



SMART-reg International Introduces User-Friendly Virtual Event Platform

SMART-reg International, Inc., a leading provider of innovative event solutions, introduces My-Virtual-Events™, an online event platform that helps organizers provide digital alternatives to face-to-face meetings as COVID-19 has led to cancellations and postponements around the globe.

“During this challenging time in the events industry, our clients are requesting user-friendly virtual platforms to quickly service the educational needs of their members and customers,” said SMART-reg International President and CEO Arnie Roberts. “SMART-reg has responded by developing a virtual solution that meets the unique needs of event organizers. Video companies like WebEx and Zoom can’t meet the challenges and complexities of in-person events with thousands of attendees and sessions running simultaneously. My-Virtual-Events™ offers one point of entry with unique log-ins and views for each of your key customer groups.”

To design this virtual platform, SMART-reg worked with an association client who had planned an international event for approximately 2,000 attendees and 1,500 presentations in 20 meeting rooms. In person, this presents a logistical challenge, but online it can be even tougher to organize and manage. SMART-reg has streamlined this process by using best-in-class solutions that are integrated into a platform that is not only simple to set up for event organizers but also easy to use for attendees, speakers, exhibitors and sponsors.

How It Works

Event organizers put together their agendas and publish the program as usual. SMART-reg can simply take an Excel spreadsheet or PDF of the content to create a fully functioning online conference program. SMART-reg inputs the data and creates a log-in system that is sorted by visitor type – attendee, speakers, exhibitor, etc. Organizers can livestream keynote sessions and run multiple workshops simultaneously.

Once logged into the system, presenters can upload video presentations (as many as needed, no video editing required) and PDFs of slides. Speakers add session titles, synopsis/summary, a photo and author information. One of the best user features is a Q&A option for attendees, who can ask questions while they are viewing videos or presentations (and even delete them if they are answered later while reviewing). Speakers will receive email notifications with questions and can answer them at their leisure on a daily basis.

For one client, SMART-reg has set up a live Q&A option to be determined by the speaker during a two-hour window over the dates of the original in-person event. The live Q&A time slot is automatically converted to the viewer's time zone, simplifying the process and enhancing the engagement even more for attendees.

Taking a page from consumer website functionality, the SMART-reg My-Virtual-Events™ allows attendees to rate the presentation on a scale of 1 to 5 stars and even leave reviews that the presenter and others attendees can view.

Event organizers can generate revenue by selling video ads that run before the presenter videos. Similar to YouTube, exhibitors and sponsor can provide short (5-10 second) spots before attendees view the session. Organizers can also verify attendance if needed for continuing education requirements. SMART-reg has included a feature that stops the video presentation and requires attendees to “click to continue” to verify they are watching. In addition, organizers can require attendees to complete a quiz at the end of the presentation.

My-Virtual-Events™ also features an Exhibit Hall solution. Organizers can offer exhibitors the opportunity to livestream content or product demos, set up live and/or archived Q&As, and upload videos and PDFs. To make it even easier for exhibitors or sponsors, the SMART-reg solution can also use direct links to company videos on YouTube or Vimeo. Attendee features include reverse lead-retrieval and the ability to rate the company a scale of 1 to 5 stars and leave a review.

My-Virtual-Events™ provides in-depth reporting on attendee log-ins, dwell time, click-throughs and more. Organizers can slice and dice the data as needed. SMART-reg uses cloud storage on Amazon S3, and there are no video limits for speakers or exhibitors. Pricing is based on number of attendees, workshop/sessions, conference duration and data provided.

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