



# PR3: Toolkit to organize digital events of internationalization

## Module 2: Insight in most commons digital tools

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## Module 2: Contents

- Platforms for the organization of digital events
- Possibility of simultaneous and remote interpretation
- Systems for video conferencing and live streaming
- Platforms for the organization of online B2B





# PLATFORMS FOR THE ORGANIZATION OF DIGITAL EVENTS



## Platforms:

cvent



vFAIRS



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- **SpotMe** was named a Leader in [The Forrester Wave™: B2B Event Management Technology, Q1 2023 report](#)
- **SpotMe is an all-in-one event management platform** with deep CRM / MAP integrations that make it fit with even the most complex event technology stacks in the life science, professional services, and technology industries
- The platform and mobile event app are **easy to set up and use**. They have a wide range of engagement features to get participants interacting with the event content before, during and after the event

For using this platform you have to create an account and then you have to pay.

## Key Features:

- Live captioning
- Customizable, conversion-optimized registration pages
- A built-in, real-time production monitoring system (RTPMS)
- **Plans and pricing:** SpotMe offers four plans (Starter, Business, Advanced, and Enterprise)

### By event format

An all-in-one enterprise event management platform to help you organise all types of events with ease.

Hybrid

Virtual

Webinar

On-demand NEW

### For life sciences

Get a compliant event platform made with life sciences, pharma congresses, and HCP engagement in mind.

Omnichannel HCP events

Medical education events

Congress companion app NEW

Veeva

### For enterprise

Discover why SpotMe is the preferred event platform with enterprise-grade security.

Privacy & data management

Information security

Standards & certifications

### Services & Production

The all-in-one event tech services to help you create engaging and compliant events.

Professional services NEW

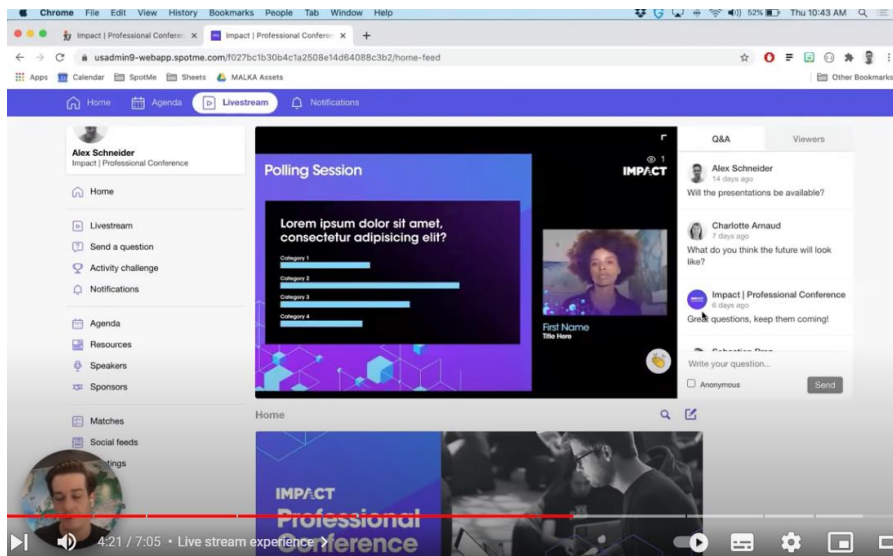
Onsite services

Production services

Backstage content management

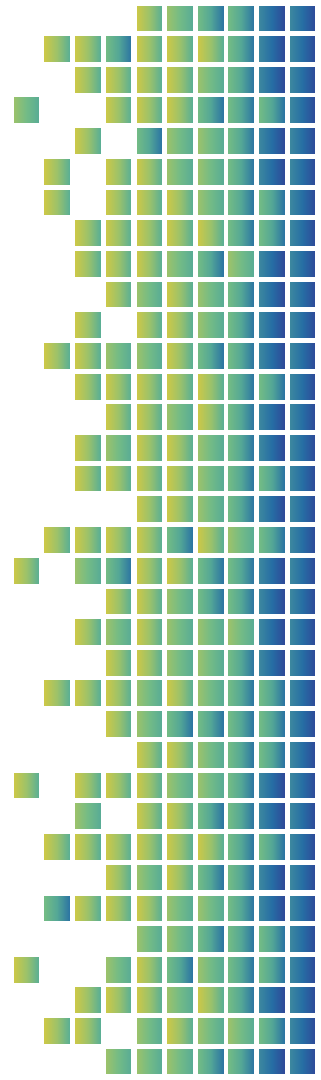
Live captioning NEW

## Video tutorial:





Pros	Cons
You can interact with your peers during a session and keep them engaged	You need to install another app but it's worth it
Their team help with setup and execution	Difficult to view metrics and analytics
Ability to livestream and save recorded video after the event	There has been reported some problems with the event mail
You can incorporate other apps like Interprefy	The BackStage customization can feel a little hard and complex to customize



