



COMPANIES - SECTION 11

## EXPORT GROWTH IN A VIRTUAL WORLD: A STEP-BY-STEP GUIDE

# Checklist: Virtual Event Technology Assessment - Companies

2021 EDITION

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Is the technology platform easy to learn? Does it offer tech support?

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Does the platform have a feature that confirms compatibility with my browser and operating system as part of a pre-event tech audit?

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How many registered delegates can exhibitors have? Incremental cost?

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When setting up a virtual exhibit booth, can we make the following available for download by attendees: Videos, photos, digital brochures? What are the limitations on number and file size? Incremental costs?

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What video-conferencing system does the platform use? Is it limited to a fixed number/duration of calls?

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Determine what platforms are required for break-out-meetings; for one-on-one meetings. Will additional licenses for Microsoft Teams or Zoom be required, for example?

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Can you get timely assistance in setting up your virtual booth?

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Does the platform require participants to download apps? Will this deter participation?

Does the tech platform integrate with other software? e.g. CRM Systems; video conferencing software.

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Does the platform use Artificial intelligence (AI) to arrange or suggest companies with whom we should have one-on-one meetings? What are my choices for keywords (AI fields) for matching interests? How in depth are the fields to be of value? Is there a B2B consultant service instead or in addition to the AI?

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Can attendees request one-on-one meetings with exhibitors before the event? Are we able to book times within the platform? Can we arrange them onsite or do they have to be scheduled in advance?

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Will the platform supply contact information to exhibitors as attendees enter the booth, or at the end of the event? What info will we get? Profile, special interests, full contacts?

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Does the tech platform have tools that capture leads? Are we able to save comments and contacts made in the chat rooms and add to prospect files? How is this done?

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Does Gamification, used to enhance engagement, work for our target customers?

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Are there synchronous and asynchronous options for presentations and webinars? (Helps where bandwidth; upload/download speeds are an issue).

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Can small roundtables, Q & A sessions, Webinars, be scheduled to enhance engagement?

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Consider having a custom landing page on your company website that is linked from your profile on the event website, to distribute digital sales collateral, track traffic, and capture leads.