

Visual Comparison

Zoom Webinars Plus
Zoom Events

zoom

Deliver seamless event experiences at scale

Zoom Webinars Plus

Expand your reach with a robust and easy-to-use webinar platform



- Best-in-class audio/video
- Attendee engagement (e.g., chat, Q&A)
- CRM/MAP integrations

Zoom Webinars Plus

Transform your traditional webinar into a unique digital experience



- Single & recurring sessions
- Premium live tools (e.g. Backstage)
- Hub: Manage and promote both live and on-demand content in one place
- Event team collaboration
- Advanced registration, branding, tickets, analytics, and integrations
- Hybrid event capabilities (e.g., event check-in, badge printing)

Zoom Events

Host immersive virtual and hybrid conferences



- Multi-track and multi-day events with concurrent sessions
- Event templates for quick setup
- Virtual expo hall for sponsors
- Attendee networking (e.g., lobby chat, custom profiles)

Zoom Webinar, Webinars Plus & Events License Comparison

Zoom Webinars plus License

- Single session or recurring Webinar
- Engagement:
  - Q&A
  - Chat
  - Polls
  - Quizzes
  - Reactions

Zoom Webinars Plus License

Everything in Zoom Webinars Plus:

- Host In Person, Virtual or Hybrid single sessions or recurring sessions
- Robust Branding Options
- Robust Email Management
- Robust Registration Management
- Robust Analytics
- Content Hub
- Video CMS (basic version)
- Direct Integrations:
  - + Eloqua, Marketo, HubSpot, Salesforce, Zapier
- Premium Webinar Production Features:
  - + Backstage
  - + Simulive
  - + Webinar CTAs
  - + Webinar Breakout Room
  - + Production Studio
- Enhanced Registration & Security Settings
- RTMP Streaming
- Hybrid event features
- Certificates
- Team Collaboration
- AI capabilities
- Lobby Page featuring:
  - + Downloadable Resources
  - + Post On-Demand Recording

Zoom Events License

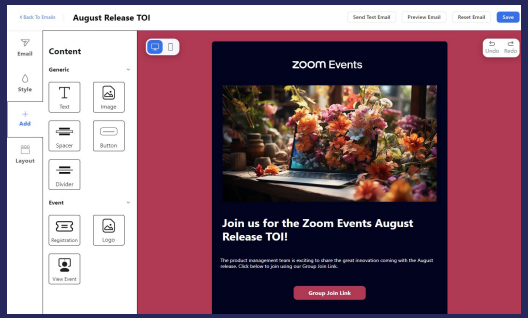
***** Everything in Zoom Webinar & Zoom Webinars Plus:**

- Multi Day, Multi Session, Multi Track
- Multi Ticket Options
- Sponsors & Exhibitors
- Robust Lobby featuring:
- Attendee Networking
- Lobby Chat
- Itinerary Creation
- Expo Hall
- Video Gallery
- Push Notifications

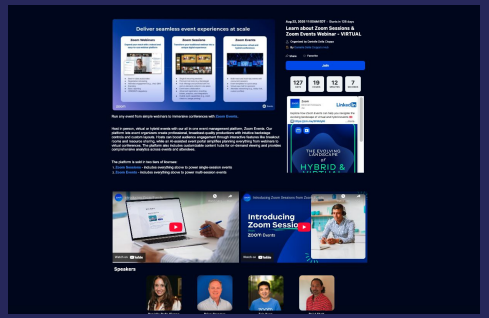
Additional Premium Add ons:

- + *Additional Hosts Seats*
- + *Additional Co-editor Seats*
- + *Advanced Video CMS*

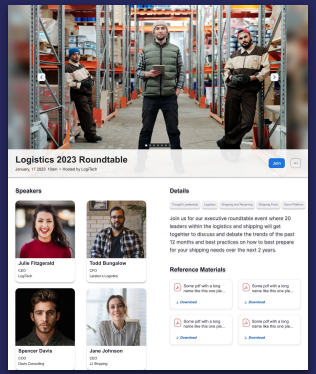
Zoom Webinars Plus & Events Capabilities Highlights

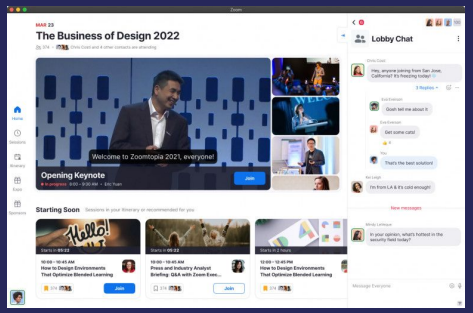


Emailer Builder

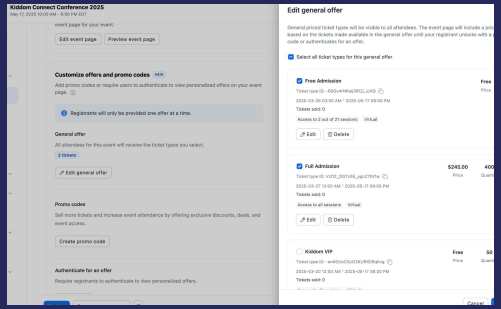


Landing Page & Agenda Builder



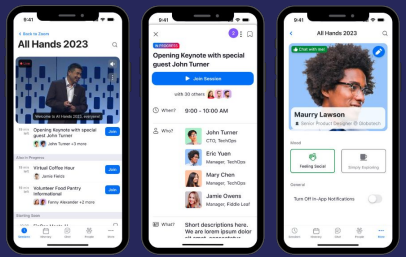


Robust Lobby Options

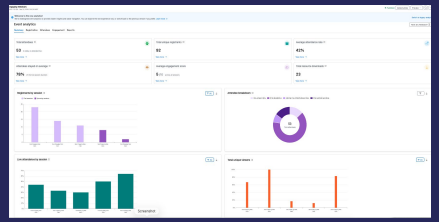


Registration

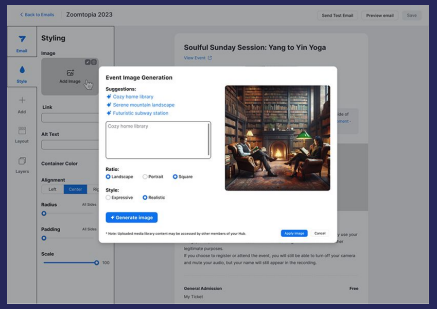
(*you can only have multiple ticket types with Zoom Events)



Mobile App



Integrations & Reporting



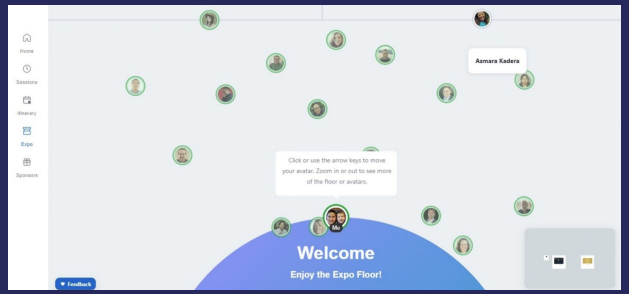
AI Capabilities

zoom

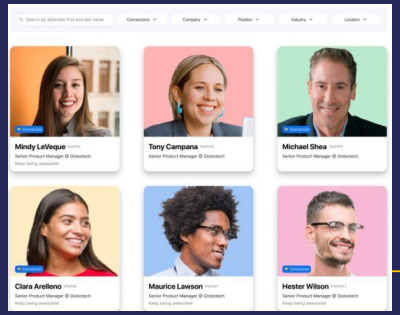
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Events

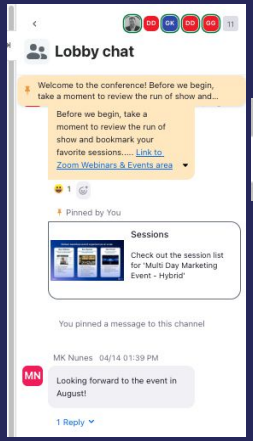
Additional Capabilities Unlocked with Zoom Events

