore Help?

Knowing which virtual event provider does what and which solution is the right choice for your event is a moving target these days. We have made the conscious decision to be platform agnostic when it comes to Virtual Events. We have our preferred solution if you don't have one to support you, but if you do we can work with you to ensure a seamless experience.

Why would we share this with you and not push our products? Because chances are you may not have a choice as the event planner. You may already have one or more of these solutions that you pay for and/or are based on your organization's IT security policies.

We are here to support your organization in their event needs. If you were to ask us "Can you work with XYZ virtual event provider?" know that the answer will always be Yes!