



Choosing the Best Virtual & Hybrid Event Platform



Choosing the Best Event Platform & Partner

Ensuring Your Event Success

As events move from “Virtual First” back to “In-Person First,” what are the most important considerations for selecting a platform and partner to deliver your events?

The best virtual, hybrid, and in-person event platform satisfies the needs of your attendees, sponsors/exhibitors, and your organization – while keeping everyone happy.

For your **event attendees**, it’s about the experience. For your **sponsors/exhibitors**, it’s about making connections and generating business. For your **organization**, it’s about meeting your event and ROI goals.

1 User Experience Wins

With so many event solutions, it’s important to **focus on a platform that delivers a superior experience** – for your attendees, sponsors, speakers, and staff. **Powerful platforms and experiences don’t need to cost a lot**, but they do need to:

- **Work reliably**
- Be intuitive & easy-to-use
- **Support virtual, hybrid & in-person events** – in a single platform
- Enable participation on both **desktop & mobile devices**
- **Empower users to customize their experiences**

2 Goals Drive Decisions

As you evaluate platforms, it’s important to **define what event success looks like for your organization** – so your **decisions are driven by goals** and desired outcomes rather than “shiny spoons.” Success can take many forms:

- Increasing attendance
- **Supporting global participants**
- Delivering targeted, relevant content
- **Facilitating networking & engagement**
- Connecting buyers-sellers
- **Generating revenue**

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3 Partners Make it Work

Choosing the best event solution involves **more than selecting a platform**. It also involves **selecting the right partner** to ensure that your events are a success.

When evaluating potential partners, you should ask questions:

1. **How many virtual & in-person events have you delivered?**
2. How complex were those events?
3. **How does your solution support both on-site & virtual attendees?**
4. What AMS, registration & other systems have you integrated with?
5. **What success stories can you share?**
6. How can you support our events team – program design, event build-out, sponsor coordination, event promotion/marketing, attendee technical support?
7. **How can you help with revenue-generation/ROI?**
8. How can your solution provide year-round engagement?

How Results Direct | RD Mobile Can Help

Results Direct | RD Mobile has successfully delivered **2,000+** virtual, hybrid, and in-person conferences and events to **90+** countries with our **Eventsential** platform.

Contact us to learn how we can help with your **event design, revenue-generation,** and virtual, hybrid, and in-person **event platform** needs.





















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What capabilities are most important when selecting an event platform? The following checklist includes **key features to look for to ensure your success**:

Platform Capabilities & Benefits		
Usability & Flexibility		
		Important Feature for My Organization
Single platform to support all types of events (virtual, in-person/on-site)		
Participation via desktop & mobile devices (smartphone, tablet)		
Responsive design/access using all major browsers		
Multiple events in one platform		
Communication tools including targeted push notifications & follow-up emails		
Easy event access via one-click login		
Access restriction options to protect content & privacy		
Fully configurable branding & navigation		
Full-featured back office portal, CMS & best practice videos		
Analytics tools & tracking		
Networking & Engagement		
		Important Feature for My Organization
Searchable attendee, speaker & sponsor/exhibitor directories		
Ability to add private meetings to personal schedules		
Networking via 1:1 private messaging		
Dashboard timeline/social sharing		
Discussion groups		
Year-round networking & engagement tools		


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Platform Capabilities & Benefits

Content Delivery

		Important Feature for My Organization
Personalized content delivery based on role (attendee, speaker, sponsor/exhibitor) or location (virtual, on-site)	✓	
Custom itinerary-building , schedule/agenda filtering & search	✓	
Integration with AMS , registration & other systems	✓	
Support for tiered access based on ticket type, role & location (virtual, on-site)	✓	
Embedded live & on-demand sessions , panels, discussions via Zoom, Vimeo, GoTo & others	✓	
Live session chat/Q&A & note taking	✓	
Interactive polling & surveys	✓	
Multiple time zone support	✓	
Unlimited session resources (presentation slides, handouts, videos)	✓	
Ability to pre-load appointments & pre-selected sessions	✓	

ROI for Sponsors

		Important Feature for My Organization
Sponsor visibility including ad spaces, notifications, sponsored sessions, related content	✓	
Sponsor/exhibitor matching , filtering & search	✓	
Sponsor spaces including video & collateral	✓	
Attendee lead tracking , appointment setting & virtual badge scanning	✓	
Sponsor-attendee engagement tools & gamification	✓	