## Pricing:

The pricing for SpotMe Anywhere starts at \$24.000 but there are 2 different plans:

- Business at **\$24.000**
- Advanced at **\$60.000**



# cvent

Cvent can help you organize **in-person, virtual, hybrid** events and even **webinars**.

It can also be used to host **conferences** and exhibitions.



It has an **app** that can deliver a seamless check-in and badging experience.

Cvent does not provide an actual price to pay for their services, but if you fill a simple form you can get a quote from them

The price starts  
from \$660 per year

**cvent**



#### Products

**Best for** 1-5 events or an event type, such as a roadshow or trade show program.

- Event Registration
- Check-in & Badging
- Mobile Event App
- And more

Pricing is determined by specific products needed and volume of registration.

[Get pricing](#)



#### Solutions

**Best for** end-to-end management of an event type, large event, or a high volume of events.

- In-person events
- Virtual events
- Hybrid events

Pricing is determined by registration volume and advanced features activated based on your specific requirements.

[Request a quote](#)



#### Total Program

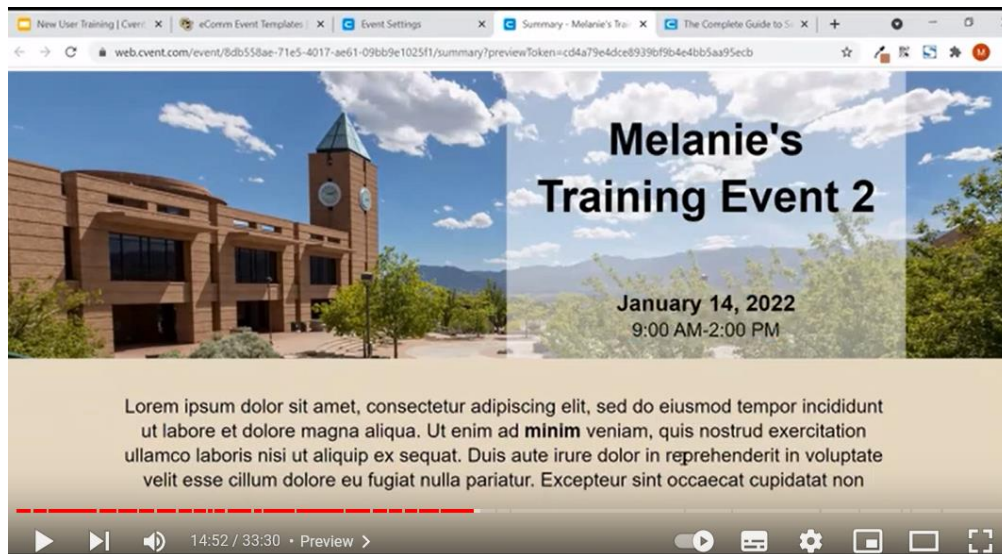
**Best for** strategic management of your total event program, in any format, and for any event type.

- Internal & external events
- Hosted events & trade show programs
- Multi event workflow & budget solutions

Pricing will be a custom annual package based on your program needs and goals.

[Talk to sales](#)

## Video tutorial:



cvent



Pros	Cons
Constantly improving	Getting the events in the app can be confusing
Customer service is amazing and easy to contact	Sometimes the app freezes and it has been reported that the customer service is not always available
You can keep track of the proposals you submit	The reporting feature does not let you upload the format you want your report in.
The registration site is easy to build and can integrate with many apps such as CrowdCompass	The system could be complicated in setting up