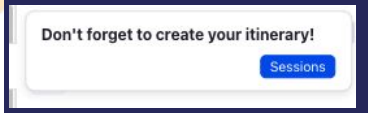


Expo Hall



Networking

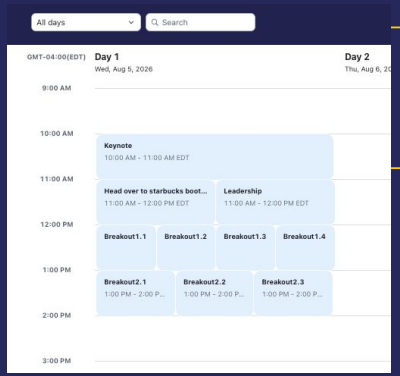




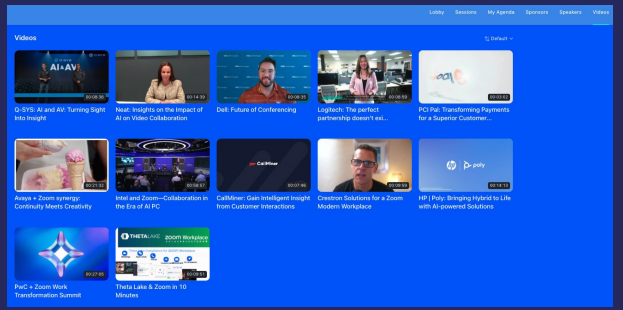
Lobby Chat & Push Notifications



Sponsors and Exhibitors



Itinerary & Calendar Builder



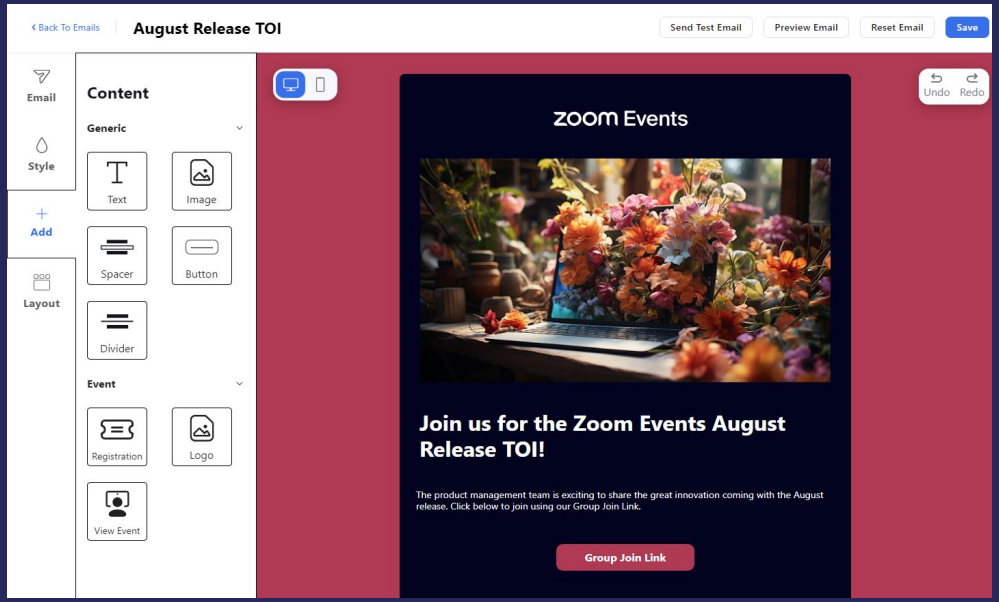
Video Gallery

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Zoom Webinars Plus / Events Visuals

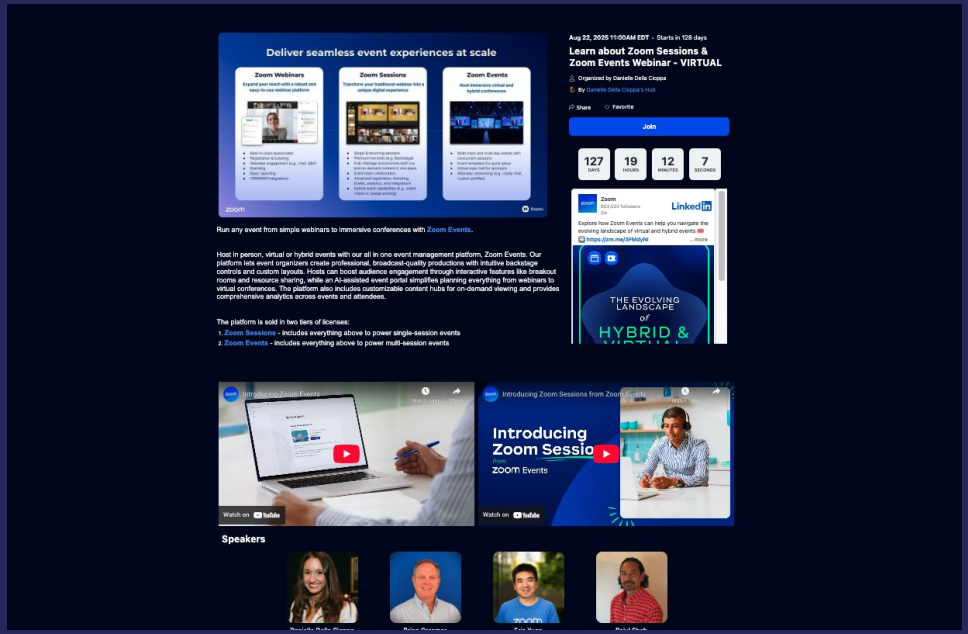
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Email Builder



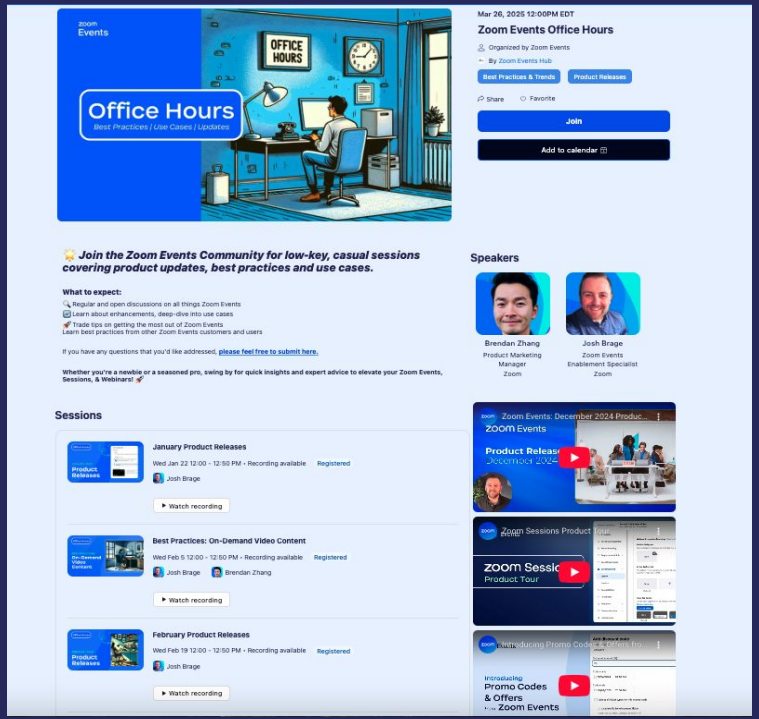
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Branded Registration Page



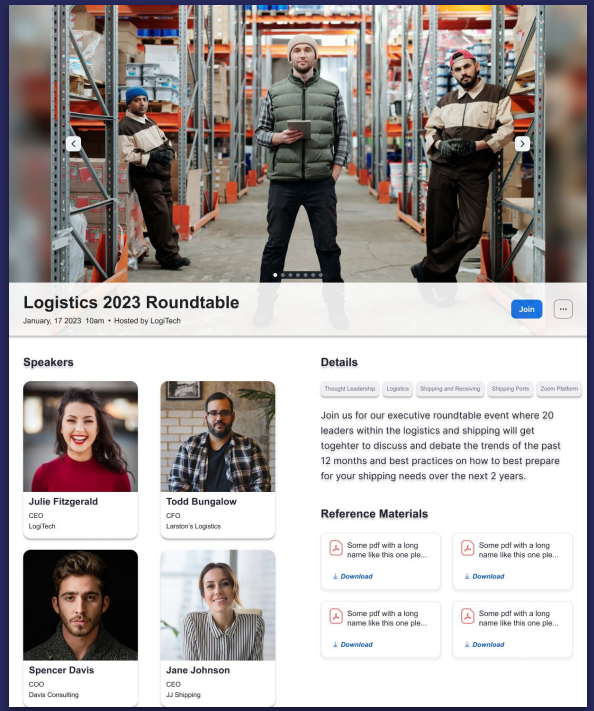
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Branded Registration Page



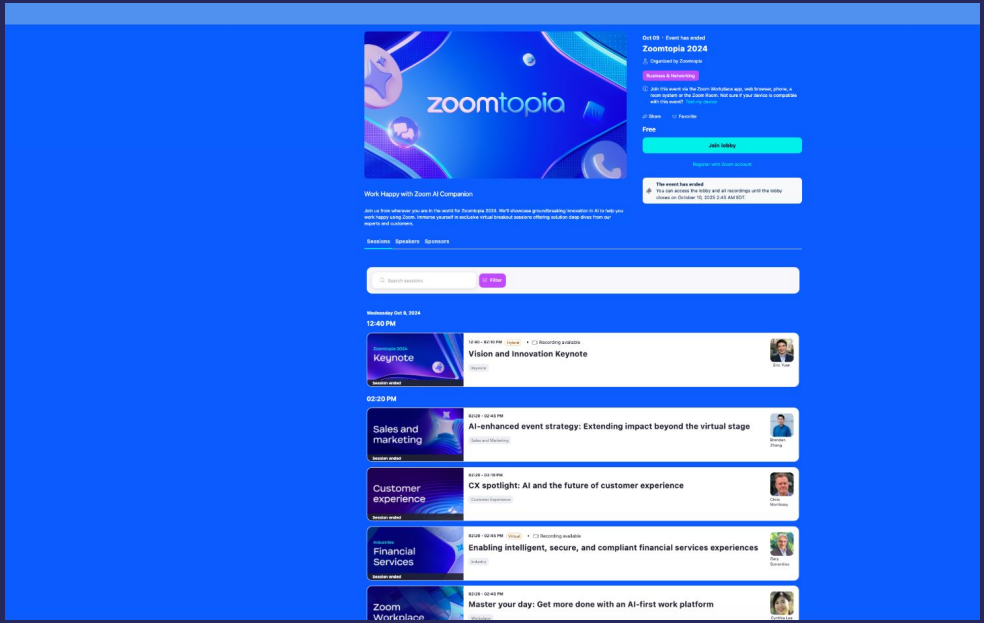
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Attendee Pre-Event Experience



