















# Choosing the Best Online & Hybrid Event Platform

**What capabilities are most important** when selecting an online or hybrid event platform? Use this checklist to **compare platforms and factors for success**:

Platform Capabilities	 rd mobile	Platform B	Platform C
Single platform to support online, hybrid & in-person events			
Participation via desktop & mobile devices (smartphone, tablet)			
Access using all major browsers			
Multiple events in one platform			
Custom itinerary-building, schedule/agenda filtering & search			
Embedded live & on-demand sessions, panels, discussions via Zoom, Vimeo, GoTo & others			
Live session chat/Q&A & note taking			
Interactive polling & surveys			
Searchable delegate directory, speakers & sponsors/exhibitors			
Networking via 1 : 1 private messaging, discussion groups & social sharing			
Targeted push notifications			
Revenue-generation opportunities & sponsor spotlights			
System integration with CRM & EventBrite			
Engagement analytics tools & tracking			
Full-featured back office portal, CMS & best practice videos			