Microsoft Teams should be used for simple meetings for which most participants are already on the Teams platform. **Cost: Free**

WebEx Meetings should be used to host virtual events for which it is important to have visual and auditory interaction between participants and hosts and the format is more of a one-time scheduled event. Examples include breakout sessions. **Cost: Free**

WebEx Events should be used to host virtual events for which large numbers of attendees are expected and control of the dialogue is important (only the presenters can be seen and heard by default). Registration tools not available through Webex Meetings are also offered. **Cost: Free**

Vimeo Livestream should be used to host virtual events for which broadcasting to a large audience via a website is needed and minimal interaction between the audience and the presenters is required. Examples include town halls and distinguished lectures open to the public. **Cost: See Live Event Video Services pricing**

Hopin should be used to host virtual events that cannot be effectively conducted with Webex Meetings, Webex Events or Vimeo Livestreaming. This typically includes concurrent sessions in which attendees go back and forth between said sessions, expositions in which multiple booths are visited casually and events in which one-on-one networking with groups is required. **Cost: See the Hopin Pricing section below**

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**Is Hopin the best option for your event?**

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**Hopin Guidelines**

- Your virtual event can include the following Hopin offerings: Reception, Stages (maximum of 10), Sessions (unlimited), Networking and Expo/Exhibit Hall (unlimited).

- The maximum timeframe for one event/conference is 72 hours from start to finish (three consecutive days).

- Video recordings must be moved from the Hopin site after one month. We recommend using:
  - mediaspace.gsu.edu
  - A Georgia State departmental Dropbox account

- Follow Georgia State branding guidelines, listed at commkit.gsu.edu.

- A Hopin event or conference must be scheduled at least two weeks in advance with University Events.

- Due to the limited number of administrative seats for the entire university, one primary event administrator must be named to build out the event in Hopin. Depending upon the number of concurrent events, additional administrators may be allowed. On the day of the event, up to eight administrators can be activated to run the event but based upon concurrent events as well.

- Hopin does not provide a good mechanism for restricting registration to certain groups, so we recommend the following external registration systems:
  - Panther Involvement Network
  - Custom Georgia State webpage with built-in gravity form
  - Microsoft Forms to feed into your Teams or SharePoint site
Hopin Client Responsibility

• The client is responsible for building and hosting virtual events in Hopin. For more details:
  – Visit the knowledgebase hosted by Hopin
  – Visit the Hopin Guides page (including videos)

• Questions about topics that are not addressed in the above pages can be posted on the Virtual Conferencing COP group in Teams.

• Based on availability, Georgia State’s Office of Instructional Innovation and Technology (IIT) can provide additional support for your event at a rate of $50 per hour (with a two-hour minimum). Complete the IIT Live Event Video Services Request Form.

Hopin Pricing

• University Events Management (UE) will send you an approval email along with an estimated event cost for your virtual event based on your expected event registrations.

• Following your event, UE will send an invoice for your actual number of event attendees. You will be billed:
  – $2 per attendee registered with a “@student.gsu.edu” email address
  – $4 per attendee registered with a “@gsu.edu” email address
  – $8 per attendee registered with any other email address

• Attendance is technically defined as the moment a registrant clicks on an event link in their email. It’s not actually based on their attendance of said event, for the purposes of billing.

• The pricing schedule above is limited to the quantity of subsidized tickets purchased initially by Georgia State University Administration. Once the subsidized ticket group is exhausted, the cost per attendee will be $8 per attendee, regardless of the email address used to register. For this reason, it’s advantageous for event planners to book their Hopin events as soon as possible.

• Cancellation of large quantities of subsidized tickets for a reserved Hopin event may result in a cancellation fee, as this could negatively affect other event planners across campus.

Hopin Requests

• To place a request to use Hopin, fill out the request form.

• A UE representative will be in touch within three business days to let you know if your event has been approved.

• Note that use of Hopin is based on availability and approved on a first-come, first-served basis.

• Events hosted by the university president, provost or other high-level administration offices are given priority.

• Hopin is only available for use by Georgia State faculty and staff (as an administrator).

• If you have any questions or concerns about Hopin, contact virtualconferences@gsu.edu.