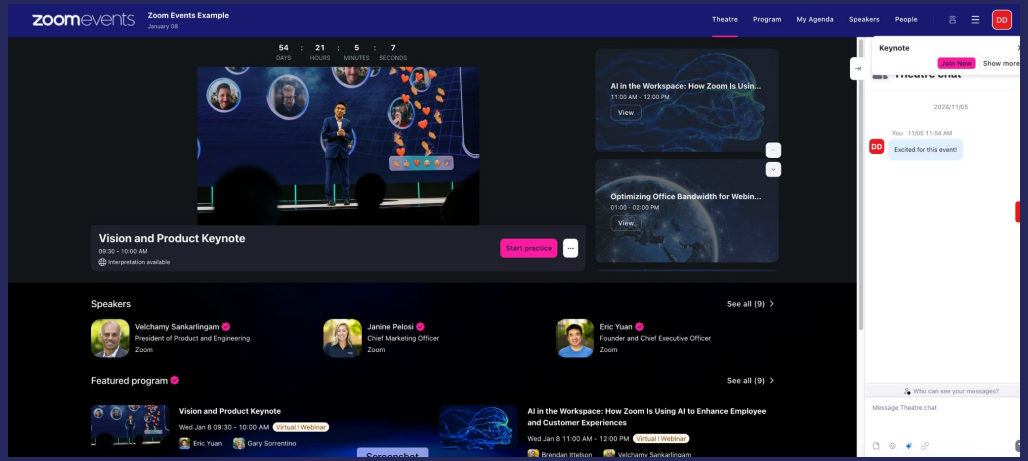
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Branded Registration Page



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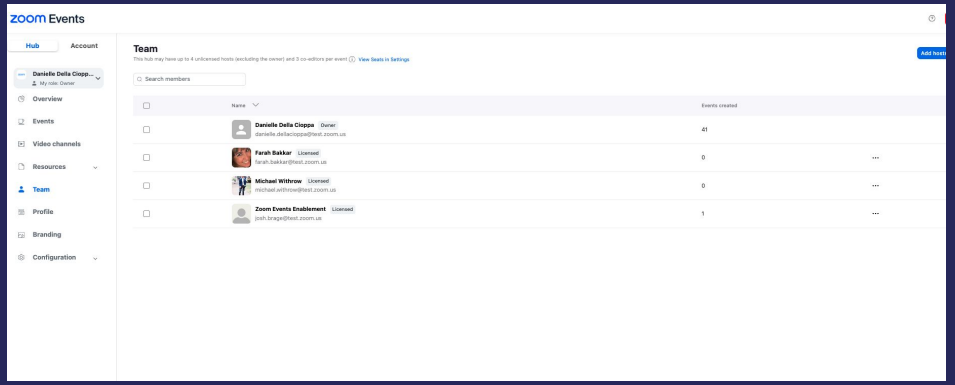
Attendee Pre-Event Experience



*Includes lobby chat, networking, expo hall, video gallery, sponsor page, push notifications, speaker page, agenda creation, on demand recordings.

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Team Collaboration



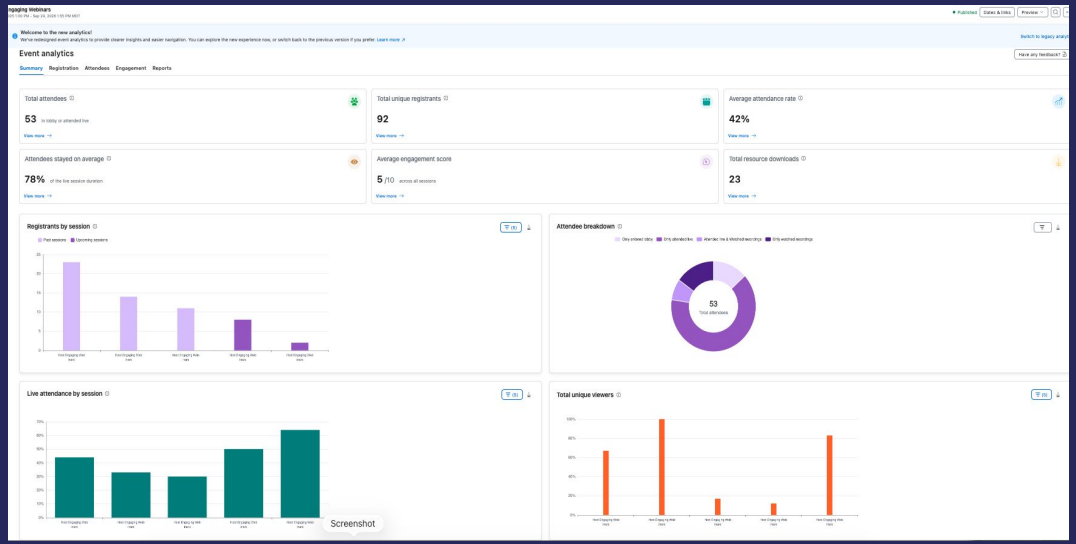
Zoom Webinar Plus & Events - Team Collaboration

New benefits:

- Add 4 of your team members to your account to help edit events, have visibility into events and create their own

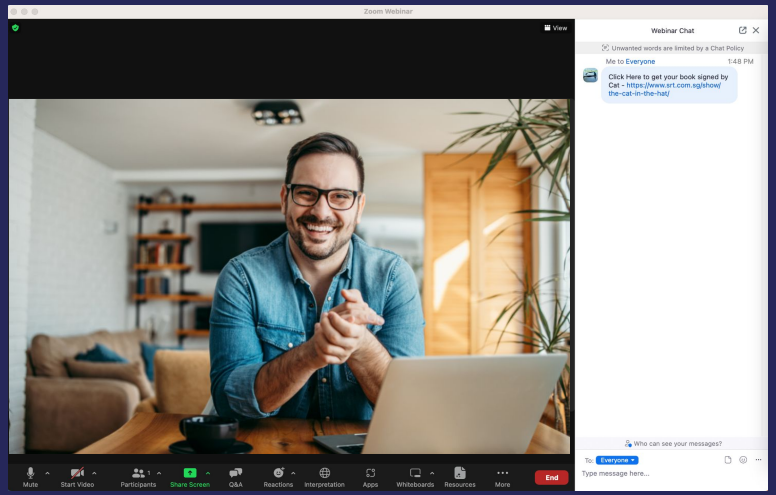
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Reporting Dashboard



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Sharing Resources



Zoom Webinars - Uploading PDFs and hyperlinks into chat



Zoom Webinars Plus & Events - In-Session Resources

New benefits:

- Branded, polished with CTA pop ups for maximum visibility
- New icon separated from chat with persistent availability of PDF documents, speaker bios and resource links
- Ability to report on who clicks on resource links

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Reducing Production Errors



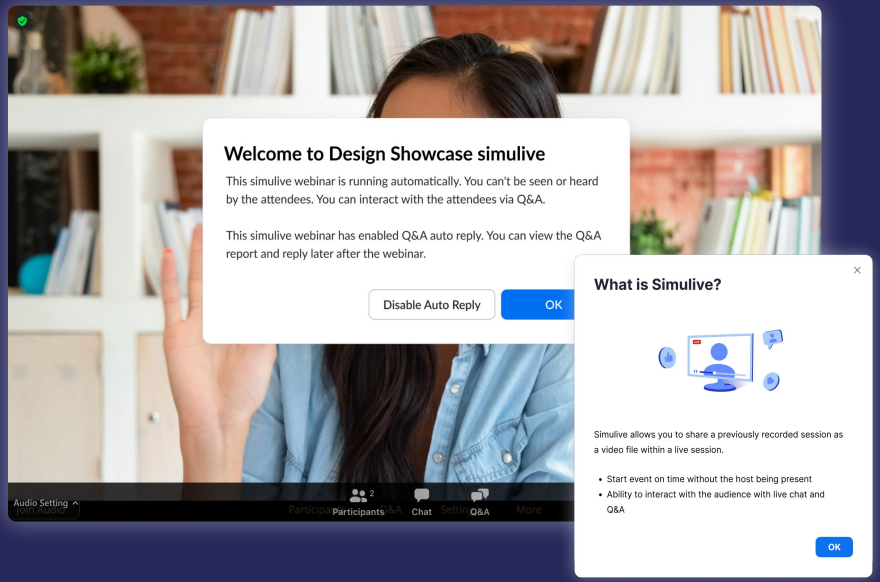
Zoom Webinars Plus & Events - Backstage

New benefits:

- Persistent green room to coordinate the webinar from
- Greet new panelists throughout the presentation
- Debrief with hosts and panelists at the end of the webinar

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Content Accessibility



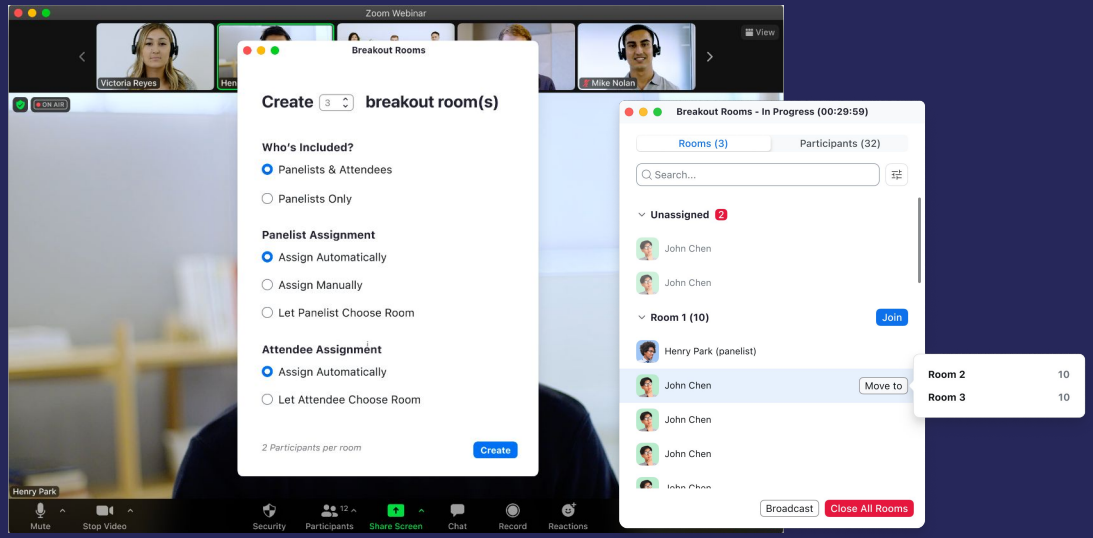
Zoom Webinars Plus & Events - Simulive Sessions