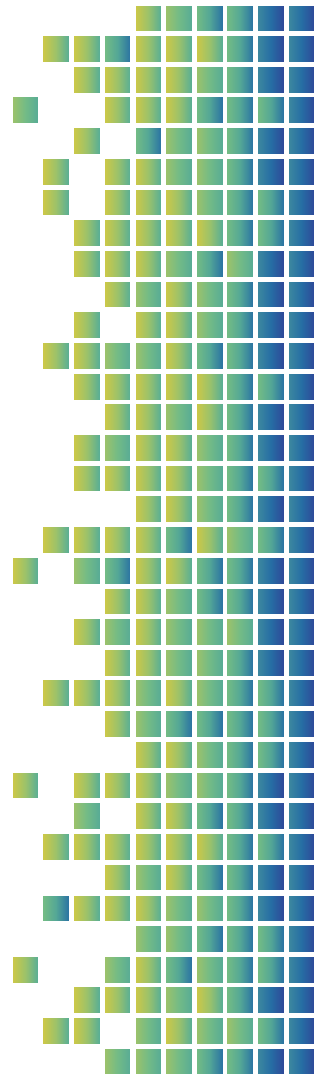
Webex events by CISCO is a all-included platform to host **in-person**, **virtual** and **hybrid** events.

Their app allows you, to easily manage your event in real time.

The difference between **Webex Events** and **Webex Webinars** is that the second one is a solution dedicated to webinars, but if you are looking for an **all-in-one** event platform then Webex Events is the right solution!



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As for Cvent, you need to contact the Sales deep of Webex Events in order to get a quote from them



## Events

Custom pricing

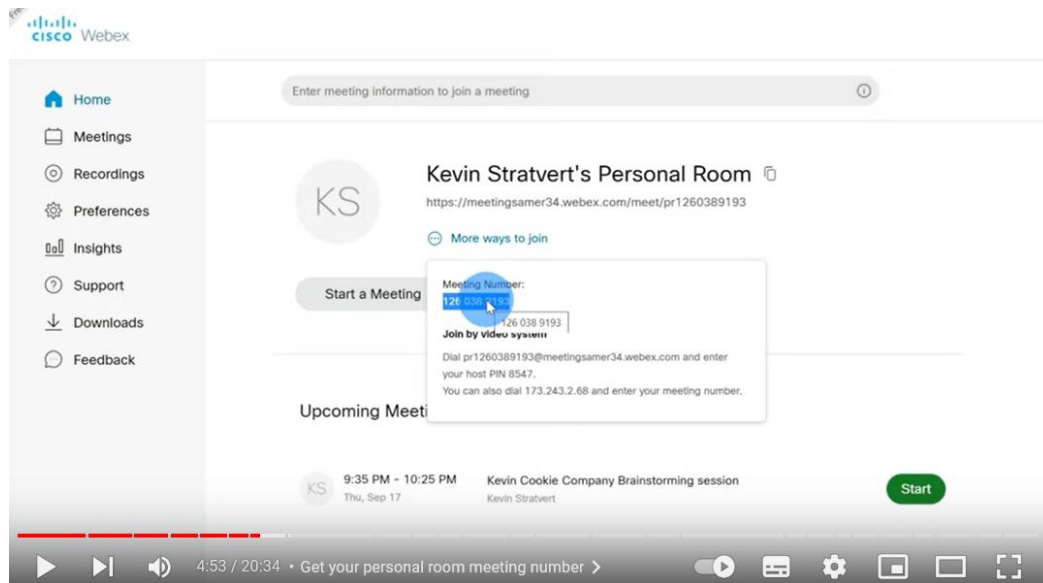
[Contact Sales](#)

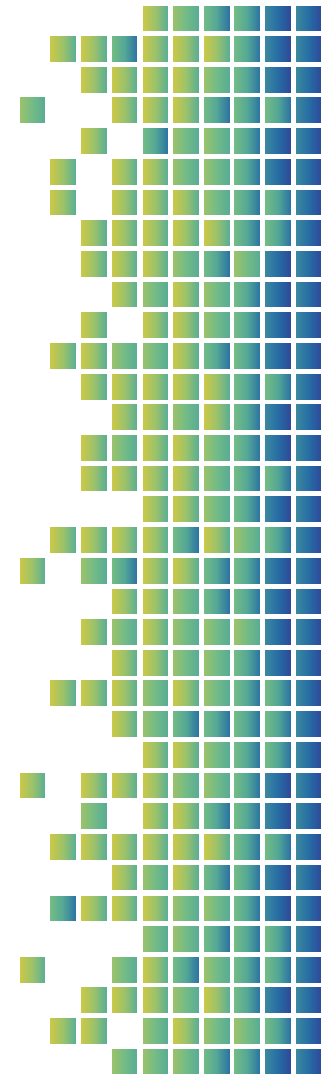
- ✓ In-person, virtual & hybrid events
- ✓ Up to 100k attendees
- ✓ Registration and onsite (custom branded pages, onsite check-in, badge printing)
- ✓ Live streaming, simulive and on-demand replay
- ✓ Engagement (breakout rooms, polling and Q&A by Slido, networking, chat, games & more)
- ✓ Lead retrieval (capture & score leads)
- ✓ Content management (multi-track agendas, speakers & more)
- ✓ Closed captions and translations
- ✓ Monetization (ticketing and sponsorship)
- ✓ Event hub with virtual venue including mobile event app



