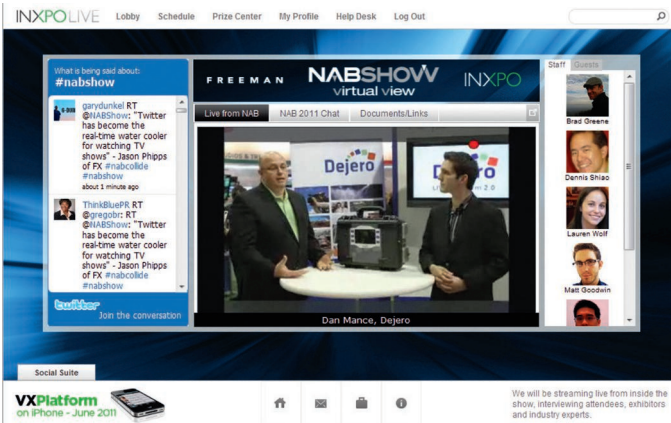




meetingtech

This month's column on new meetings technology focuses on the INXPO Virtual Events Platform



What is it?

The INXPO Virtual Events Platform is a flexible Software as a Service that allows event planners to make any event hybrid. It provides the virtual component, with a number of integration points that connect the virtual and physical venues. It creates the ability to engage attendees before, bring in virtual visitors during and extend the life after the event.

Features:

A scalable, secure and flexible platform, Application Programming Interfaces (APIs) allow for client and third party integration. These currently include numerous technology partners (eg Cisco WebEx, Ustream, Salesforce.com, Twitter, Facebook, LinkedIn). It also integrates social gaming and social networks into virtual event experiences.

- A virtual webcast theatre
- Virtual events and conferences
- Virtual exhibitions and trade shows
- Virtual career fairs
- Virtual communities
- Virtual learning environments

The INXPO platform has been used to produce more than 1,200 virtual

experiences and several innovative hybrid event experiences. Cisco Live, Cisco's annual user conference, had its virtual component hosted on INXPO. It reached more than 14,000 attendees in 2009: 55 per cent on-site and 45 per cent virtual, with dramatic cost savings.

Potential benefits:

- Lower per-person costs
- Higher productivity through reduced travel time
- Expanded audience reach
- Better data capture, tracking and intelligence
- Greener and more sustainable

Pricing:

Two categories: Enterprise Platform Pricing and Individual Event Pricing. Services also fall into two categories: Serviced or Self-Service deployments. Due to significant variations, the range is very broad from \$10,000 (£6,150) to \$1m (£615,000).

Further information:

Hybrid Events White Paper: <http://inxpo.com/resources/whitepapers/INXPOHybridEvents.pdf>

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