

## Comparison - Physical vs Digital Events



### PRE EVENT

#### Physical Event

VS

#### Digital Event

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Event Planning:             <ul style="list-style-type: none"> <li>- Choose Venue</li> <li>- Financial budgeting</li> <li>- Speaker Communication and Management</li> <li>- Sponsorship and Exhibition Sales</li> <li>- <b>Build Registration Forms</b></li> <li>- <b>Customise Landing page</b></li> <li>- <b>Send Email Invites/ Manage Email Campaigns</b></li> </ul> </li> <li>• Setup &amp; Configuration of Equipments Onsite             <ul style="list-style-type: none"> <li>- Brand event venue</li> <li>- Build event stages</li> <li>- Set up event signs</li> </ul> </li> <li>• Project Management</li> <li>• <b>Attendees Management</b></li> </ul> | <ul style="list-style-type: none"> <li>• Event Planning:             <ul style="list-style-type: none"> <li>- Choose Webinar / Meeting Platform</li> <li>- Financial budgeting</li> <li>- Speaker Communication and Management</li> <li>- Sponsorship and Exhibition Sales</li> <li>- <b>Build Registration Forms</b></li> <li>- <b>Setup a Website / Landing Page</b></li> <li>- <b>Send Email Invites / Manage Email Campaigns</b></li> </ul> </li> <li>• Setup &amp; Configuration of Live Streaming Platform             <ul style="list-style-type: none"> <li>- X</li> <li>- X</li> <li>- X</li> </ul> </li> <li>• Project Management</li> <li>• <b>Attendees Management</b></li> </ul> |
|---|---|

- Technical Management (AV/IT/WIFI)

X

X

- Dry run with Clients & Partners involved Onsite
- Attendee logistic
- Attendee accommodation
- Conference bags / Swag bags

- Video & Audio Mixing

- Setup & Configuration of OBS tool
- Setting up Scenes to be used during the live broadcast

- Technical Rehearsals with Host & Speakers

X

X

X



## DURING EVENT

### Physical Event

- **Online & Offline Registration**
  - Badge Printing
- **Attendee Check ins**

X
- **Attendee Tracking (RFID)**

VS

### Digital Event

- **Register People (Paid or Free)**

X
- **Run a Live Page**
  - Live Streaming Equipment
- **Monitoring Check-ins (Access Control)**

<ul style="list-style-type: none"> <li>• Sharing printed content with attendees</li> <li>• <b>Attendee Engagement</b> <ul style="list-style-type: none"> <li>• <b>Q&amp;A</b> X</li> <li>- Q&amp;A</li> <li>- Polls</li> <li>- Gamification</li> <li>- Photo / Fun booths</li> </ul> </li> <li>• Attendee Networking           <ul style="list-style-type: none"> <li>- Provisioning for Food / Catering</li> <li>- Organising tea breaks</li> </ul> </li> <li>• Roundtables / workshops</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Share Digital Content Realtime</b></li> <li>• <b>Live Engagement / Content Moderation:</b> <ul style="list-style-type: none"> <li>- <b>Chat</b></li> <li>- Q&amp;A</li> <li>- Polls</li> <li>- Gamification</li> <li>- New digital formats</li> </ul> </li> <li>• Attendee Networking           <ul style="list-style-type: none"> <li>- Breakout sessions (based on themes)</li> <li>- Handle Online Interaction (Emcee &amp; breaks)</li> </ul> </li> <li>• <b>Individual Chat Rooms with Speakers</b></li> </ul>
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## POST EVENT

Physical Event	VS	Digital Event
<ul style="list-style-type: none"> <li>• <b>Onsite Support</b> <ul style="list-style-type: none"> <li>• <b>Realtime Support</b> X</li> <li>• <b>Realtime Engagement Analytics</b> X</li> </ul> </li> <li>• <b>Reporting &amp; Analytics</b></li> </ul>		<ul style="list-style-type: none"> <li>• Realtime Support</li> <li>• <b>Realtime Engagement Analytics</b></li> <li>• <b>Get Feedback / Survey</b></li> <li>• <b>Event Analytics</b></li> </ul>



An all-in-one platform to power all of your event needs

X

X

- **Send Thank You Mail**
- After-Party / Gala Dinner
- **Data Anonymisation**

- **Recording Of Live Session(s)**
- **Setup A Page For Past Session(s)**
- **Send Thank You Mail**
- Community
- Ability to Purge / Anonymise Data

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