

Virtual Meetings: Is It Right For You?



The following questions were submitted that we were not able to respond to during our webinar. Thanks for your submissions and participation in the webinar!

Q. Technology is the main issue I've heard of. C-level doesn't understand a bigger, better platform is needed for the amount of people they want to have in a virtual meeting. It's not like a Microsoft Teams meeting where there are 10 of us on a call.

A. Technology does seem to be the consideration that worries planners the most. The key is to sit down with leadership and explain the drawbacks. If you are on Teams and it goes down (like it did in late September when they tried to implement an update), will you still be able to hold your meeting? Having a secure, virtual platform will enhance the engagement and interaction with your audience. It will have a higher cost, but the return on that investment will be worth it.

Q. I am thinking Gen Z will prefer the virtual and hybrid over in person and not feel what we see as drawbacks, will not be drawbacks to them. What have you heard from gen z?

A. Gen Z, although more comfortable with technology, actually prefers in-person experiences due to Fear Of Missing Out (FOMO). They would rather experience the meeting (especially if it involves travel) and share it live via social media and mobile app technology. Gen Z continues to be a small percentage of attendees for the events we have worked on, but our research has found that while they may prefer virtual for the education/sessions from a conference, they still prefer in-person for the personal connections and networking that happens when we meet face to face. As the course of meetings continues to evolve, this will be an important aspect to keep a pulse on.

Q. Are there still benefits of using a conference app for virtual meetings?

A. Yes! The mobile app can help your attendees more easily network, engage, share, or even answer polls/surveys, particularly if your virtual platform doesn't allow for this. It is a nice enhancement for personal schedules, taking notes or using for gamification. It provides easy access to the agenda and activity feed, and houses information about the speakers, entertainers, and sponsors.

Q. Can Fox handle the technology and staffing aspects of a virtual meeting?

A. The Fox team is available to staff your virtual and hybrid meetings, assisting with all aspects of the planning and execution. We encourage use of at least one platform technology expert for most meetings, depending upon the size and scope, to provide subject area expertise for the event.

Q. What are some platform options?

A. The list is almost endless right now! We partner with Cvent for their Virtual Attendee Hub, but also want to use what works best for your program. Intrado, Pathable and ON24 are platforms that have been in the market for a while and have good name recognition. Your best bet is to create an RFP, search based on your specific needs, then narrow down from there.

Q. Breakouts in virtual meetings – I have no clue how to do that!

A. Yes, you can have breakouts! This is another item that you need to work out with your platform as all handle it differently. Just like Zoom and Teams have rooms, you can do the same thing. You can assign attendees to specific breakouts, let them choose their sessions during registration or let them choose at the start of the scheduled time. All of this is based on your goals for the program and sessions.