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## Video tutorial:

A screenshot of the Cisco Webex interface. The left sidebar contains navigation links: Home, Meetings, Recordings, Preferences, Insights, Support, Downloads, and Feedback. The main content area shows "Kevin Stratvert's Personal Room" with a URL. A "Start a Meeting" button is visible. A pop-up window displays the "Meeting Number: 126 038 9193" and provides instructions for joining by video system. A large green "Start" button is at the bottom right. The video player controls at the bottom show a progress bar at 4:53 / 20:34 and a play button.



Pros	Cons
Easy to use and excellent customer service	There are some misunderstanding about the capabilities of the software that can create a problem
Question are answered quickly	The training that they give at the speakers feels too fast and confusing at times
Transition to a virtual conference is made as smooth as possible	Some problems with organization of session videos have been reported
Can help to create a digital version of the current conference setup	There isn't really a process to ensure that you get what you paid for



## Pricing:

Webex has 4 plans:

1. **FREE:** default settings for messages and advanced security. With this plan you can create meetings for a max of 100 people and 40 min. In this plan, subtitles are not included.
1. **STARTING plan:** it costs €13,50/mo, it unlocks some premium settings, videocast and it enables the use of slide. The meetings last max 24h and they can include max 150 people. You can also record a meeting (5GB of space available). Subtitles are included in English, German, Spanish and French.



**3. BUSINESS plan:** it costs €19/mo and has the same features as the previous plus the limit of people is raised to 200 and the space available for the recording is 10GB.

**4. ENTERPRISE plan:** to know the price you'll need to contact Webex. You have a new feature (premium call) and the limit of people in a meeting is raised to 1000. The space for recordings has no limits and subtitles are available in every language.

One of the features of **vFair** is the ability to create a website dedicated to your event with an user-friendly interface, **landing pages** and **registration** forms. It also allow payments with PayPal and Stripe.

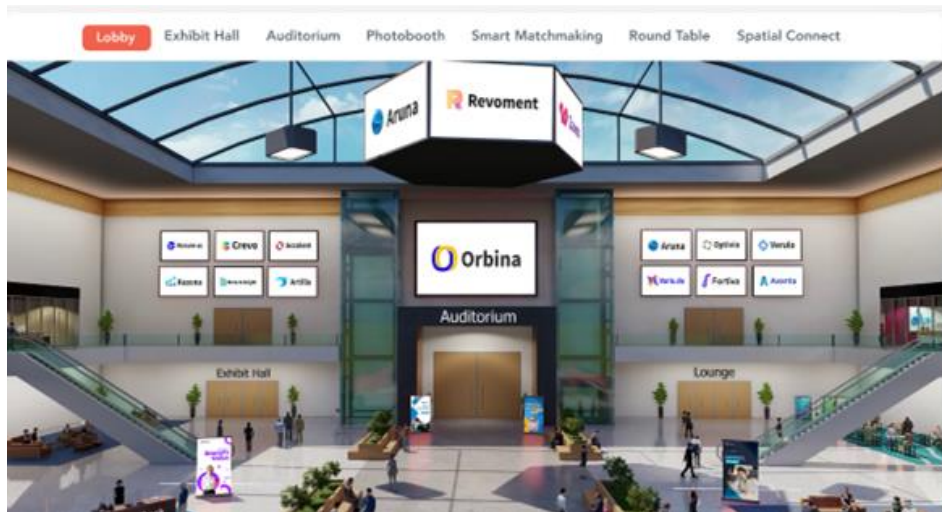
They also have a mobile app to check in, collect contact info with **QR codes** and access the event agenda.



