Platforms for online interactions

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Platforms for online interactions

- Our experience in 2020
- Types of interactions
- Features
- Pricing
- Fun add-ons
Our experience in 2020

Events
16 public events

Registrations
Varied, from 50 to 750
Average: 260

Attendance
Average: 52%

Retention
68%: a great way to grow highly relevant, segmented audience
Types of interactions

One-on-one
A regular one-on-one call

Many-to-many
A group meeting (Zoom Meeting, Microsoft Teams Meeting, GoToMeeting, Zoom Breakout rooms)

One-to-many
A standard webinar (Zoom Webinar, GoToWebinar, Microsoft Live Events)

A mix
A virtual event with extra features
### Platforms for Online Interactions

<table>
<thead>
<tr>
<th>Feature</th>
<th>Zoom</th>
<th>GoTo</th>
<th>Live Events</th>
<th>Hopin</th>
<th>AccelEvents</th>
<th>Swapcard</th>
<th>InEvent</th>
<th>Brella</th>
<th>Spotme</th>
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<tbody>
<tr>
<td>Recording</td>
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<td>full range on full plan only</td>
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**Pricing**

- **Zoom**: From €37 / month
- **GoTo**: From €89 / month
- **Live Events**: From €19.7 / month / user
- **Hopin**: from $99 / month
- **AccelEvents**: $3 / attendee or 20% ticket price; min per event: $500
- **Swapcard**: $7 / attendee + paid features
- **InEvent**: From $2 - 8 per attendee
- **Brella**: From €3,000 per event
- **Spotme**: From €4,800 per event
## Platforms for Online Interactions

### Scenario 1
- **Few big events**
  - **Hopin**: €2,570
  - **Swapcard**: €10,710
  - **Accevents**: €4,590
  - **Brella**: €14,760

### Scenario 2
- **Few small events**
  - **Hopin**: €810
  - **Swapcard**: €1,785
  - **Accevents**: €2,550
  - **Brella**: €14,760

### Scenario 3
- **Many big events**
  - **Hopin**: €4,687
  - **Swapcard**: €21,420
  - **Accevents**: €9,180
  - **Brella**: €29,520

### Scenario 4
- **Many small events**
  - **Hopin**: €810
  - **Swapcard**: €3,579
  - **Accevents**: €5,100
  - **Brella**: €29,520

### Scenario 5
- **Mix: many big events, few small events**
  - **Hopin**: €5,070
  - **Swapcard**: €22,310
  - **Accevents**: €10,455
  - **Brella**: €36,900
PLATFORMS FOR ONLINE INTERACTIONS

- **Trivia**
  Example: Kahoot!

- **Teambuilding games**
  Example: Among Us

- **Alternative spaces**
  Example: Teooh
PLATFORMS FOR ONLINE INTERACTIONS

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PLATFORMS FOR ONLINE INTERACTIONS

- **Trivia**
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  - Example: Among Us

- **Alternative spaces**
  - Example: Teooh
@vivschwarz: "Zoom sucks, we started having editorial meetings in Red Dead Redemption instead. It’s nice to sit at the campfire and discuss projects, with the wolves howling out in the night."

### Platforms for Online Interactions

- **Trivia**
  - Example: Kahoot!

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- **Alternative spaces**
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Thank you!

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