

Top 5 Virtual Event Engagement Tools and Platforms



Virtual Events

Virtual Events replicate ‘physical’ location-based events, but take place online. These events allow you to host conferences, trade shows, product launches and workshops from anywhere that has an internet connection, using only a laptop or mobile device.

Many event planners consider physical events to be better for networking and engaging as people are at the same venue sharing and learning together. Few event planners have mastered the art of planning virtual events, that keep guests' attention throughout.

With no face-to-face interaction, virtual event engagement is a lot trickier when you can't rely on the physical aspects. So, how do you, as an event planner, make sure your virtual event is engaging and exciting enough for your guests to attend and stay on for the full event?

We cover 5 platforms and tools we think will help you create the engagement your guests deserve.



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“At the end of the day, people want to network; they want to do business or be exposed to business opportunities. So, engagement and networking opportunities should be top of mind for event planners. Event networking opportunities are a great value add that event managers can use to enhance their events,”

Herkie Du Preez

Event Wizards



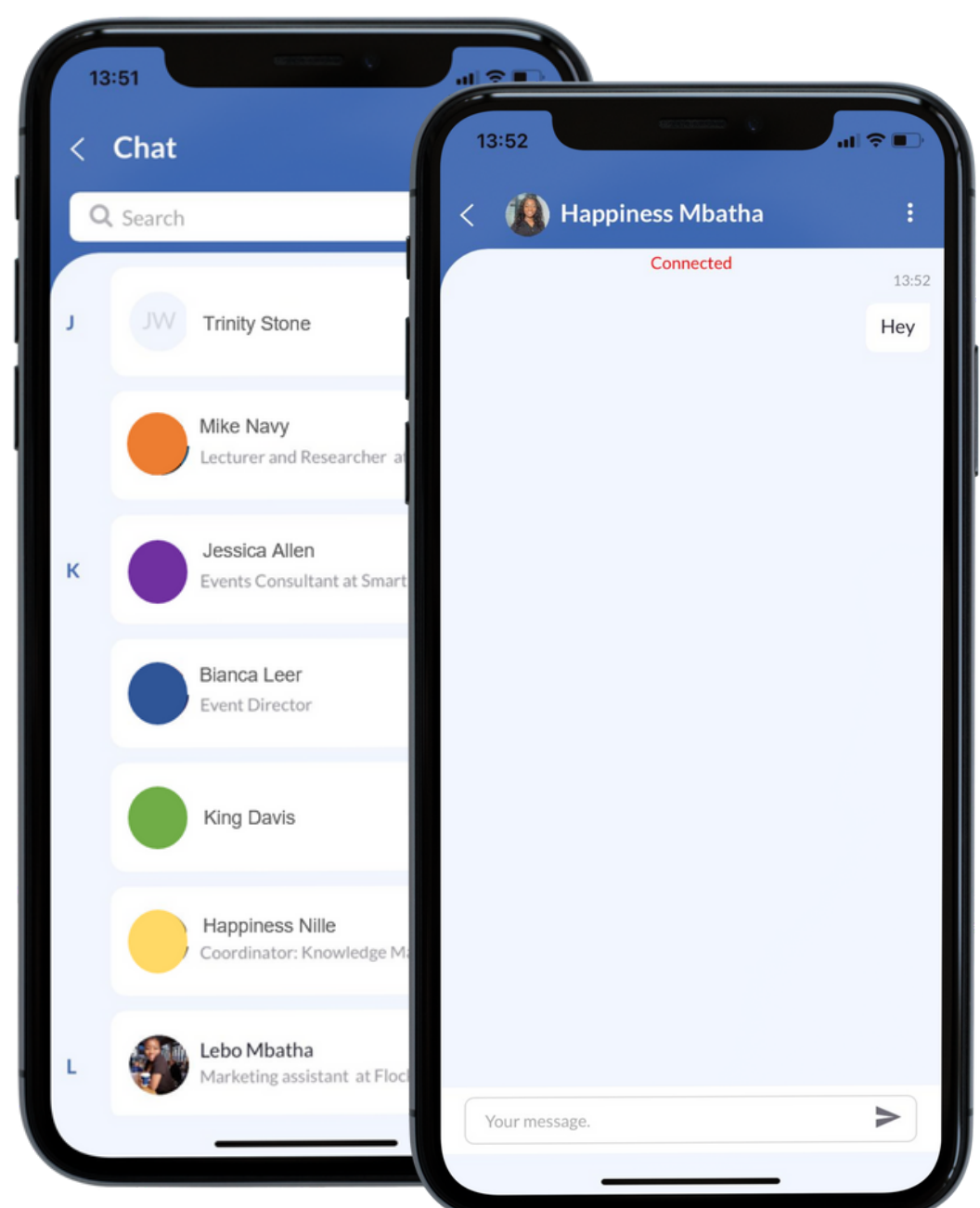
1. Flock Mobile Event App

Flock Platform introduced their Flock Mobile Event App V.2.1 in the beginning of this year. The app has a modern feel to it, introducing a new feature which has been a hit amongst event planners and guests. We are excited to announce the launch of the Chat feature within this mobile event app.