New benefits:

- Auto-start webinars with pre-recorded content without a host
- Interactivity features still available for audience participation
- Replay, repurpose and polish recordings for different audiences and timezones easily

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Networking & Interactivity



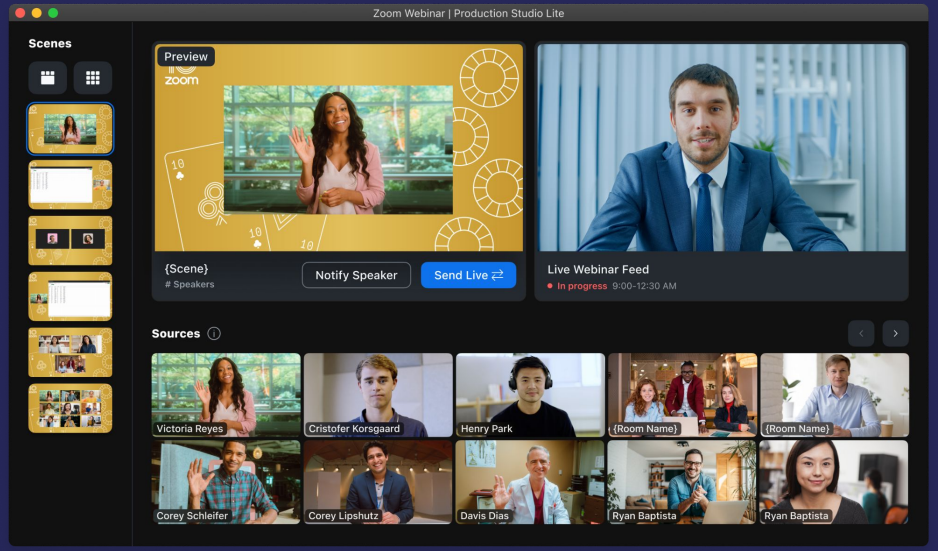
Zoom Sessions & Events - Breakout Rooms

New benefits:

- In addition to standard interactivity, attendees can turn on audio and video in breakout rooms to interact with each other, hosts & panelists
- Easily combine view-only & F2F formats in a single session
- Promotes accountability and attention within a webinar

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Branding & Customization



Zoom Webinars Plus & Events - Production Studio

New benefits:

- Create multiple scenes with different wallpaper/branding
- Control layout of presenters and shared content
- Coming soon: lower thirds, media uploads to scenes

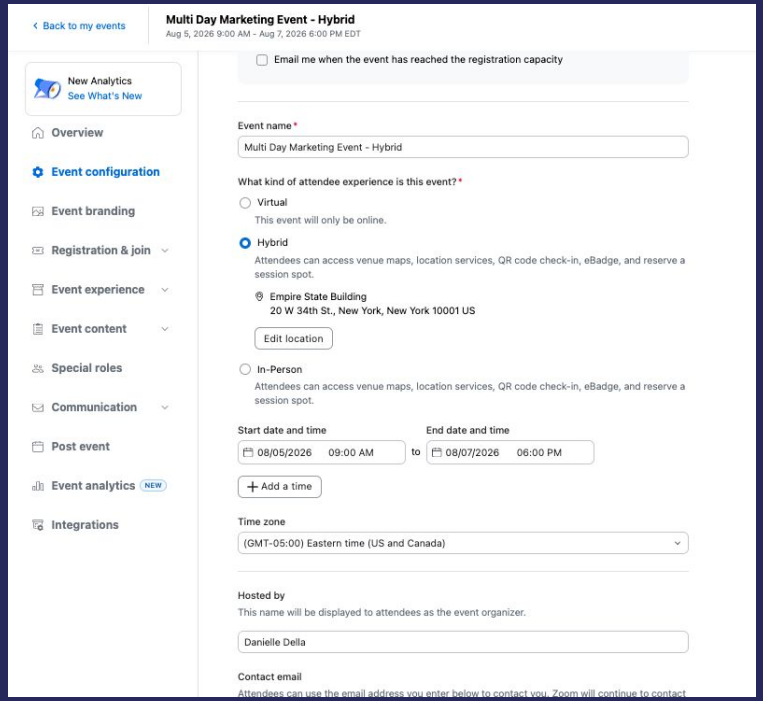
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Zoom Webinars Plus & Events Core Features

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Hybrid Event Creation

Simplify set up for your next hybrid event



→ Easily set up all aspects of your hybrid event including ticketing, check-in, and locations

→ Create individual sessions catered to virtual attendees, in-person attendees, or both

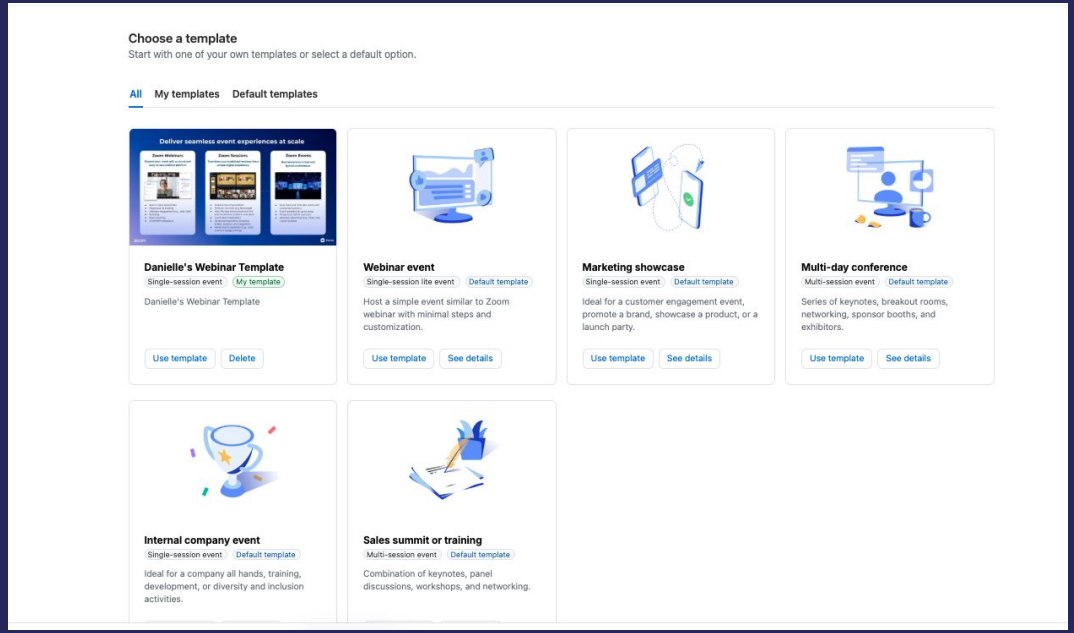
→ Offer multiple ticket types for your event and set the amount of available tickets per type

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Events

Event Templates

Get your event off the ground in seconds

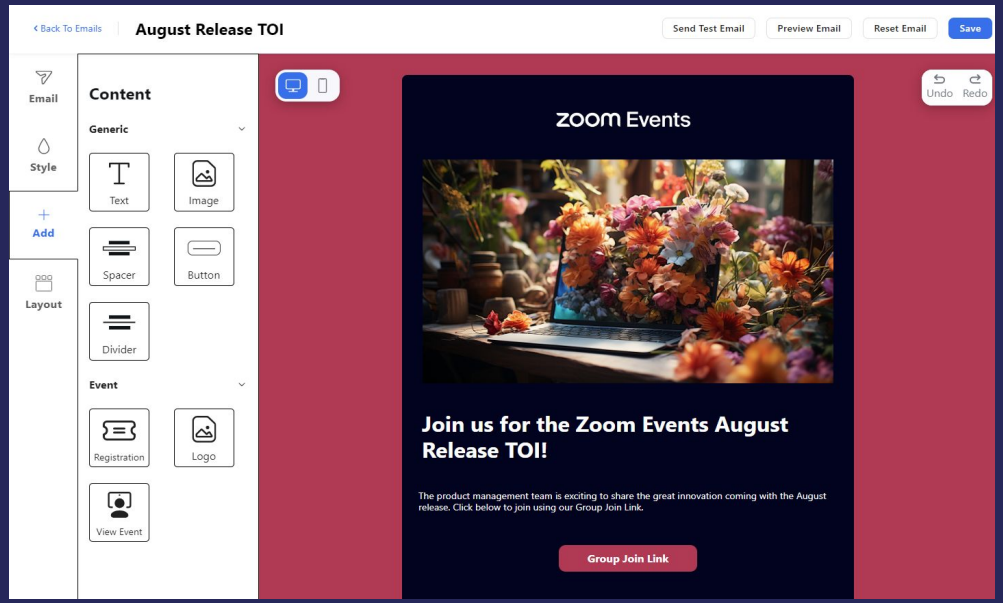


- Select from a list of curated templates that speed up the event creation process
- Get a head start by using a template and customizing it to your specific needs
- Easily manage each step with guidance on branding, ticketing, content, and more

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Email Builder

Express your brand voice in every message



→ Craft custom email content for invitations, reminders, and post-event communications

