Thank you for joining us! Our program will begin shortly.
cme.stanford.edu/onward
JOIN US ON OUR UPCOMING WEBINARS

Wednesday, October 28, 2020 | 9:30 am PT / 12:30 pm ET

Attack of the Zoombies: How to Prevent Zoom Fatigue for Your Live Webinar Attendees

Wednesday, November 11, 2020 | 9:30 am PT / 12:30 pm ET

Tech Tools Smörgåsbord: Maximizing Your Software for Your CME/CPD Activities

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Zoom Video Communications was Named a 2019 Peer Insights Customer Spotlight for Meeting Solutions.

Zoom received a 4.69 out of 5 overall customer rating.

You asked:
Type your questions and comments here!

Please input your question

Send Anonymously

Send
KURT SNYDER, JD
Director, Continuing Medical Education
Stanford University

Platform Picks:
An Overview of Virtual Conference Platforms
Disclosures/ Disclaimers

- No relationship with any tech vendors.
- These are my opinions and not those of Stanford University.
- Do your own research and make the best decision for your situation.
- This is an evolving situation.
- Use of logos/trademarks is not intended to reflect a connection/endorsement by Stanford.
What is the difference between CME Live and CME Live Onward and why is Stanford doing this?
Strategy for Today

• Attempt to answer many of the questions people have been asking.
• Provide some helpful advice, including low cost options.
• Find a proper balance between small shops and large shops.
• Leave time for questions.
• Open a dialogue for networking and the sharing of knowledge.
• Stanford doesn’t have all the answers and looks forward to learning from you!
Does your institution have a system?

Stanford CME did not choose Zoom – the University did!

Considerations
• Approval
• Support
• Cost
• Everyday use/ Training
• Ubiquity
• Firewalls
What are some video conferencing apps?

Stanford University/ Stanford CME uses Zoom.

Options
• Zoom
• Microsoft Teams
• Cisco WebEX
• GoToMeeting
• Google Hangouts
• Join.me
• Blue Jeans Meetings
• TeamViewer
• Adobe Connect
• Skype
• Youtube Live
• Vimeo
• Facebook Live
• Spatial (VR)

Just tell me!

Chat: others?
What are some video conferencing apps?

Considerations
• One off or ongoing?
• Ease of Use
• Ubiquity – Mainstream, browsers, operating systems
• Functionality (next page)
• Cost
• Reliability
• Mobile Friendly (iOS and Android)
• Security
• Support
What are some video conferencing apps?

Considerations
• Functionality
  • Chat
  • Polling
  • Audience Engagement
  • Breakout Rooms
  • Screen Sharing
  • Document Sharing
  • Administrative Control
• Green Rooms
• Green Screen
• Recording
• Registration
• Accessibility

Chat: other functionality?
Do you need a “system/platform beyond a video conferencing app?”

Considerations

• How many attendees do you have?
• Will you have concurrent sessions?
• Is this a multi-day event?
• Do you need do registrations (paid or non-paid)?
• Do you need a pay firewall?
• Do you need a directory?
• Do you need speaker/event management?
• Do you need an abstract process?
• Do you need to integrate marketing/email?
• Do you need to award certificates?
• Do you need to do evaluations?
• Do you need to do pre/post tests?
• Do you need to do ePosters?
• Do you have exhibitors?
• Do you want to facilitate 1-1 connections?
Your options

1. Outsource
2. Buy/ Rent/ Configure
3. Do It Yourself
4. Combination of Above
Outsource: Do you want a full-service solution or something less?

Event Management Companies Considerations
- They have pivoted
- Full suite of services or ala carte
- Local and national
  - Virtual gives you more options since you can go national.
- Very helpful if reliable
  - History?
- In theory they are agnostic as to solutions.
- Tend to be expensive.
- Tend to need a lot of time upfront.
- Communication, communication, communication!
Outsource: How do I find a full-service company to help me with an event?

Options
• Traditional Event Management Companies
  • Hundreds to thousands of options
  • MPI
• Association Management Companies
• Platform providers with a service option.
• Medical Education Companies (MECs)
  • Understand CME/CPD

Examples
• Premier Meeting Services
• Maritz Travel
• Vario Productions
• Conference Solutions Inc
• Doc Events
• Medical Conference Planners
• Bartha

Chat: others?
Buy/Rent/Configure: What are some platform options?

Wild, wild west!
- Traditional Players
- Event registration systems.
- Event Apps that Pivoted
- Exhibitors/ Career Fair Providers
- New Players
- Association Management Companies
- Streaming Services
- Learning Management Systems
Buy/Rent/Configure: Functionality?

• Asynchronous & Synchronous Webcasting
  • What video tool does it use?
• CE tracking, certificates, etc
• Agenda
  • Web and Print Friendly
• Concurrent Breakouts and tracks
• Directory Information
• 1-1 Meetings for Attendees
• Discussion Board
  • Session and Conference Level
• Faculty Speaker Training & Orientation
• Registration
• Gamification
• Live Chat
• Live Polls
• Mobile App
• Pre/post access
• Reporting & Analytics
• Surveys/ Evaluations

• Agenda (tracks)
• Abstracts
• Speaker Management
• Attendee Management
• Attendee Communication
• Sponsor Monetization
• Social Media
• Export/Import
• Integrations
• Support/ Documentation
• ePosters
• Self Service Portal
• Session Level Attachments
• Website (configurable)
• Virtual Exhibit Hall

Chat: others?
Buy/Rent/Configure: List of Vendors?

6Connex  
https://www.6connex.com/

Accelevents  
https://www.accelevents.com/virtual-events/

Bartha  
https://bartha.com/

Big Marker  
https://www.bigmarker.com/

Brella  
https://www.brella.io/

Cadmium CD  
https://www.cadmiumcd.com/cadmiumcd/new/

CommPartners  
https://www.commpartners.com/

Communique  
https://www.virtualtradeshowhosting.com/

Conference Technologies (CTI)  
https://www.conferencetech.com/

Cvent  
https://www.inxpo.com/

engagez  
https://engagez.com/

Hopin  
https://hopin.to/

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Why did we choose Pathable?

Why did we choose Pathable and would we use them again?

1. Very configurable!
2. 1-1 Networking feature.
3. Day of support.
4. References
DIY: Yes, I am serious!

1. Website
2. E-mail
3. Video Conference and/or Video Streaming
4. Engagement
   1. Poll Everywhere
   2. Twitter
   3. E-mail
   4. Discussion Thread
DIY: Website

1. Leverage your existing website.

2. Build your own.
   1. Go Daddy
   2. Squarespace
   3. Wix
   4. Simplesite
   5. Eventbrite

3. Barebones
   1. Index
   2. Session Pages
      1. Include Engagement
DIY: E-mail (super basic but functional)

1. Email agenda with links!
   • Same for everyone.

2. Email individual sessions links.
   • Use mail merge to send unique sessions.
DIY: Video Streaming

YouTube Live is free, ubiquitous, and can scale!
DIY: Engagement

1. Super Important
   • As your audience size grows your ability to leverage things in Zoom diminishes.

2. Other Options for Engagement
   • Poll Everywhere
   • Twitter
   • E-mail
   • Discussion Thread
Questions?

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We would love feedback on this program! An evaluation link will pop up after the webinar closes.

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