

Excerpts from:

“Market Overview: Redefining Virtual Events – A Primer on Cloud Engagement Platforms”

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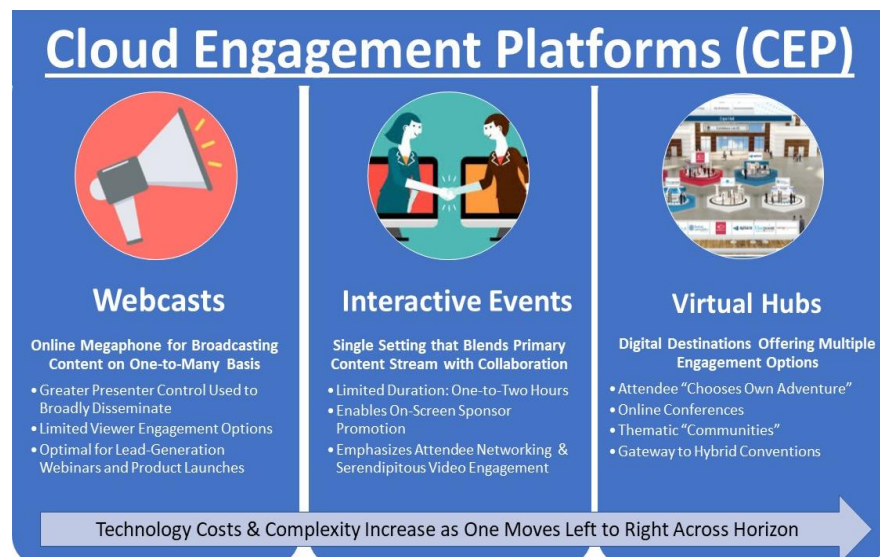
COVID-19 quarantines have spawned unprecedented demand since March 2020 for hosted solutions that enable conference organizers and other event planners to develop online venues – commonly called “virtual events” – in which large audiences can gather to see presentations and engage with individuals who have shared interests.

Unfortunately, the market lexicon of “virtual events” falls short of describing the swirl of activity taking place in this emerging segment. In fact, we are witnessing the birth to a whole new class of technology solutions – labelled collectively by Wainhouse as “Cloud Engagement Platforms” – that merge state-of-the-art collaboration capabilities with digital marketing features and technologies that foster socialization and networking among event attendees.

It is important to recognize that “cloud engagement” – as defined by Wainhouse – stands as a distinct market category of its own. It is not video conferencing. It is not web collaboration. It is not unified communications. Rather, “cloud engagement” incorporates all the interactive elements from these technologies used in workplace communications and blends them with other features that facilitate interaction in the digital public square.

While it’s technically accurate to say that cloud engagement platforms enable “virtual events,” Wainhouse believes that this terminology shortchanges the emerging cloud engagement marketplace. This fresh blend of interactive capabilities, marketing analytics and social management features actually supports an array of use cases that each address corporate communications objectives in their own way.

Wainhouse has identified a trio of primary use cases for cloud engagement. These product application silos are “Webcasts,” “Interactive Events,” and “Virtual Hubs.” Each of these product categories delivers tailored venues designed to foster engagement that address a specific class of objectives for business communicators and online marketers.



In this report, Wainhouse defines each of these use case categories and the technical features enabling them, identifies trends that may spawn even more related applications in the “cloud engagement” realm, discusses emerging best practices for end users seeking to enable online public gatherings and provides brief descriptions of solution providers seeking to carve out a role in this rapidly evolving marketplace.

The vendor profiles incorporated into this report should be considered as a starting point in identifying relevant cloud engagement solution alternatives. While this report references more than two-dozen vendors frequently mentioned by end users interviewed during this research process, Wainhouse estimates that the field of providers in this segment now numbers more than 100 competing technology developers.

Report Summary of Cloud Engagement Vendor – Convey

Convey provides a traditional 2-D platform interface that incorporates a twist of 360-degree viewing, providing attendee more of a feel for “navigating” a virtual tradeshow floor without adopting a full-scale avatar-based model. The solution incorporates most features of cloud engagement: calendaring, on-screen sponsorship, video engagement, matchmaking and more, and also can feature content produced on external platforms, such as Zoom, on an iFrame basis. Its sliding price scale (from \$10,000 to \$200,000 for an event) is based on number of exhibitors, audience size and level of technical support needed. To date, the company has gained traction in supporting telecommunications industry conferences, but the solution can address a range of verticals.

For more information on Wainhouse’s “Cloud Engagement” coverage or to schedule a briefing with the Wainhouse team, please contact the following:

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