TAXONOMY OF VIRTUAL EVENTS

Type of Event	Examples	Core Features	Specialized Features
General Business Meetings	• Daily standup • One-on-ones • Weekly team meeting	Audio and/or video for participants; easy join access from mobile	Collaboration tools; note taking
Presentation or Panel	• Typical recorded webinar • Livestream event • Keynote speech	Streaming audio and/or video for presenters	Streaming to Facebook, YouTube, Twitch, and/or Twitter; event recording and distribution
Presentation with Q&A (Or training with no breakouts)	• Typical webinar • Conference call • Press conference • Virtual classroom	Streaming audio and/or video for presenters; ability for participants to ask questions; ability for speakers/assistants to take and review questions in private	ABOVE + host-participant chat; private green room; assistant or co-host roles
Presentation with Q&A Formal Business Meeting with Voting	• Board meetings	ABOVE + voting/polling features; secure, accurate vote tallying and saving	ABOVE + csv exports of voting results; data collection and security
Limited Virtual Conference Multiple Presentations/Panels to choose from (no or limited side sessions)	• Conference limited to several, concurrent presentations for participants to choose from	Streaming audio and/or video for presenters; ability for participants to select and move between rooms	Streaming to Facebook, YouTube, Twitch, and/or Twitter; event recording and distribution; simultaneous translations; host-participant chat; audience chat
Full Virtual Conference With vendor booths, side sessions, casual spaces to meet others	• Online Summit • Annual Conference • Exhibits/showrooms	Streaming audio and/or video for presenters; ability for participants to select and move between rooms; peer to peer webcam within casual groups and/or with vendors	ABOVE + custom registration options with full agenda details; vendor-area branding; contact sharing; 1-1 video breakouts for networking or other opportunities for side sessions
Open Space / Unconference	• Unconference • Birds of a Feather • Hackathon	ABOVE + participants can choose to host and lead sessions; anyone can present (share screen); crowdsourced agenda; voting/polling features	System to test the waters for session interest; features for helping to organize scheduling across time zones; audience chat
Virtual Roundtables	• Industry-specific roundtables • Professional meetups	Peer to peer webcam within professional groups; moderation features; some facilitation, recorded and/or live	Contact sharing; group chat; features for helping to organize scheduling across time zone; collaboration tools; note taking
Networking Mixers; Cocktail Parties No-Host, Autonomous Breakouts (Casual)	• Casual roundtables • Virtual watercoolers • Speed dating • Knowledge/world cafes	Automatically create random pairings and dynamically re-mix them; data-based pair creations; ability for participants to select and move between groups; peer to peer webcam within groups	ABOVE + ability to host regularly, with or without a host; can run with minimal to no monitoring by facilitator
Interactive Trainings with Breakouts No-Host, Autonomous Breakouts (Professional)	• Academic classes with discussion • Corporate trainings • Sales training with interactive roleplay exercises	Features that allow host or facilitator to be able to: - create breakouts flexibly and quickly - send messages, instructions to groups easily - monitor groups - provide clear guidance to groups - allow groups to share/edit documents - provide crowdsourced input	ABOVE + ability to pre-record guidance for breakout groups; feature to allow groups to schedule, join and participate any time; options for groups to self-select and self-organize based on a role, department, interest, or other characteristics
Guided, Hosted, or Facilitator-led Conversations	• World Cafe • Interactive offsites • Instructor-led training	ABOVE + Peer to peer webcam within groups; moderation features; options for pre-recorded and/or live facilitation	Ability to pre-record guidance for breakout groups; collaboration tools; note taking; screenshare; host-participant chat; group chat; contact sharing

Features That Support All Meeting Types:

✔ Browser-based (no download) vs. requires download

✔ Recordings

✔ Phone or computer options for audio

✔ Prioritize audio over video

✔ Hosts' ability to mute all or selected participants at a time

✔ Hosts' ability to turn webcams on/off for everyone

✔ Chat with all attendees

✔ Social media event sharing (Facebook, Twitter)

✔ Late registration for last-minute invites

✔ Data capture

✔ App integrations for data upload and activities in events

✔ Call report (attendees, non-attendees)

✔ Caller dashboard for mic status, breakout controls and real-time monitoring

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