



Essential Digital Event Terms

"Will the session be live or simu-live? Um..."

Knowing essential digital event terms is key to communicating with internal and external teams to produce a digital event.

EVENT TYPE DEFINITIONS

- **Webinar**
Short for "web-based seminar", a webinar is a transmission of an audio or video media file, either live or on-demand, over the Internet. Webinars generally use streaming media technology, which broadcasts the content from a single source to multiple viewers or listeners simultaneously.
- **Digital Trade Show**
a digital trade show is a combination of some of the most successful elements of a physical trade show, including education sessions and exhibitors collected and translated into a multimedia file format, and broadcast or transmitted over the Internet. Digital trade shows allow exhibitors and sponsors to reach a target audience live and/or on-demand. Some digital trade shows run for a short time (1-3 days), while others are open for months, or, in some cases, year-round, otherwise known as a 365 environment.
- **Digital Meeting**
a digital meeting is a live event or meeting produced using a virtual event platform or other type of collaborative solution accessible over the Internet. A digital meeting could be a large conference for thousands, with webcasts and an exhibit hall, or it could be a small event where a group of individuals are collaborating on a specific project or discussing a topic.
- **Hybrid Event**
a hybrid event is a combination of a physical event with elements of a digital event, usually running simultaneously and with overlapping content and interactive elements streamed over the Internet.

SESSION TYPE DEFINITIONS

- **On-Demand vs. Live**

On-Demand events/sessions are the content items available online that can be accessed when required by the viewer or listener. Live events/sessions are content items that are being broadcast in real-time over the Internet. Often, a Digital Event is broadcast live at a designated time, then made available for on-demand viewing.

- **“Simulive” or Simulated Live**

Simulive sessions or activities are pre-recorded for broadcast over the Internet at a specific date and time, but are not publicized as being pre-recorded. These activities and sessions typically have a live post-presentation Q&A period.

- **3D-Immersive Environments**

Similar to Virtual Worlds, 3D-Immersive Environments are rendered in three dimensions to replicate a meeting environment. Attendees create avatars and move from booths to sessions and chat areas.