

A Guide To Select The Right Technology Partner For Your Next Virtual Event

Why finding the right virtual event technology partner is so important?

In order to successfully move away from a physical event to a virtual event it becomes of utmost importance to choose your virtual event technology partner wisely. With millions of eyes watching the event from around the world the scope of error is negligible.

Few factors why a right virtual event technology partner is so important

1. For a perfect quality output of the event.
2. For developing a better brand image of the company and the event
3. For hosting a safe and secure event
4. For becoming stress free from all the pre-event and post-event services





Absence of standardisation

One of the bigger problems has been the absence of a standardization among different event types. Generally, a One-size-fits-all solutions usually don't work when it comes to hosting events of different nature. Product launch, live concert, AGM, hybrid event, webinar, social events all have different tech & process requirements.

Absence of Integrated Solution

Another problem is the Seamless integration of offline, online and tech capabilities. A major challenge is to integrate marketplace capabilities of production studios, tech and on-ground support to ensure a glitch-free event. A coordination among different support staff is of prime importance with their pre-defined rolls.

Absence of Customization

Growing demand for high-end graphics, value-added services has been an area of concern for the companies. Increasing need for virtual AR/VR, high-end graphics, two-way interactivity and user-friendly UX for event managers has been on quite a high these days. Companies want their events to be interactive, fun and enjoyable for the viewers and hence they want their event to be loaded with features.

3 Core Tenets of The Perfect Virtual Events Technology Partner

1. Standardization
2. Integrated Solution
3. Value Add





Standardization

High emphasis on VOC

An event organising firm should value its customers, and their feedback should be of utmost importance to them. One should continuously look forward at gaining as much appropriate feedback from their previous events and then develop new technologies to make the necessary improvement based on those feedbacks. Every single event should be a learning experience going forward.

Experiences of past events

With best in class technology and a highly motivated workforce, a virtual event firm should have an experience of successfully delivering quite a high number of branded event across the region. Be it a virtual event or a hybrid event, webinar, exhibition, or product launch, they should master the art of executing these events with perfection.

Plug and play approach

A virtual event firm should have an experience of handling different type of events with multiple customised situations so that they can adopt a ready to use plug and play approach for any event reducing the time and cost of the entire new process setup.

Integrated Solution

Tactically located touchpoints across the country

For a event firm to run successful operations across the country, they should have local touchpoints across the country for better, fast and smooth functioning of the. It is important to have studios integrated across various locations with highly skilled staff to carry on the operations. With the head office in a particular location they can smoothly carry out their operations with full coordination from all the touchpoints.

360-degree ecosystem distribution

Companies must makes sure that they provides a 360-degree ecosystem to its client with its social media integration, OTT management, satellite, web distribution, and mobile apps presentations. They should ensure that their event is broadcasted on as many platforms as possible at a go.

100% inhouse tech stack

Any company hosting a event should rely on 100% inhouse tech stack.they should make sure that all the data sources used and software and hardware used to execute an event successfully have been built and designed by their in-house expert team. This gives them the luxury to customize and modify the resources as per the need of the client.





Value-added

Live editing and graphics

Companies should focus on providing their customers the luxury of getting live event editing, addition and subtraction of graphics as and when required. With features like live interactive dashboards, live stage setups, live polls, and brand insertions, companies can offer many such services on the go without hampering the quality of the event.

AR/VR support

The priority of a virtual event firm should be emphasised on providing the best virtual environment for its customers to enjoy their events in the best possible ways, and there cannot be an any better way of enjoying a virtual event apart from making good use of the technology and viewing the event through using augmented reality and visual reality. They should look forward in providing complete AR/VR support to the customers as per their needs.

Support universal input

Another important aspect that the companies should look forward is to cater a universal support input for your event so that your event can run through various output channels like zoom, cisco Webex, Microsoft team, etc.

About

MultiTV

One-Stop Platform For All Video Needs. It is India's No 1 Video PaaS Provider with 200+ customers across the country and a cumulative working experience in video technology of over 500 years. MultiTV provides complete solutions in OTT tech, live video streaming, video production and delivery, analytics and tracking, security, and storage.

MultiTV has come up with an answer to all these problems through its market-leading core product BeLIVE.

BeLIVE is the first all-in-one live online events platform where attendees can learn, interact, and connect with people from anywhere in the world. BeLIVE brings the widest reach with our integration with all video conferencing (Zoom, WebEx, Microsoft Teams), Social Media platforms (YouTube, Facebook, Linked In, Instagram), mobile operators, DTH, cable, and broadcasters.





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