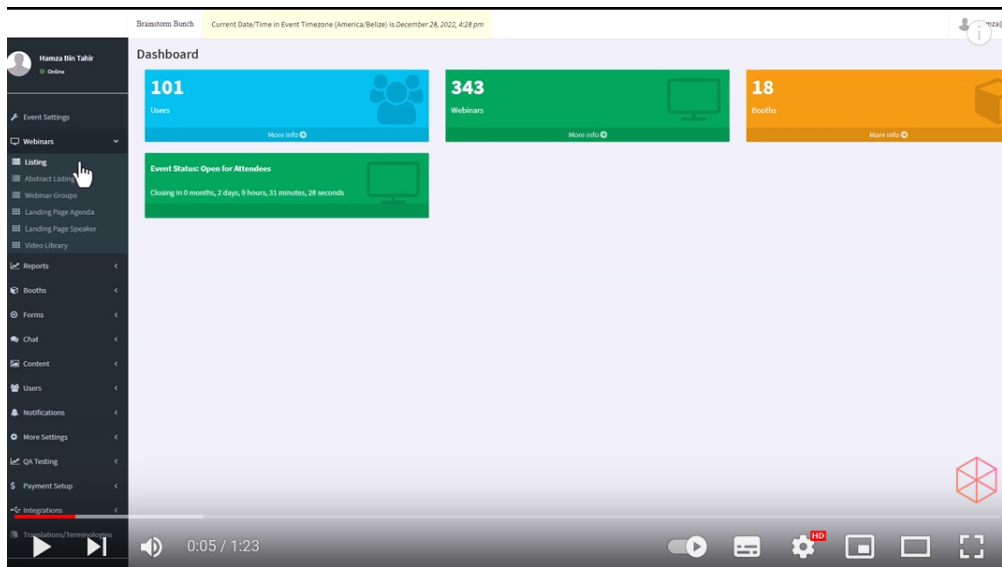
vFair can also create virtual venues, exhibit halls and avatars to enhance the attendee experience.

## Pricing:

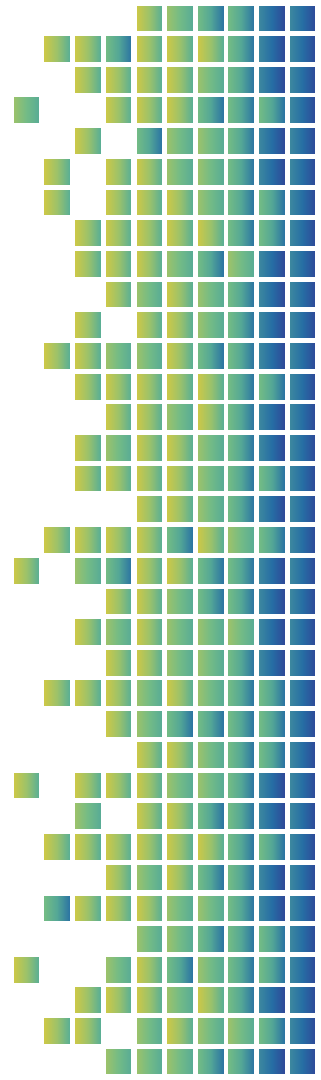
vFAIRS provides different types of offers, but you need to contact them to know the precise amount.



## Video tutorial (webinar):

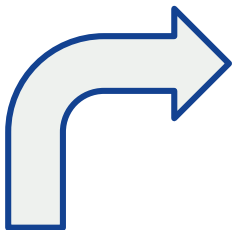


Pros	Cons
User friendly attendee experience	There are some misunderstanding about the capabilities of the software that can create a problem
Helping and responsive staff	The training that they give at the speakers feels too fast and confusing at times
Transition to a virtual conference is made as smooth as possible	Some problems with organization of session videos have been reported
Can help to create a digital version of the current conference setup	There isn't really a process to ensure that you get what you paid for



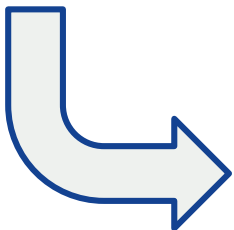


RSVPify is an online platform designed to simplify the process of managing responses to event invitations such as conferences and other events. It allows organizers to create custom invitations, send them to attendees and track their responses efficiently

