Below are 3 changes to the process and the SWOT analysis corresponding to each one

1.- Implementation of a streaming system for live conferences

STRENGHTS

- Increasing accessibility for remote speakers
- Enhance the event experience with real-time content
- Increase the reach of the conference to a global audience.

WEAKNESSES

- Requires a robust server infrastructure.
- More expensive development and maintenance.
- Need for training for organizers in streaming management.

OPPORTUNITIES

- Expansion to hybrid and virtual events
- Integration with existing video platforms like YouTube
- Greater appeal to sponsors interested in live advertising.

THREATS

- Technical failures may affect the quality of the transmission
- Additional costs for video storage and streaming
- Copyright risks and regulations in content transmission.

2.- Integration of more payment platforms

STRENGHTS

- Facilitates access to international users
- Increase user confidence with recognized payment options

WEAKNESSES

- Additional costs for payment gateway commissions.
- Greater complexity in transaction management and financial reconciliation

OPPORTUNITIES

- Expansion into markets where certain payment methods are more popular.
- Easy to apply discounts and promotions with various platforms.

THREATS

- Risk of fraud and payment disputes.
- Changes in regulations in each country may affect integration.
- Dependence on third parties for service stability

3- Implementing a networking feature for attendees

STRENGHTS

- Encourage interaction between conference participants
- Increase the value of the event by allowing connections between professionals

WEAKNESSES

- Need for moderation to avoid inappropriate interactions
- Additional storage may be required for user data

OPPORTUNITIES

- Allows integration with social networks and professional platforms
Monetization potential with premium networking plans.

THREATS

- Need for clear data use and protection policies
- Risk of privacy breaches and data misuse