



# Virtual Events: Conferences & Experiential Events

*Digital services to host, manage and distribute larger scale, multitrack, multispeaker trade events, conferences and festivals*

## 2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

### ABOUT THIS SHORTLIST

Virtual events have come into their own serving as a unique event type that is not simply a live broadcast of a live event, but is not an overgrown webinar with a breakout room here and there. Virtual conferences and experiential events are immersive live experiences that offer unique, digital-forward opportunities to collaborate, connect and create community. The key to this new virtual world is its capacity to connect and engage a large global audience without sacrificing experience. Virtual platforms must fully integrate into overarching visions and strategies for events still navigating a path to what modern event engagement will be.

Platforms and providers of virtual trade shows, conferences and events to offer the same dynamic, visually engaging, compelling interface with real-time connectivity, sharing and points of interaction to mimic live relationship-building experiences. Organizations are seeking connected and comprehensive conference platforms that are capable of delivering on both experiences and opportunities for monetization, while also delivering the foundation to manage the entire event process from ticketing and registration, sponsorships and paid content syndication.

Constellation looks for rapid innovation and improvements in this category due in large part to evolving work, travel and event opportunities as post-pandemic operations continue to take shape. GenerativeAI also poses a massive opportunity to quickly build, personalize and collaborate across content, experiences and languages turning virtual events into truly immersive and international experiences. Integrations across the larger experience stack has become a necessity as teams expect fast and flexible connections to everything from customer relationship management (CRM), customer data platform (CDP) and even customer service and contact center solutions.

### LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email [ShortList@ConstellationR.com](mailto:ShortList@ConstellationR.com) for more info.

To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)

## 10 SOLUTIONS TO KNOW

Constellation evaluates over 30 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research. (In alphabetical order)

- 6CONNEX
- ACCELEVENTS
- AIRMEET
- BIZZABO
- RAINFOCUS
- RINGCENTRAL EVENTS
- WHOVA
- VFAIRS
- ZUDDL
- ZOOM EVENTS

# THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Capacity to seamlessly host large scale, multispeaker, multimedia events
- Support for many formats and modalities from video and audio to virtual reality
- Multiple room style and formats for keynotes, breakout sessions, roundtables and one-on-one meetings
- Robust streaming for both live and on-demand across multiple simultaneous streams
- Registration with flexible form fields for lead capture
- Easy-to-customize agenda and interfaces from virtual lobbies to rooms, booths and stalls
- Commerce and monetization of ticketing, sponsored content and engagement zones and interactive trade show booth formats
- Customized branding and console configuration
- Quick, stable, reliable connectivity with toll-free, international calling and access
- Multihost, scalable speaker and producer interface
- Pre- and post-event communications, alerts, calendar invitations and reminders
- Multibrowser responsive user experience, installed app for Mac and Windows, native mobile apps
- Live audience engagement tools, polls, voting, chat, screen markup, comments, Q&A
- Attendee profiles, avatars, preference center, attendee directory and interest matching
- Self-service experience building for attendees including schedule and community engagement
- Interface that's easy to use, update and customize for sponsor "booth" experience
- Integration into key systems, social, marketing automation, CRM, CDP and outbound communications platforms
- Session recording and streaming playback
- Security, role-based access and authorization, customer viewer controls
- Analytics and robust reporting, viewers (live vs. on-demand), attention, downloads
- Support, training and community for users
- Accessibility features including real-time voice transcription and translation
- GenerativeAI capabilities for text-based event summary, video clip creation ready for social and web use, image capture and asset generation for content promotion and on-demand delivery

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## BUSINESS THEMES



Next Generation Customer Experience



Marketing Transformation



## Liz Miller VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