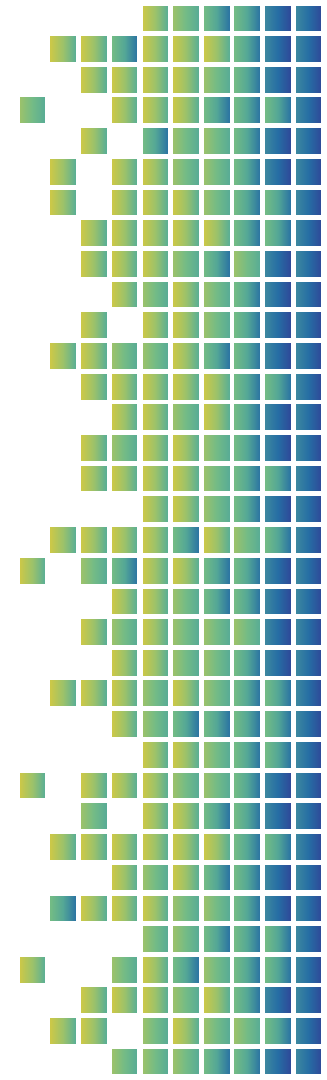


Management of guests lists and responses: organizers can easily view attendee responses, track added and removed guests and send reminders to guests who haven't responded yet.

### Key features:



Rsvpify simplifies the process of managing responses to event invitation, providing organizers with an efficient tool to track and organize attendance.





## Pricing:

3 types of offers:

1. **Personal events:** 19€ per month;
2. **Professional events:** 39€ per month;
3. **Offers for companies** (with a minimum turnover of 599€ per month): varied price, call directly



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Wrike is an online collaboration and work management platform designed to help businesses organize and track team activities, improve efficiency, and foster collaboration among team members.

## Features:

- It projects management software that allows you to plan, assign, monitor and evaluate the process of the project in one place.
- It offers a variety of tools and features to help teams manage projects: task scheduling tools, time management, task tracking, file sharing, group discussions, reporting, and more.
- It allows you to create custom workflows, assign responsibilities, set deadlines and track progress in real time.



## Pricing:

There are 5 different offers:

1. **Free**: for teams at the beginning;
2. **Team**: 9,80€ per month;
3. **Business**: 24,80€ per month;
4. **Enterprise** (for large teams): you have to contact the Wrike company for the price;
5. **Pinnacle** (for teams with complex work needs): you have to contact the Wrike company for the price.





# POSSIBILITY OF SIMULTANEOUS AND REMOTE INTERPRETATION

# LIONBRIDGE

1. **LionBridge** is a **global and public service** to improve the comprehension about the contents during the live events.
  - Any language in the world can be translated into yours. LionBridge can be used both in virtual meeting, web conference and in Webinar online.
  - LionBridge is also used by **the ON24 company**.

While other companies charge translation rates per hour or per page, Lionbridge keeps pricing easy with simple, per word rates that start from just **\$0,05/word**

Some of the services that LionBridge offers for live events are:

- **Simultaneous** and consecutive **interpreting on site**: good option when you have big conferences on site. The interpreter goes on site and carries out translations while the speaker speaks.
- **Remote** video and remote simultaneous interpreting: remote services allow LionBridge to find interpreters anywhere in the world. Conducting remotely reduces on-site even complexity and costs.
- **Video transcription** and subtitling



# LIONBRIDGE

## Pricing:

- Cost is \$0.05 per word
- Cost per month is \$10

In addition, at this time there are neither free trials nor free versions



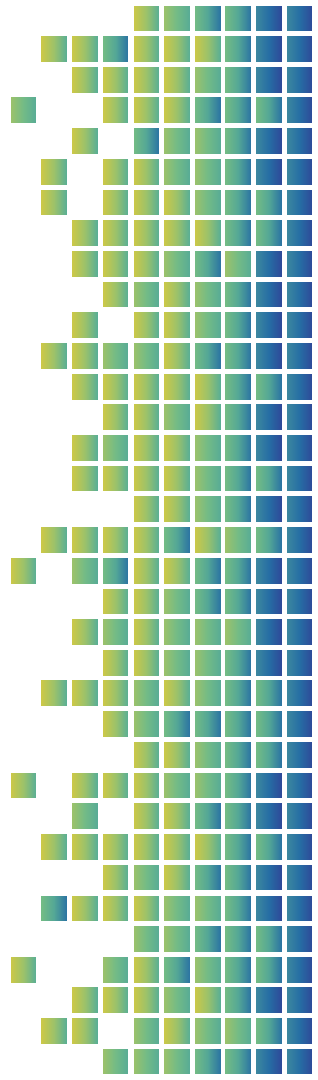
# acolad.

