

# Know Your Online Event Tech

and Get the Right Tools for the Job

There's no shortage of tools for planning online events, but not all tools deliver the same results. It's important to understand the differences and know what capabilities and technology meet the demands of your unique application. Follow this guide to get started.

**START HERE!**

Will your event consist of **multiple sessions?**

**YES**

**NO**

Just a single session

Are you looking for a **rich user interface?**  
Plus immersive options for environments like networking lounges or expo halls?

Is the primary focus of your event **small group discussion** and collaboration?  
Many-to-many attendee relationship?

**YES**

**NO**

**NO**

**YES**

Are you designing the event for a **large audience?**  
500 – 200,000+ attendees

Is the primary focus of your event to broadcast a **one-to-many presentation** on a topic from host(s) to audience?

**YES**

**NO**

<500 attendees

**NO**

**YES**

Are you looking for **advanced audience engagement** tools? Like gamification or social integration?

**NO**

Standard Q&A, chat, polls, and surveys are enough

**YES**

## Virtual Event

Highly interactive multi-day and multi-hour virtual programming with an immersive experience for large audiences

**RECOMMENDED PRODUCT:**  
Virtual Event

✓ Scalable to 200,000+ attendees

✓ Hosted in a fully interactive 2D or 3D environment

✓ Networking, gamification, polling, Q&A, chat, social integration, quizzes, surveys, and more

✓ Various options for sponsorship and monetization

**Best for:**

Trade Shows, User Conferences, Product Launches, Sales Kickoffs, Town Halls, Trainings, Recruitments

## Webcast

Designed for broadcasting one-way (one-to-many) communication from a host, or a panel of presenters, to large mostly view-only audiences

**RECOMMENDED PRODUCT:**  
Studio Webcasting

✓ Over 500 attendees

✓ Hosted in a brandable environment

✓ Chat, Q&A, polling, surveys, meeting reactions, file sharing

✓ Also known as a webinar

**Best for:**

Product Launches, Training Sessions, Topic Presentations, Executive Town Halls, Shareholder Meetings, Quarterly Updates, Lectures

## Online Meeting

Live two-way (many-to-many) video and audio session for small-to mid-sized groups

✓ Up to 100 attendees

✓ Hosted in a flat design environment

✓ Chat, Q&A, polling, surveys, meeting reactions, file sharing

✓ Also known as video meeting or web meeting

**Best for:**

Internal Meetings, Client 1:1s, Small Group Meetings, Planning & Brainstorming Sessions, Training Sessions, Interviews

Learn more about Notified's event solutions at:

[www.notified.com](http://www.notified.com)