

VIRTUAL PLATFORMS



The WICT
Network

Empowering Women
in Media, Entertainment and Technology

Below is a list of some of the most popular virtual event software platforms. Use this guide as a starting point as your chapter determines its virtual event needs. Click on the platform's name and you will be taken to their website to learn more. Please note that The WICT Network does not endorse any particular platform.

We recommend putting language in your marketing promotions to encourage their members to use their personal devices when they have restrictions. For example, *If the Zoom platform is not approved by your company, please be sure to use your personal device for this event.*

GoToWebinar

- 1 - 1,000 participants.
- Visual and auditory - some opportunity to participate.
- Starts at \$89 p/mo for up to 100 attendees.
- Automatic recording, which can then be shared online.
- Integrates with Zapier, Salesforce, Unbounce and others.

Adobe Connect Webinars

- 1 - 1,500 participants.
- Visual and auditory - some opportunity to participate.
- Starts at \$130 p/mo for up to 100 attendees.
- Enables micro sites to promote your event and register users.
- Robust analytics to provide insight.
- Allows for interactivity with smart Q&A, multiple poll types, ice breakers, word clouds and more.

Google Suite

- 1 - 250 participants.
- Visual and auditory - some opportunity to participate.
- Starts at \$6 - \$25 p/mo/user.
- Subscriptions include access to all Google Suite products like Drive, Docs, Meet and more.
- Enterprise subscription allows users to record meetings and save them to the Drive. *Through 9/30/20 all plans get advanced Google Meet features.

Microsoft Teams

- 1 - 10,000 participants.
- Unified communication and collaboration platform that allows chats, video calls, file storage and application integration.
- Starts at \$0 - \$20 p/mo/user.
- Some subscriptions allow for recordings, audio conferencing, Microsoft Office add-ons.
- Data encryption at rest and in transit even for the free version.

WebEx

- 1 - 40,000 participants
- Visual and auditory - some opportunity to participate
- Starts at \$13.50 p/mo for up to 50 attendees.
- Provides a mobile app.
- Integrates with popular marketing tools like Salesforce.
- Well suited for meetings with over 10,000 live participants.
- WICT HQ will host 2 webinars per chapter, per year on WebEx. New in 2021, each webinar will host up to 1,000 participants.

Zoom

- 1 - 10,000 participants.
- Visual and auditory - some opportunity to participate.
- Starts at \$0 - \$19.95 p/mo/host.
- One of the least expensive, most popular and easiest to use platforms.
- Offers automatic recording, which can then be shared online.
- Integrates with Google Calendar and Microsoft Outlook.

*All prices are listed in USD.