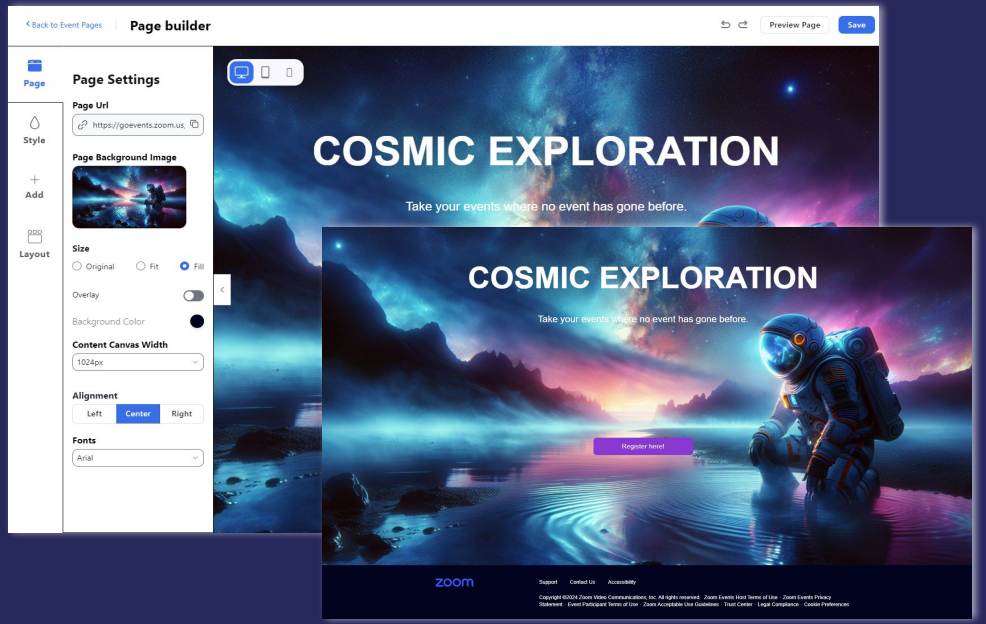
→ Easily adjust the style and layout of your email template using drag-and-drop tools

→ Add event details, links, and personalized messages for your registrants and attendees

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Registration Page Builder

Create beautiful landing pages in minutes



- Create custom landing pages that showcase your brand using drag-and-drop editing
- Design a color palette, select unique layouts, and add full-browser background images
- Easily build dynamic event pages with interactive components like video embed

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Registration

Make it easy for everyone to attend



Zoom Webinars Plus & Events supports a variety of methods of registration and join access for hosts' events.

→ From internal events to external-facing events and large user conferences, Zoom Events has built a toolset to satisfy a variety of access needs.

→ Zoom Webinars Plus & Events provides the following options for registration and joining events:

→
- Registration links
- Group join links (no registration required)
- Pre-registration
- Integrations (API and marketing)

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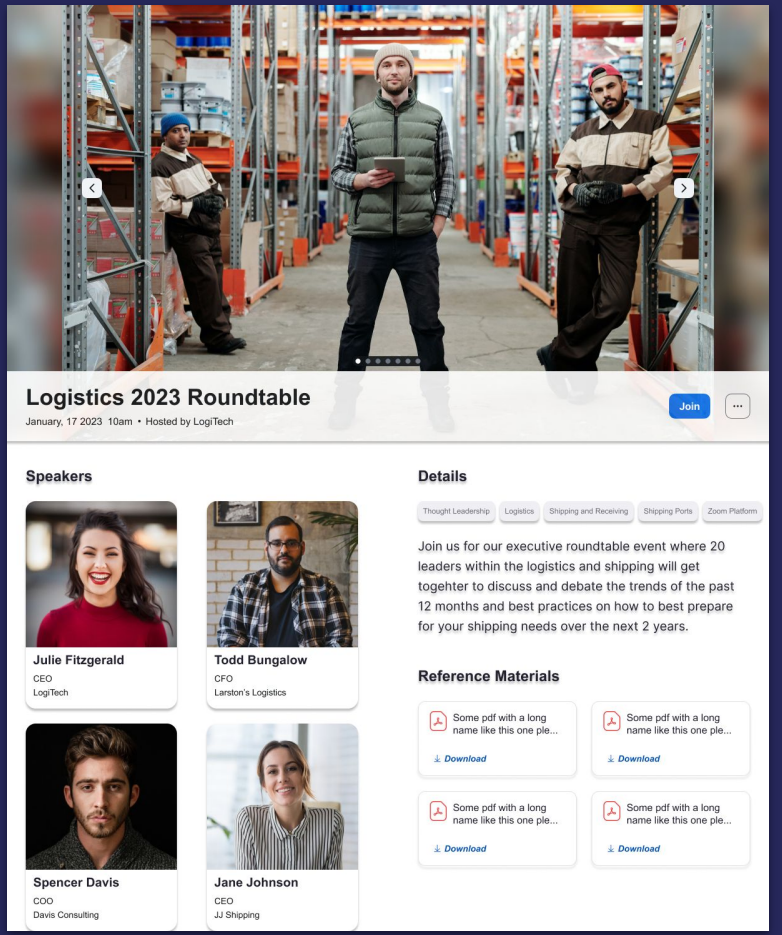
Zoom Webinars Plus Lobby

A gathering spot for attendees pre, during and post event

A designated place for attendees to visit pre event, day of the event and post event

Post event destination for on demand content to live

Showcase speakers, downloadable materials, agenda details

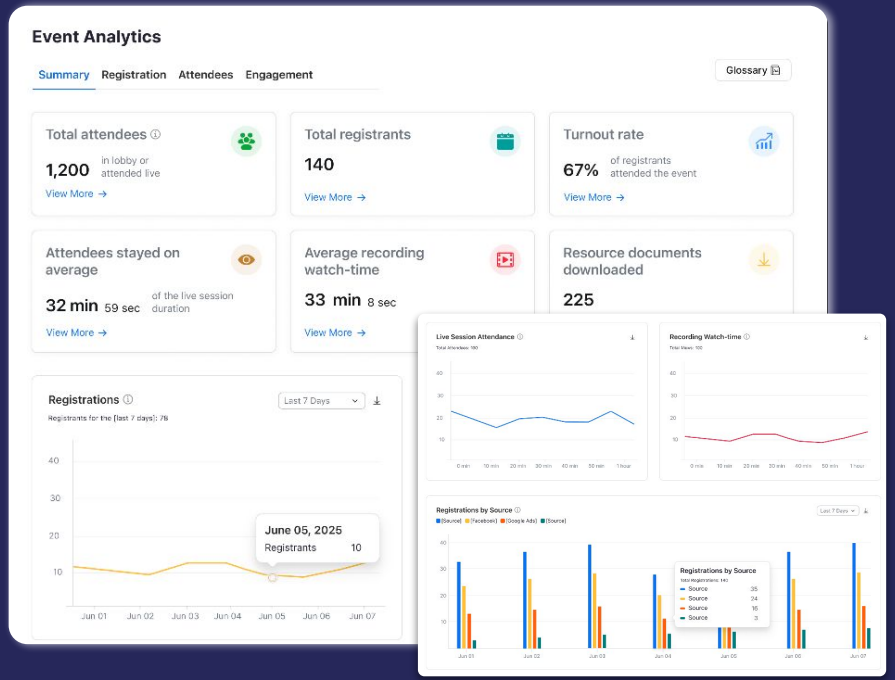


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Events

Event Analytics

Get visual insights to spot engagement trends faster



Understand engagement data and attendee behavior with at-a-glance visual dashboards

Track your viewers' playback patterns to see where they stay engaged or drop off

Easily identify which marketing channels drive the most registrations over time

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Events

Multi-Language & Translated Captions

Overcome global language and accessibility barriers

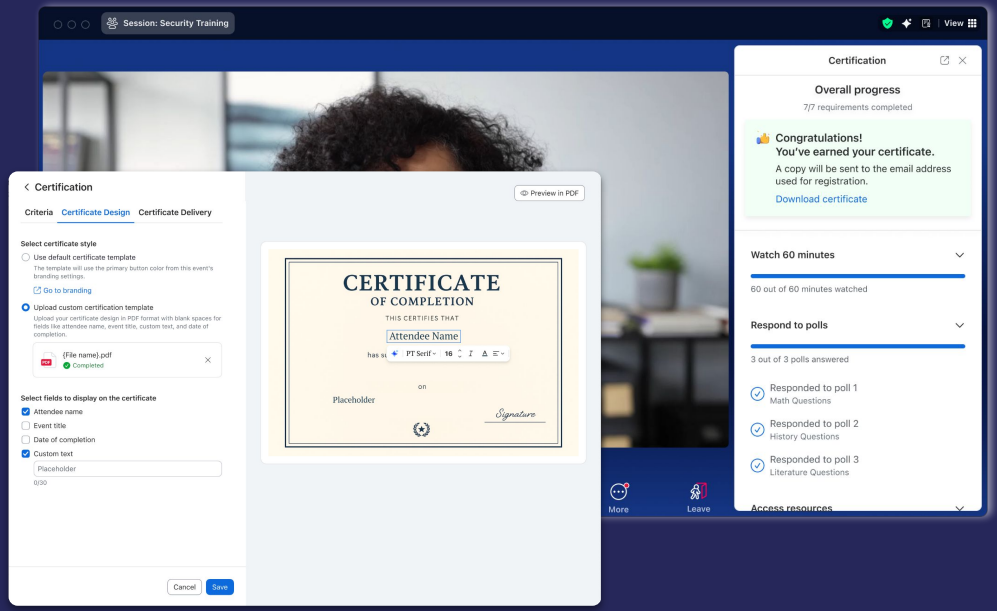


- Automatically transcribe webinar audio with support for additional languages
- Dynamically translate spoken audio into a different language needed by attendees
- Allow attendees to control whether they see transcriptions or translations on their screen

