

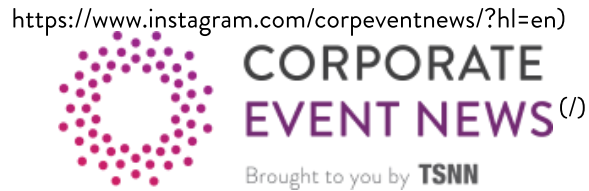
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4 RECENTLY LAUNCHED CUSTOMIZABLE VIRTUAL EVENT PLATFORMS EVENT PROS SHOULD KNOW

October 21, 2020

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In the continuing evolution of virtual and hybrid events, the role of digital technology used to host those events has continued to evolve as well. To help sort through some of the new technology designed to aid organizers as they plan their virtual and hybrid meetings, here are four recently launched virtual event platforms.

e-Attend Virtual Experience

Denver-based event services company [Image Audiovisuals](https://imageav.com) (<https://imageav.com>) has added a virtual event platform to its e-Attend technology. The new [e-Attend Virtual Experience](https://imageav.com/e-attend/) (<https://imageav.com/e-attend/>) links broadcast-quality production, recording and live streaming services with virtual-event technology.

The fully customizable platform was developed in-house and based on customer feedback and user groups. It includes features such as a virtual lobby, auditorium, meeting rooms, hospitality suites, networking lounge, expo lobby, exhibit hall and exhibitor booths. Also included are options for registration and e-commerce, sponsor impressions, personalized conference schedules with attendee push notifications, detailed analytics, API integrations and chat functions plus technical support before, during and after each event.

EZY Virtual Events

[Representation Plus](https://www.representationplus.co.uk) (<https://www.representationplus.co.uk>), a London-based public relations and marketing agency, has launched [EZY Virtual Events](https://www.ezyvirtualevents.com) (<https://www.ezyvirtualevents.com>). The platform was unveiled at a virtual networking event the company created for the Association of National Tourist Offices and Representatives that featured EZY's virtual exhibitor stands, rooms for meetings and press conferences, BYO Cafe for casual chats, auditorium for speeches and help desk.

The new platform features customization that allows exhibitors, hosts and sponsors to supply their own branding and style. It also allows attendees to interact with multiple hosts, speakers or exhibitors, and encourages engagement through embedded quizzes and speed dating formats. A technical support team is available to answer questions whenever they arise and post-event analytics report on what audiences found interesting, where they visited and what they viewed and downloaded.

IACC MultiPOD Meetings

Merging in-person with virtual, the new [IACC](https://www.iacconline.org) (<https://www.iacconline.org>) [MultiPOD Meetings](https://www.iacconline.org/multipod-meeting) (<https://www.iacconline.org/multipod-meeting>) brings gatherings held at IACC-certified venues together. The launch of the program follows months of research by the association to develop a framework that would allow its member venues to stage geographically diverse meetings that are interconnected through technology platforms and collaborative venue solutions.

Partnering with PSAV and Electro-Media Design, IACC developed a specification document and venue pledge for the 400 IACC-certified venues in 25 countries wishing to host MultiPOD meetings. Venues then receive training and consultancy for both MultiPOD and hybrid meetings. Each venue also commits to having in place MultiPOD knowledgeable staff and the ability to collaborate with other venue, AV and production teams.

Rocket.Chat Virtual Conference Platform

An open-source communications hub already present on 700,000 servers in 150 countries, [Rocket.Chat](https://rocket.chat) (<https://rocket.chat>) now provides a conference platform for event organizers seeking to facilitate interactions at their virtual conferences and trade shows. The platform allows organizers to customize the look and feel of their meetings, choose their users and securely manage their data.

Rocket.Chat can also provide a gradual migration from a physical venue to a virtual experience by working with the assets a planning team has already built and helping to migrate them into their virtual conference. The platform has already been used by organizations that include Cornell University, the Association of Computational Linguistics and the Linux Plumbers Conference.

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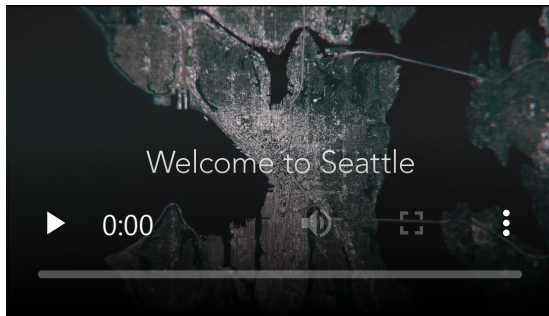
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Weaving local flavors into your event can help attendees experience and enjoy the destination even more. Happily, Seattle is known for its array of regional selections, with most hotels, venues, and restaurants offering a wealth of locally sourced bites and sips. Keep the tasty times going with these other delicious starting points. OYSTERS

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