The in-app chat feature allows your guests to private message each other and network within the app. Guests can share contact details and arrange meetings. This feature works on every smartphone and gives guests the ability to connect with other attendees.

To learn more about the Flock Mobile Event App Chat feature, [book a demo](#) and chat to an expert.

- Share contact details
- Set up meetings
- Connect with friends & colleagues





2. Virtual Event Web Chat

Zoom, YouTube, Remo, Flock Eventing Platform and other platforms can easily be used to host virtual events and most have a web chat function. This feature allows the audience to ask speakers questions and comment on the topics being discussed, as well as chat with each other. Using web chat during the virtual event can be a fantastic way to keep your audience engaged.

Yes. Web chats are there to allow attendees to chat, comment and ask questions, but if not used correctly or encouraged, the chat section can be empty. Here are a few tips to help you make sure your audience uses the chat section to its full potential.

- Give the audience a few minutes at the start of the event to introduce themselves and where they are joining from. Ask the MC or moderator to encourage this as the speakers get ready.
- Encourage your attendees to ask questions and comment during the virtual event. Some platforms have a questions tab where attendees can send their questions and can choose to remain anonymous. The speaker can say the attendee's question out loud.
- Get someone to manage the chat section. This person's tasks will include, acting as a moderator to ensure you're getting appropriate responses and monitoring the chat section for any inappropriate commentary or attempts at promotion.
 - Post links on the chat section directing guests to different pages online
 - Promote and thank your sponsors on the chat section
 - Respond to queries
 - Support guests
 - Monitor the chat section for any inappropriate commentary
 - Encourage engagement and commentary

3. Slido



Slido is an easy-to-use Q&A and polling platform. We recommend it as the best engagement tool for physical and virtual events. This tool will help you, as an event planner, to get the most out of meetings and events by bridging the gap between speakers and your audiences.

Slido has features such as:



Live Polls



Live Q&A



Quizzes

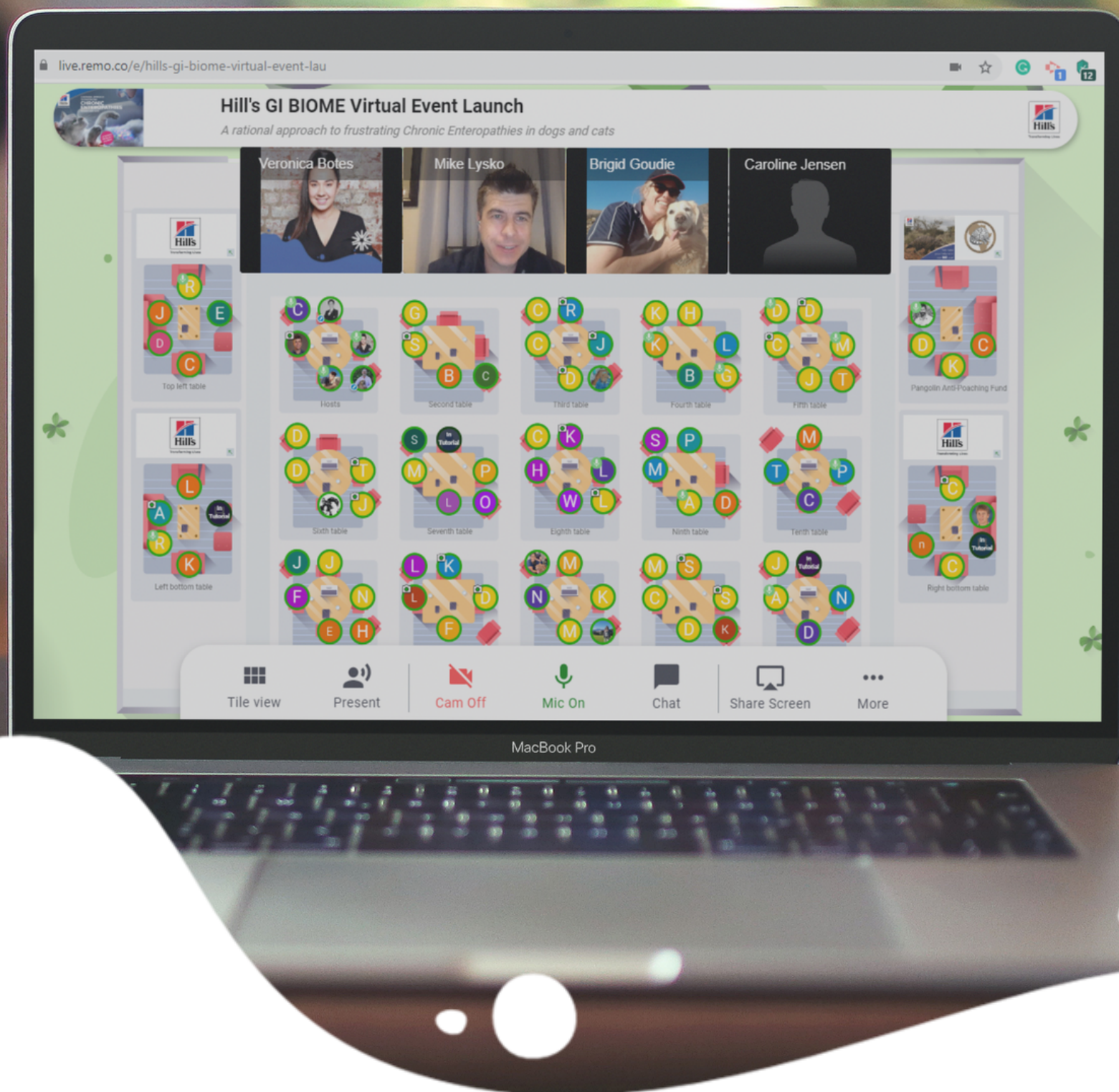


Word Cloud

Working with Flock makes it easier for you as an event planner and gives you peace of mind, knowing that everything will be handled by experts. You can gain valuable insights into your audience through the analytics reports which are sent to you after the event. Easily tap into useful insights about your event, see the most passionate and influential delegates as well as which questions were the most popular.

Our project managers will provide a summary of the most important statistics:

- Easily track the number of active and joined users
- See the engagement score of your event
- Learn about the anonymous rate of all submitted questions
- See the total number of poll votes
- Get the word cloud of the most popular topics discussed at the event
- See the most influential users who received the highest number of upvotes
- Export results into PDF or Excel Spreadsheet files



4. Remo

Remo Conference is a live online events platform that creates interactive online experiences that rival physical events.

With different tables, floors & buildings, Remo provides virtual spaces that empower people to move around freely and sparks spontaneous “hallway conversations” - building authentic, meaningful relationships that last long after the event has ended.

The coolest feature on Remo is the ability to have attendees sit at tables and each table is able to have private conversations using video and the chat section without the other tables knowing what they are talking about.

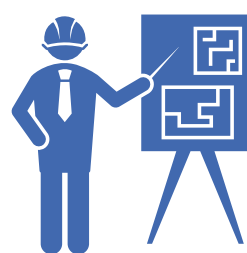
Top 5 Remo Features:



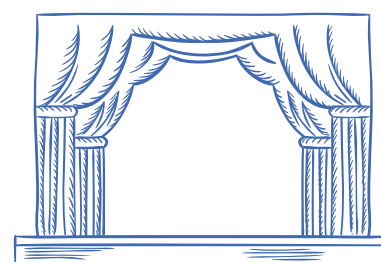
Tables



Floors



Customisable
Floor Plans



Stage



Announcements



5. Restream

For maximum engagement, we recommend live streaming your event from the chosen virtual platform to at least 1 social media platform. This will give your guests and social media audience a platform to engage with you and interact with the speakers.

For many events, especially events with the goal to sell or market a certain product, Restream allows you to reach more people than your invited guests.

AV Partners recently touched on live streaming events on their blog. They mentioned a few benefits of live streaming your event to more than one platform, we thought we should share some with you:

- Live streaming, especially via social media, can help build exposure for your event
- If you're broadcasting your event on social media, your live stream will give your event goers and online audience a platform to interact with you while the event is running
- Bringing your event online can help you gather important information about who your audience is and what they like (or dislike) about your event



We hope you learnt alot from the eBook.

Let us know your thoughts and submit topics you would like us to cover next, by clicking on the link below.

[Share your thoughts](#)

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