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Event Certifications

Turn events into creditable learning opportunities

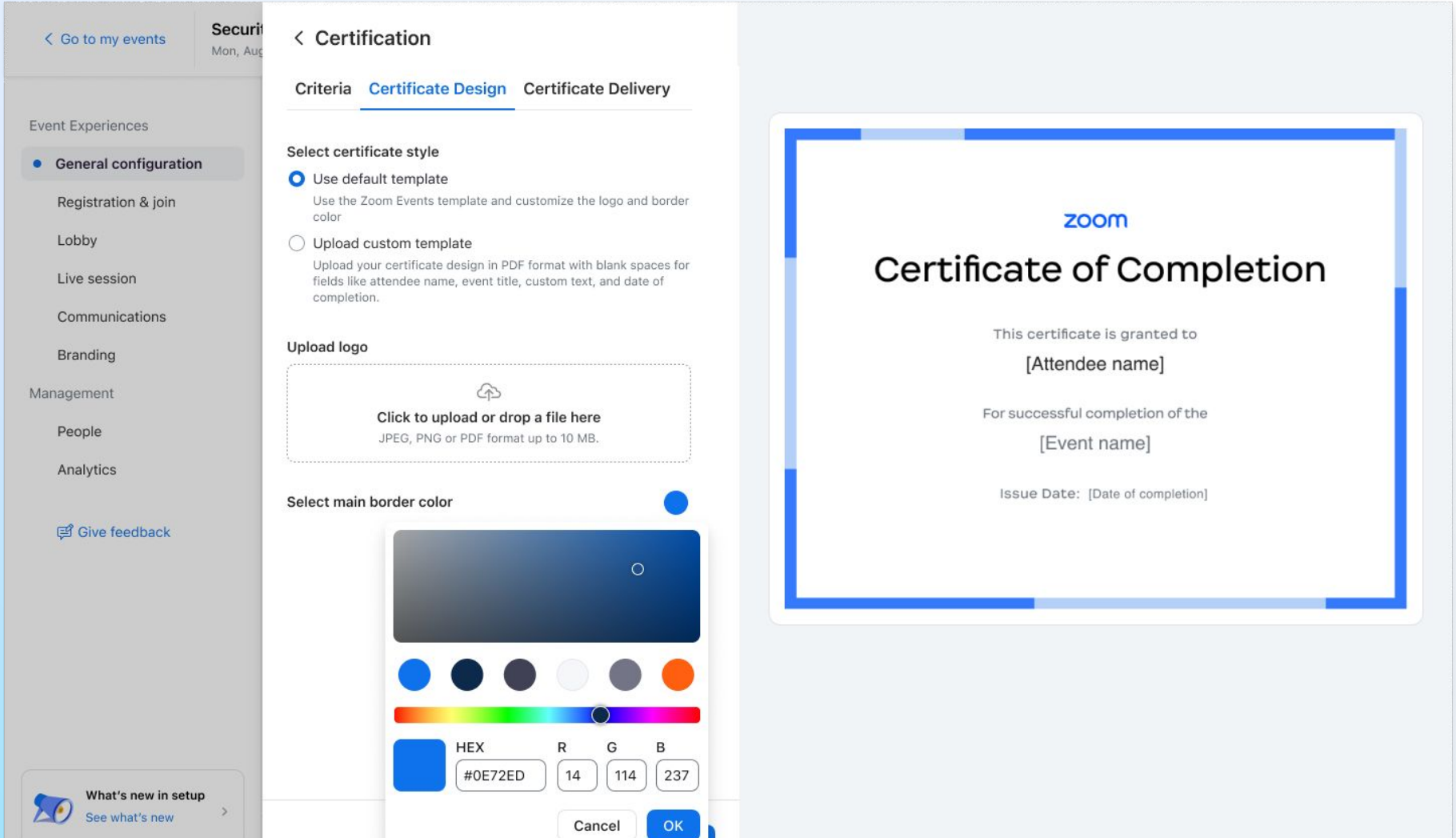


Reward participation and boost engagement by making your event certification-eligible

Define achievement criteria such as polls answered, view time, or resources accessed

Offer certificates to attendees who meet the criteria via default or custom PDF templates

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Go to my events
Securit
Mon, Aug
Event Experiences
General configuration
Registration & join
Lobby
Live session
Communications
Branding
Management
People
Analytics
Give feedback
What's new in setup
See what's new
Certification
Criteria
Certificate Design
Certificate Delivery
Select certificate style
Use default template
Use the Zoom Events template and customize the logo and border color
Upload custom template
Upload your certificate design in PDF format with blank spaces for fields like attendee name, event title, custom text, and date of completion.
Upload logo
Click to upload or drop a file here
JPEG, PNG or PDF format up to 10 MB.
Select main border color
HEX
#0E72ED
R
14
G
114
B
237
Cancel
OK
zoom
Certificate of Completion
This certificate is granted to
[Attendee name]
For successful completion of the
[Event name]
Issue Date: [Date of completion]

RTMP Streaming

Bring polished live productions to virtual audiences



- Live stream virtual or in-person content from video production apps to webinars via RTMP
- Create reliable live streams using primary and backup RTMP feeds
- Leverage temporary or permanent URLs to satisfy your specific security needs

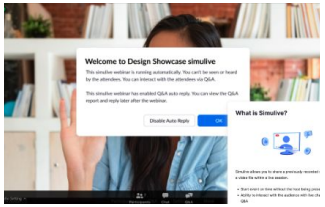
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Premium Webinar Features

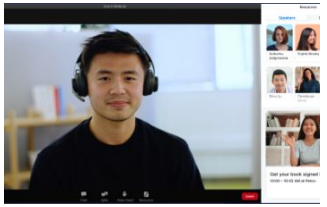
Backstage



Simulive



Session Resources

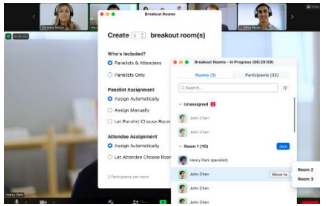


*Included with Zoom Webinars Plus or Zoom Events licenses

Production Studio



Webinar Breakouts



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Backstage

Coordinate your team and prep speakers for a seamless show

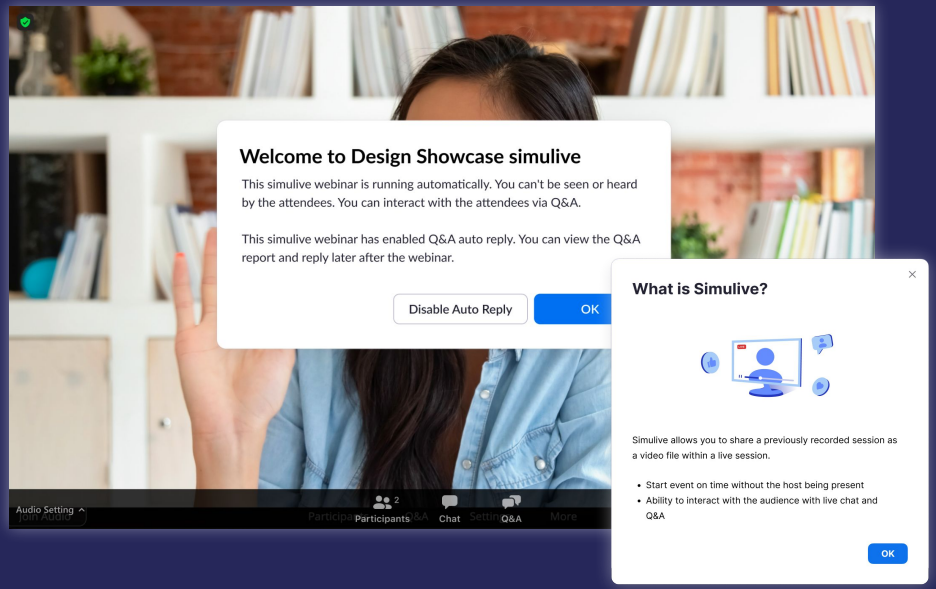


- Provide panelists with a virtual greenroom to discuss and prep for their talk
- Panelists can watch a live broadcast of the webinar as they wait for their speaking turn
- Take as much time as needed to control the environment or align virtual backgrounds

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Simulive

Impress audiences with your best take



→ Rerun event recordings and maintain consistent messaging for audiences

→ Pair pre-recorded Simulive Webinars with live Q&A sessions or interactive polls

→ Run multi-session conferences with a blend of live sessions and Simulive breakout tracks

zoom

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Events

Session Resources

Showcase helpful tools and supporting materials

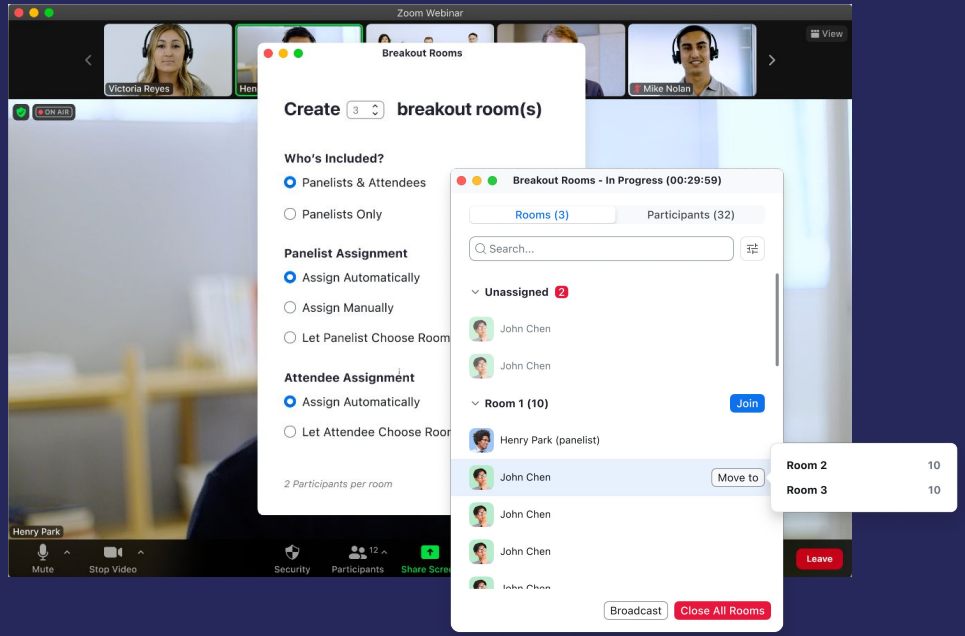


- Distribute in-session resources, CTAs, and links for attendees in the webinar side panel
- Set up materials in advance and launch them during a session instead of posting to chat
- Download a CSV file with attendee resource interaction information after a webinar