## 2. For all your multilingual communication needs

Acolad is able to support you in any situations: from the meeting 1:1 to the big events to conclude with conferences.

It is also able to work on-site and in remote.

Acolad provides interpreting solutions that combine **language and technology expertise** to ensure the flexibility and participation you need



# acolad.

- This option is the most common and efficient option is:  
**simultaneous interpreting:** live while the speaker is talking.
- **Consecutive interpreting:** the interpreter listen to the speaker and takes note of what he is saying. Once the speaker has finished, the interpreter reproduces the same speech in the requested language

# acolad.

## Pricing:

The prices vary based on the document you need to translate.  
In their website they specify that the cost cannot be provided before analyzing the document first. There are **various factors** that influences the cost of the translation:

- Language combination
- Number of word
- Specialization
- Desktop publishing
- Delivery terms



# acolad.

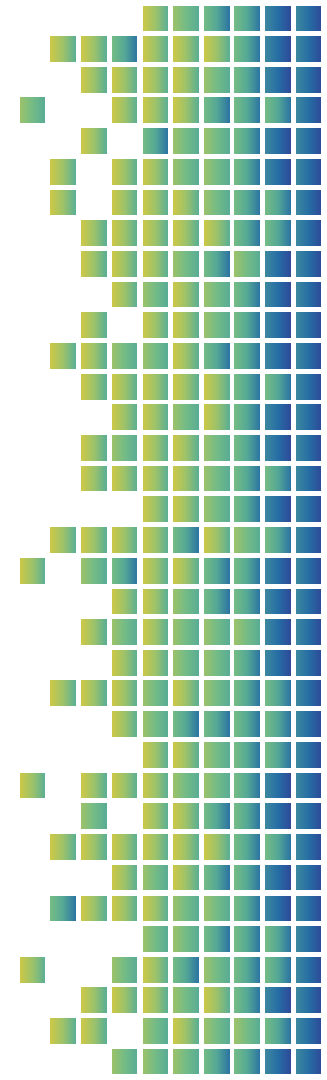
## Tutorial

You can find some tutorials in the Acolad's website.

We inserted some links to request a demo of their services and to their FAQs webpage, so that you can learn more about them

<https://www.acolad.com/en/technology/translation-management.html>

<https://blog.acolad.com/discovering-interpreting-frequently-asked-questions>





# SYSTEMS FOR VIDEO CONFERENCING AND LIVE - STREAMING

## Introduction:

The platforms that we show now are **all B2C** (Business to Consumer). These platforms are **typically free** but they come with **many limitations**. They also **show ADS** in order **to monetize** the video. For these reasons most businesses opt for a B2B platform like the ones we showed you before.



- Free, but it inserts Ads in your videos
- Easy to use
- Broad audience



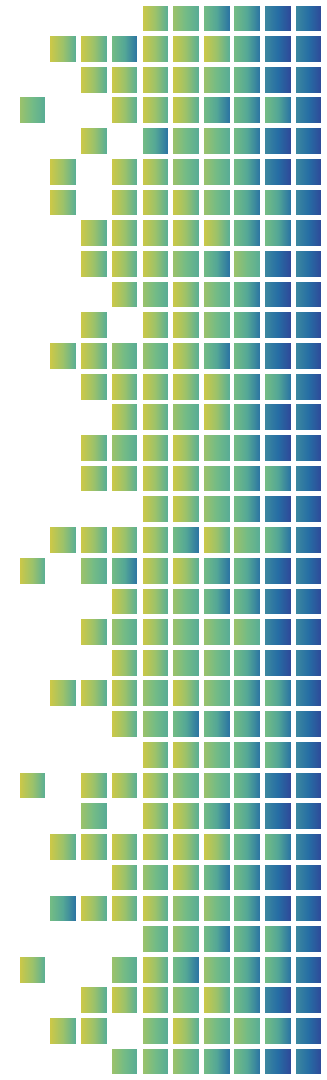
## Pricing:

- YouTube offers a **1 month free trial for Premium**, and after that it costs **\$11.99 per month**
- Billing is recurring and can be canceled at any time. Purchasing an annual plan costs \$119.99 and saves you a little over \$20. The family plan costs \$17.99 per month and allows you to add up to five family members (ages 13 and up) in your household, and the student plan costs \$6.99 per month and requires an annual verification.

