

DES Module 1

Definitions: So what is a digital event?

Webcast

A Webcast is a transmission of a video media file, either live or on-demand, over the Internet. Webcasts generally use streaming media technology, which broadcasts the content from a single source to multiple viewers or listeners simultaneously.

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 exhibits—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 broadcast over the Internet.

365-Digital Environment/Perpetual or Persistent Environment

A 365-Digital Environment can be a digital event of any type that is available to attendees 365 days a year. Though sponsors and/or exhibitors may not be available for live chats at all times, there is fresh content updated regularly, and some level of engagement and “community.” Many perpetual environments also “light up” for 1-2 day events multiple times per year.

Digital Learning Environments

Digital classrooms and learning environments can be self-paced programs with multiple forms of rich-media and self-assessment centers, or collaborative spaces with facilitators and instructors. Accessed via

the Internet, digital learning environments are used for onboarding new employees, corporate training, member education and certification, and customer training.

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.

Web Collaboration Tools

Web collaboration tools combine desktop sharing through a web browser with phone conferencing and video, so everyone sees the same thing at the same time. Examples of web collaboration solutions include Cisco’s WebEx, Microsoft’s Live Meeting, GoToMeeting, Join.Me and others.

Web Streaming

Web streaming refers to the process of delivering multimedia files over the Internet, either live or on-demand. “Live Streaming” refers to multimedia files delivered over the Internet in real time. Streaming content from a digital event requires a content delivery network such as Vimeo, YouTube or a virtual event platform, as well as encoders to digitize the content.