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Webinar Breakout Rooms

Create focused discussions to spark engagement



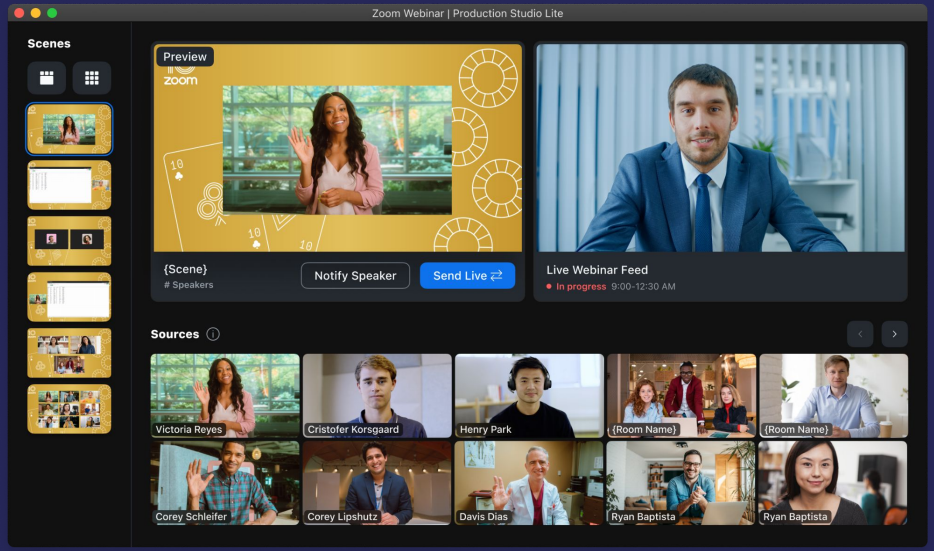
- Create breakout rooms during a Webinar to conduct smaller interactive conversations
- Assign panelists or attendees to specific breakout rooms or let them choose
- Easily peel off into breakout rooms, move participants around, or cap room sizes

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Events

Production Studio

Control layout and styling for a unique experience

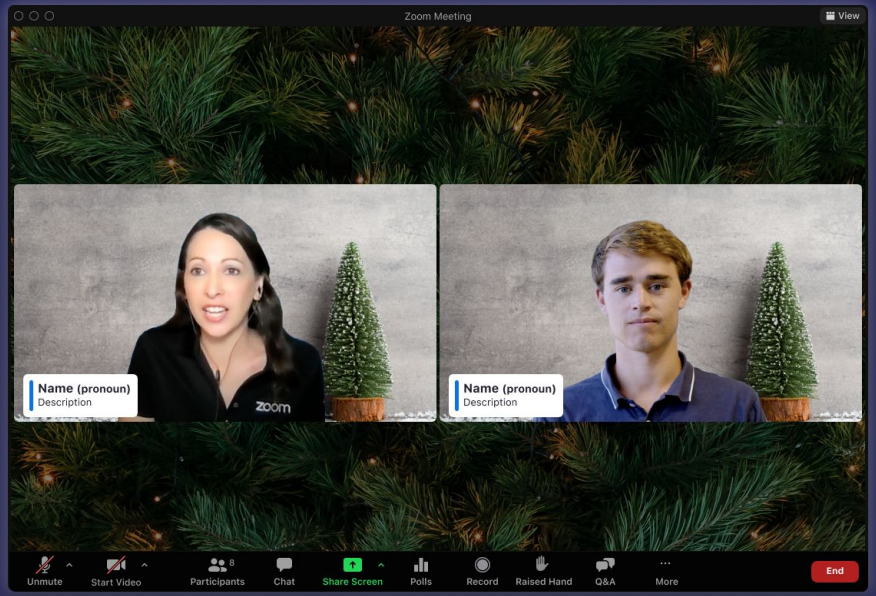


- Create multiple webinar scenes with custom layouts and determine their sequence
- Customize video borders, change aspect ratios, and add scene wallpapers
- Easily pre-route people in scenes or update them in live scenes

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Session Branding

Deliver a unified and professional look for speakers



- Control the branding and appearance of all panelists within the Webinar session
- Upload a branded wallpaper, set the virtual background for panelists, and add name tags
- Available for Webinars at launch, with support for Zoom Events soon after

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Reactions

Gauge the emotion of the room

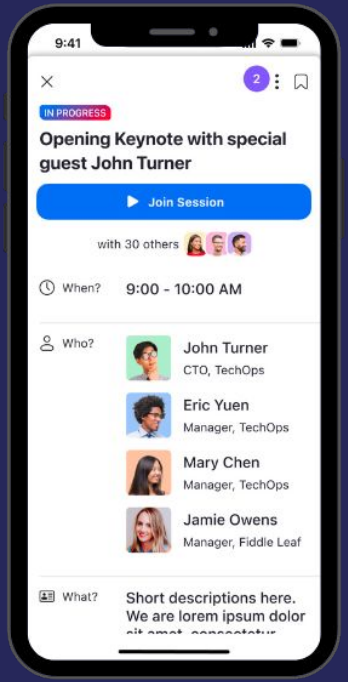


- Bring a Webinar to life with a defined set of emojis that fade as they travel upward
- Enable or disable reactions at any point during a Webinar to inspire participation
- Attendees and panelists can control whether they see reactions in their Webinar view

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Mobile App

Join from any device



Attend and participate in live hybrid Zoom Webinar Plus & Events from the familiar Zoom mobile app

Connect with the presenter using Zoom's interactivity features including chats, polls, Q&A, reactions and resource links from your mobile device

Offer Zoom's accessibility and inclusion features including closed captions, translated captions and simultaneous interpretation to your in-person audience

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Integrations



HubSpot
Trigger workflows with registrants and attendees



Salesforce
Sync attendance and engagement with campaigns



Pardot
Automatically populate prospect lists



XTag
Simplify check-in at your next hybrid event



Eloqua
Automatically add registrants and attendees to campaigns



Marketo
Sync attendance and engagement data with programs

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Additional integrations can be found on Zoom's App Marketplace

AI Capabilities Released and Upcoming

Currently released AI features:

1. Lobby chat compose
2. Smart compose and email compose
3. Image generation
4. Smart upload (registrants, speaker, session)
5. Content generation (text and video snippets)
6. Summary and Ask AIC for Webinars and Events

Coming early 2026:

1. Key moments in analytics
2. Session topics and attendee profile topics of interest
3. Customize brand voice in content generation
4. Live summary of Q&A questions for host



