

A cheat sheet on virtual conferences

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Virtual conferences are the new normal, spurring many innovative business solutions and compelling lingo. Many IT businesses are offering conference-hosting services on a platform – an opportunity created by the pandemic. The objective of all the various types of hosting software is to create an engaging virtual experience. You can foster engagement with dynamic content and interaction. Similar to in-person conferences, virtual conferences are geared toward networking and are usually financed by fees and sponsorships. The goal of vendors/sponsors is to build loyalty and excitement around their brands. Virtual booths or storefronts create a space for sponsors and exhibitors to exhibit their products so they showcase logos and marketing content.

The following are a few expressions you may encounter:

Application Programming Interface (API): API is the portion of a website or application that allows external applications to communicate and exchange data.

Breakout Rooms: Breakout Rooms are smaller groups that meet during the virtual conference.

Embed: If you want to use a video in your content, you can embed it directly into your presentation or virtual booth or storefront.

Facilitator or moderator: Session leader.

Interactive tool: Typical interactive tools are audience Q&A and upvoting.

Poll: Polls encourage attendee participation.

Stack: The toolbox of technologies for a virtual event is called a stack.

Upvote: A method to signal approval or agreement with a post.

Virtual booth or storefront: This is a form of interactive marketing that allows clients to view product lines and place orders online.

After a first successful experience last year, OTTIAQ's annual conference will be held online on September 30 and October 1, 2021. Hope to see you there!