

## **Virtual Platforms**

Many technology tools are available today at no initial cost or a low cost to help facilitate doing business in a world of social distancing. These tools can help you hold meetings, work together, communicate and collaborate as if you and your colleagues were in a physical meeting. The following are some of the platforms available in the market today. You can Google these and see availability, pricing and terms and conditions for use.

### **Evia Events**

A partner of Aventri, Evia is a family owned virtual events company with locations in Seattle and Redmond, Washington. Evia offers its customers complete digital event and media distribution solutions to companies of all sizes. Evia knows that virtual events require a lot more than technical equipment. That's why their approach focuses on pre-event planning, live and/or virtual event execution, and post-event distribution to ensure your virtual event attendees receive the highest quality digital content. On March 3rd, Evia released a New Evia Player, which is an Intelligent cloud-based video player, that uses Machine Language and Artificial Intelligence to make event professionals' content more accessible, noticeable and engaging.

### **Aventri's Virtual & Hybrid Event Solution**

Aventri is the global leader in data-driven, end-to-end in-person and virtual event and meeting management solutions. The award-winning software has recently integrated virtual events into the platform with the ability to host meetings as small as 5 attendees to large single sessions of 5,000+. From registration, streaming live sessions and providing an online event lobby for attendees, to virtual and hybrid event reporting, Aventri's Virtual Event Solution has you covered, every step of the way. Aventri's virtual event platform allows our customers to integrate all our solutions for seamless data sharing, so that in a moment's notice you can make your in-person event a virtual event within seconds. In early September 2020, Aventri made significant updates to the platform including a new navigation bar with networking features, the ability to host collaborative or presentation only sessions, and more.

### **Intrado**

Intrado Corporation is an award-winning, innovative, cloud-based, global technology partner to clients around the world. A partner of Aventri, Intrado provides the solutions needed to connect people and organizations at the right time and in the right ways, and hosts over 40,000 webcasts and events annually.

## ON24

Through the ON24 Platform, marketers can build data-rich, interactive webinar and content experiences, understand audience behavior and turn that intelligence into action. Users can create the excitement of a live event with ON24's simulive webinars. Record your webinars in one or multiple takes to put presenters at ease and even edit together multiple presentations. Then, engage with your audience in real-time during the pre-recorded presentation and roll-over to live mode after for further interaction and live engagement.

## Digitell

Digitell is a Digital Multimedia Development company that specializes in assisting organizations with leveraging their content online. Digitell has over 35 years of experience servicing 150 organizations by developing customized and cutting edge solutions to capture, deliver and manage their online virtual events. From their newly released education APP, to OPUS DX, a feature rich, fully managed Digital Experience Platform, their services are designed to engage users with a superior digital experience while accessing live streams, webinars and on-demand education.

## Zoom

Zoom is one of the leading video enterprise solutions. In addition to hosting virtual meetings, Zoom allows you to host product trainings, video webinars, and more. While in the meeting, you can use Zoom's chat feature to share messages and files with other people on the call. Zoom has also collaborated with many apps, like Outlook, Slack, and Egnyte..

## GoToMeeting

Another popular online meeting software is GoToMeeting, an all-in-one communication platform for businesses. GoToMeeting features collaborative team messaging, video transcriptions, and customizable team settings. Not only does the platform allow you to host up to 100 participants, but you can also launch or join a meeting from your smartphone with the GoToMeeting App. The company also has, GoToWebinar is an online meeting platform where users can plan, present, and follow up with webinar attendees. GoToWebinar features polling, automatic webinar invitations and follow-up emails, attendee data, webinar performance, and a sharable video library.

## ezTalks Meetings

ezTalks Meetings, which is free for up to 100 participants, is a group video, audio, and chatting platform. In addition to screen and filing sharing capabilities, ezTalks Meetings also include a whiteboard feature, which allows users to add text, highlight, draw shapes, screen capture, etc. with other team members. Users can also access ezTalks Meetings on any device.

## Skype for Business

Skype has created an online meeting platform, specifically for businesses. Skype Business can host up to 250 people, record meetings, and includes instant messaging. Skype Business also allows users to see when members are in a meeting, are offline, and when they are available to talk.

## Join.me

Join.me is a free online meeting platform that allows you to personalize your URL and add a customized meeting background. Join.me also integrates with productivity tools like Outlook, Google Calendar, and Office 365 to help integrate your business.

## HighFive

Used by over 2,000 businesses, HighFive does not use passwords or pin codes to join meetings; instead, users wait in a virtual meeting room until the meeting manager lets them in. This guarantees your meeting will stay secure.

## Roundee

Roundee is a free video conference platform that features video conferencing, recording, and transcription services. Roundee also features one-click recording, one click-meetings, and does not require downloads to start or join the conference.

## Google Hangouts

Google Hangouts is a free multiple communication platform that features phone calls, video conferences, and instant messaging for up to ten users. It is ideal for Google users since Google Hangouts is built into Gmail and other Google tools. One of the most unique features of Google Hangouts is that it allows users to stream their video calls live on YouTube.

## Adobe Connect

Adobe Connect takes video meetings to another level. In addition to video chatting, screen-sharing, and instant messaging, Adobe Connect allows you to create micro-sites, manage emails, measure engagement, and create persistent virtual rooms that you can customize to fit your brand.

## **Online Collaboration Tips**

Having a strong and reliable internet connection is key to having good online interactions.

Remember that many online tools can work on a computer, cell phone or tablet.

When using free tools, be familiar with the Quality of Service guarantees. In some cases, paying for the tool may be worth the cost to avoid disruption and quality issues.

There are many tools available to facilitate online business; sticking to major and known vendors can help you have a better overall experience.

Always be cognizant of Cyber Security risks related to viruses and scammers that may pose as business colleagues to perform fraud.