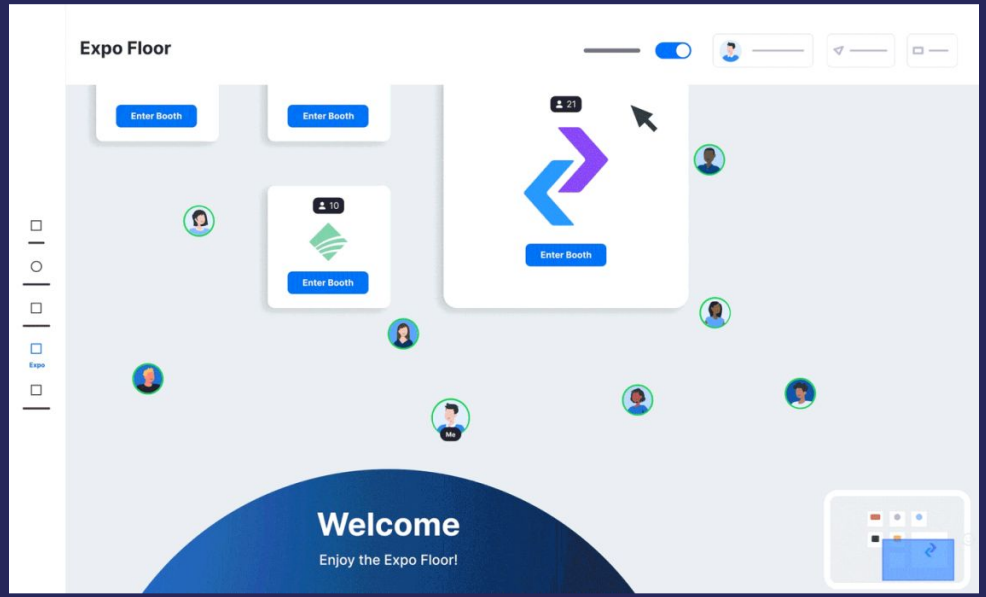
zoom

Zoom Events Features Only

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Expo

Create a virtual space to build meaningful connections

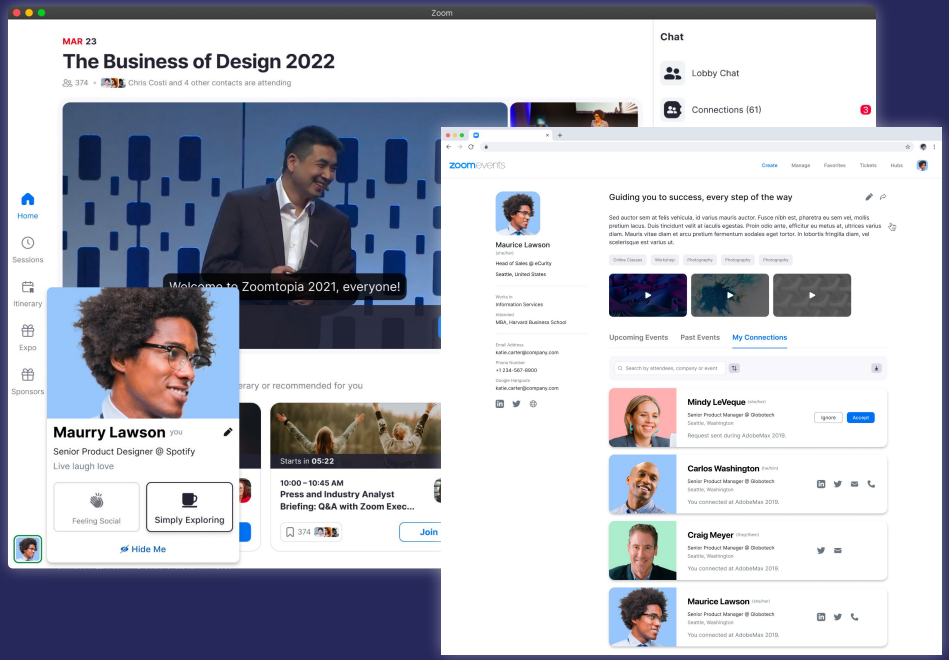


- Design a custom floor with exhibitions to connect attendees with products or services
- Host sponsored booths or non-sponsored areas for topic-based conversations
- Use chat to network with attendees, booth reps, sponsors, speakers, and exhibitors

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Networking

Provide a space to make meaningful connections

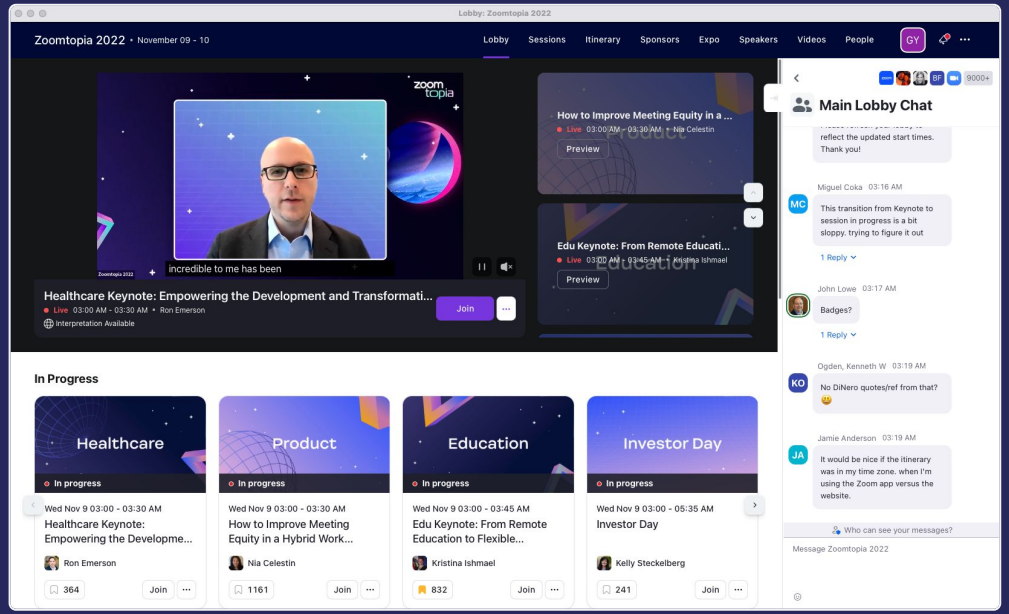


- Create a networking profile in advance that allows hosts to build an attendee directory
- Chat with other event attendees who have indicated they are open to networking
- Turn networking on or off for an event as a host or attendee

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Zoom Events Lobby

A gathering spot for attendees pre, during and post event



- Virtual space for attendees to network, browse upcoming and past sessions, and view live content.
- Post event destination for on demand content to live
- Showcase speakers, sponsors and featured sessions throughout the event
- Access expo hall, networking, lobby chat, video gallery and more

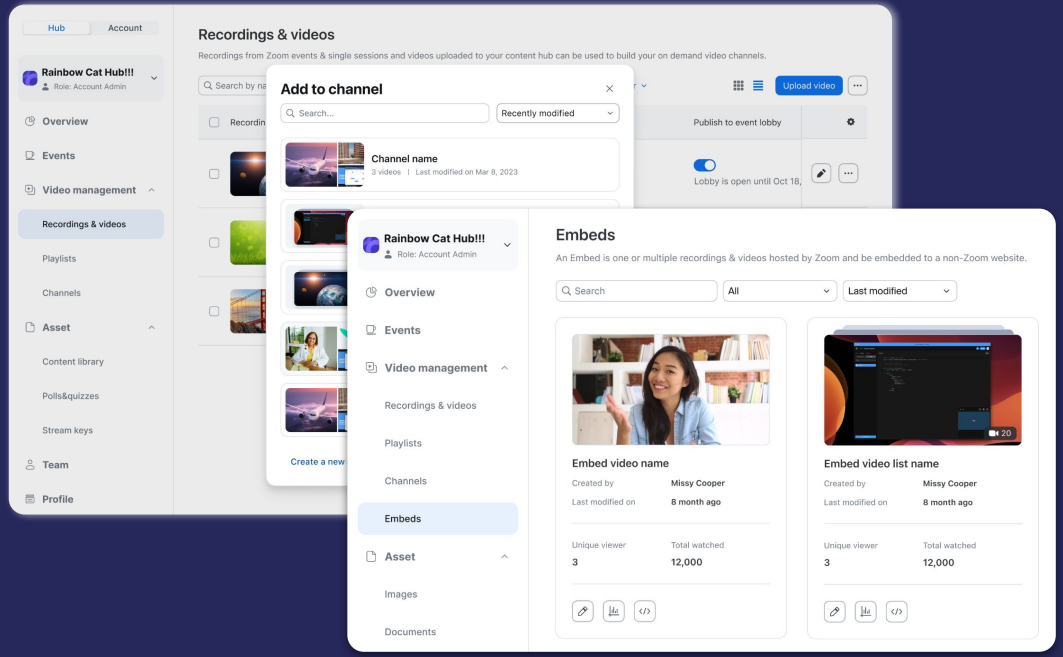
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Additional Add ons:

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Advanced Video CMS

Turn your videos into business results



Store, manage, track, and share on-demand videos and recordings in one location

Curate playlists and channels on your Zoom content hub or embed them into your sites

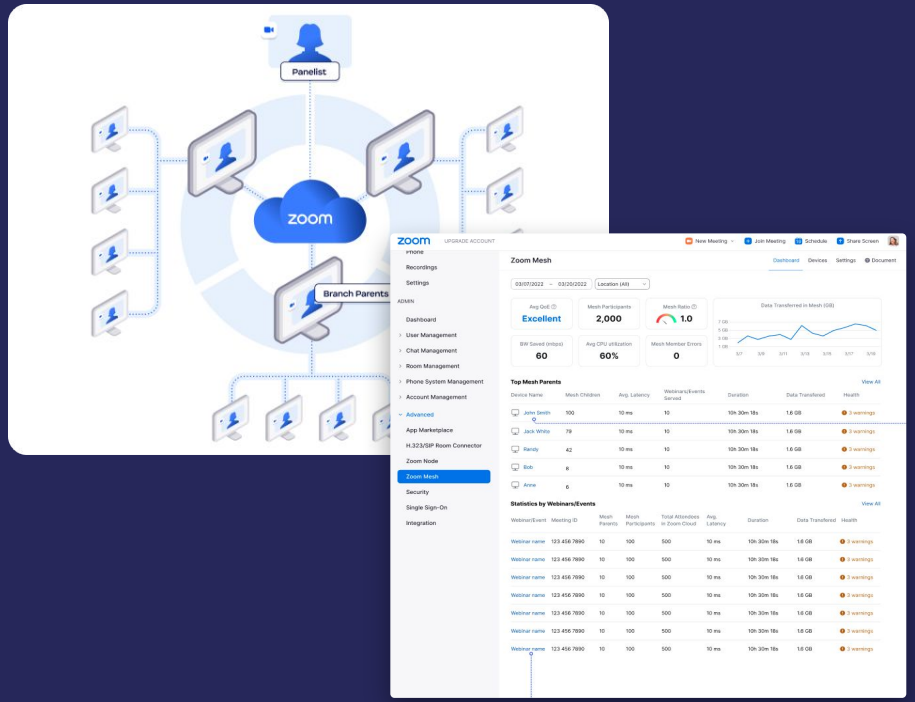
Boost engagement by tracking comments, likes, quizzes, surveys, and other key insights

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Events

Zoom Mesh

Optimize bandwidth with a native eCDN



The Zoom Mesh dashboard monitors mesh effectiveness, measures event bandwidth, and grants new insight into attendee endpoint performance and mesh ROI.

Integrates seamlessly into the Zoom ecosystem, so you can optimize your Zoom Webinars and Zoom Events in minutes with no end user training.

Preserves the native Zoom experience while minimizing additional bandwidth investments instead.

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FLAWLESS EVENTS START HERE: YOUR zoom EVENTS PARTNER

OPEN EXCHANGE

From regulated communications to large-scale hybrid events around the world, OpenExchange and Zoom work together to eliminate stress.

Managed Service Packages

We plan, support, and produce virtual and hybrid events on Zoom, offering end-to-end consulting, training, support, and production services.

- zoom Meetings
- zoom Webinars
- zoom Webinars +
- zoom Events



***WHETHER YOU NEED A CUSTOM QUOTE OR SUPPORT FOR COMPLEX EVENTS, LET US DESIGN A PACKAGE TAILORED TO YOUR NEEDS.**

Thank you



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