

# AMERICAN EXPRESS MEETINGS & EVENTS

## Tech Guide: Virtual Meetings

Are you looking for a quick and easy virtual meeting to share information or education? Or are you looking to inspire and motivate your attendees to shift behaviors and have a strong sense of connectedness? Here we've outlined the most common virtual meeting technology types ranging from least to most complex to execute.

	LESS COMPLEX				MORE COMPLEX
TECH TYPE	 <p><b>Web Conferencing Software</b></p> <p><i>Examples: Webex, Zoom, etc.</i></p>	 <p><b>Attendee Registration + Web Conferencing Software</b></p> <p><i>Examples: Webex or Zoom + Cvent Integration</i></p>	 <p><b>Mobile Event Applications</b></p> <p><i>App Examples: Attendify, DoubleDutch, etc.</i></p>	 <p><b>Webcast Platform for Live Streaming - AUDIO</b></p> <p><i>Examples: Educational Measures Virtual Array, etc.</i></p>	 <p><b>Webcast Platform for Live Streaming - VIDEO</b></p> <p><i>Examples: Educational Measures Array Premium, PSAV, Webb</i></p>
TYPICAL USE	Internal meetings to share information	Track attendance and share information	Internal, multi-day "campaigns" to inspire and build camaraderie	Conferences to share information with visually compelling content and engage attendees with a branded, interactive experience	Conferences to motivate attendees and convey human emotion with a branded, interactive experience
FEATURES	Audio or computer video, screen share, simple chat feature, file sharing capabilities, basic attendance tracking	Registration site, attendance tracking, automated emails and reminders	Private social network, branded experience, polls, push notifications, leaderboards, engagement analytics	Conference line, screen share, note taking, polls, gamification, engagement analytics	Live video streaming, AV production support, polls, screen share, note taking, gamification, engagement analytics

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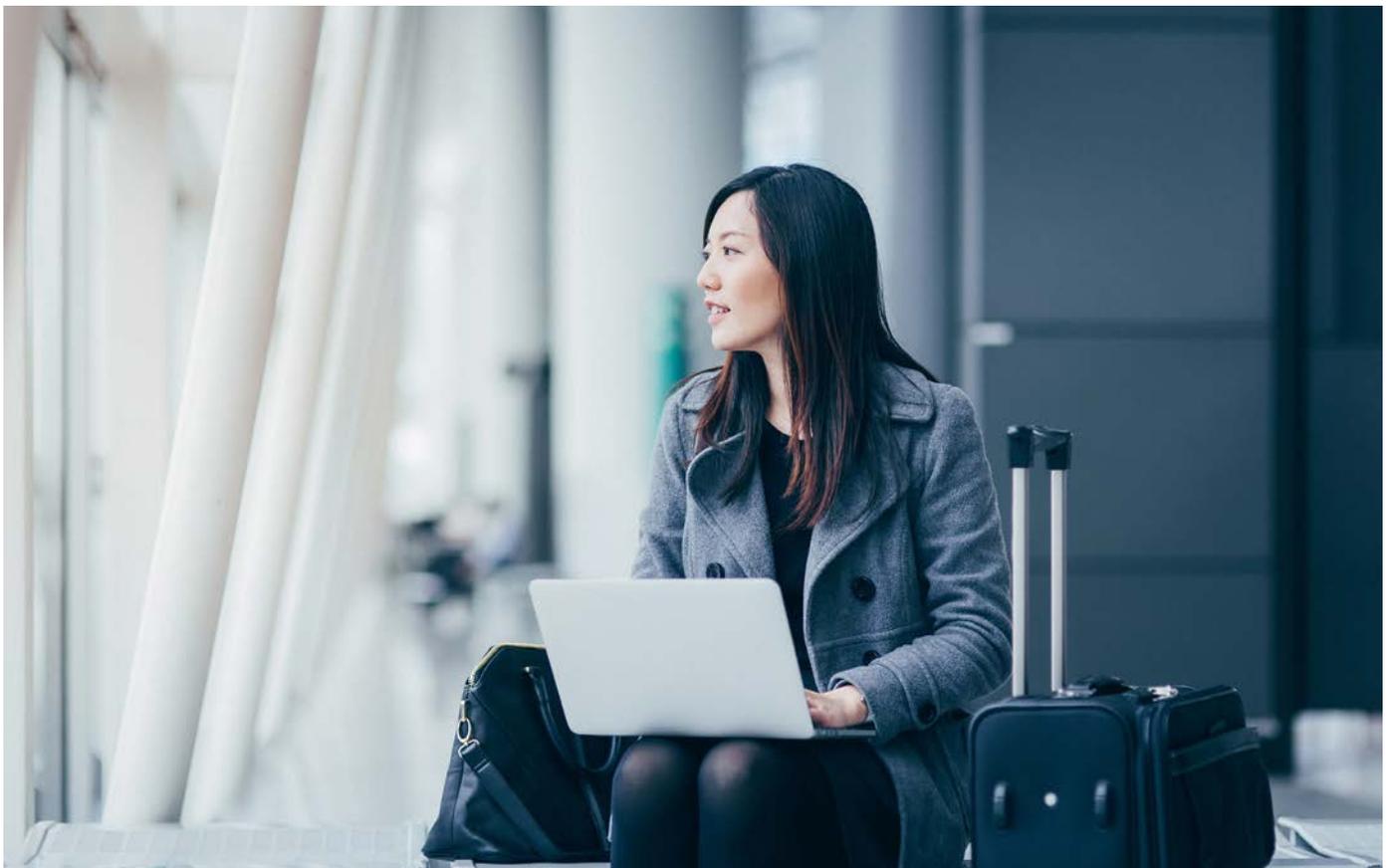
## TECHNOLOGY ADD-ONS

Boost engagement even further by adding on one or more of these applications to any virtual meeting

- Mobile event app
- Remote simultaneous interpreting services

As **Meetings & Events experts**, we're invested in not only integrating the technology behind virtual meetings, but also the ideas, best-practices and techniques that enable a **meaningful digital event experience** with both immediate and lasting impact. Whether your business is already using video streaming and mobile event apps, or you are taking your first steps toward implementing virtual meetings into your program, **we have the proficiency to deliver the right approach for you**. The result is a **highly interactive experience that brings your audiences together seamlessly regardless of location** to deliver a meeting experience that closes the distance gap and delivers your message in an engaging way.

[Contact us today to get started.](#)



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