YouTube premium is only for the **public** (it's non mandatory for them to watch you content) and does not change the experience for the video creator.



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- Twitch (or Twitch.tv) is a live streaming platform where thousand of people come every day to watch every type of livestream.
- It is one of the most popular streaming platform worldwide.  
**Livestreams are the main content** here, where people can stream games and commentary.
- Viewers can buy a subscription to the creator and there are two tiers: **€4,99/mo** or **€9,99/mo**



- Vimeo enables users to create and upload videos with many options regard privacy.
- It can be used to tag a certain video as a private video, so the only people who can view it are the ones who's got the link.
- Vimeo earns from paid subscriptions. There are many tiers which gives the creator various levels of storage, bandwidth and tools.





## Pricing:

Vimeo has various plan:

1. **€8/mo**: template for video creation, video chapters, SEO, social media analytics
2. **€15/mo**: customizable call-to-action buttons, forms, collection of stock photos, videos and music, premium template for videos
3. **€60**: enables you to host webinars and virtual events, live Q&A, surveys, live chat, public can subscribe to your account, invite email, live analytics
4. The latest tier is reserved to business and to know it's price you need to contact the sales dep of Vimeo. In this plan you can add custom permission and integration with other services like AZURE



Twitter can also be used to make a livestream, to do it you just need an account.

- Take in mind that the more followers your account has, the more viewers you will get, so it's important to publish some tweets to earn followers and keep them entertained.
- **Pricing:** Twitter is free to use.



You can also stream on Facebook Live:

1. Log on the page or account on which you wish to publish your stream.
  2. Push the Live button in the “create post” section.
  3. Add a description
  4. start streaming.
- You can add Ads in your streaming (max 20s each) but you’ll only keep 55% of the revenue (45% is kept by Facebook).
  - **Pricing:** Facebook is free to use.



# PLATFORMS FOR THE ORGANIZATION OF ONLINE B2B



B2Match is a platform used for organizing business-to-business (B2B) matchmaking events, conferences, and trade fairs.



- It is a comprehensive and customizable platform that facilitates effective networking and matchmaking between event attendees.
- The platform offers a range of features designed to enhance the participant experience and promote meaningful connections.





# b2match

## KEY FEATURES:

- **Participant Profiles:** attendees can create profiles highlighting their interests, expertise, and objectives;
- **Matchmaking:** the platform suggest relevant connections based on participants' profiles;
- **Meeting Scheduling;**
- **Event Agenda;**
- **Virtual Exhibitor Booths;**
- **Communication Tools;**
- **Analytics and Reporting:** the platform gives analytics and reporting features to track participant engagement, meeting requests, and overall event performance. These insights help assess the success of the event and make decisions for future ones.

## OVERVIEW

Is an event management software platform to manage the full event lifecycle including email marketing, event registrations, task management, event website and networking

- Eventtia aims to help event organizers to create more successful events
- The software is designed to give event managers absolute control and autonomy over their events to work faster, manage planning and logistics, and foster the value of their data across different projects



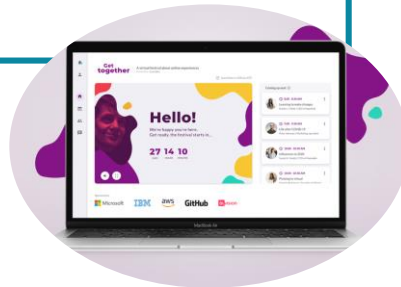
**TUTORIAL**



CLICK

## KEY FEATURES

- **Online Registration and Check-In** – possibility to sell tickets for your events via a customized event website
- **Event Management Software (EMS)**
- **B2B Matchmaking** – attendees can network and match with other profiles
- **Email Marketing** – possibility to send up to 50k emails per event



## NOW IT'S YOUR TURN!

Create your own digital event



You are the manager of an SME and you have to organize a conference with an international audience: which platforms suit best your needs?

**BEST  
PLATFORM**



## **STEPS TO CREATE THE EVENT:**

**1.**



### **REMEMBER!**

Don't forget to choose a platform for simultaneous and remote translation for your international participants

# General Evaluation Questionnaire

If you have gone through all the modules, please fill in following general evaluation questionnaire





# Thank you!



**B S G A >**  
BERUFSSCHULE FÜR DEN GROSSHANDEL,  
AUSSENHANDEL UND VERKEHR, BREMEN



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND



 **predif**



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