# Virtual Event Design Guide for Alumni Websites

## Expert Design & Architecture Recommendations

**Prepared for:** BGHS Alumni Platform  
**Date:** October 2025  
**Focus:** Online/Virtual Event Features

## 🎯 EXECUTIVE SUMMARY

Virtual events require different UX/architecture than in-person events. Key considerations: - **Accessibility:** Easy to join from anywhere - **Engagement:** Keep attendees engaged remotely - **Networking:** Facilitate connections in virtual space - **Recording:** Enable replay for those who miss it - **Analytics:** Track attendance and engagement

## 🏗️ ARCHITECTURE OPTIONS

### **Option 1: Third-Party Integration (Recommended for Start)**

**Integrate with existing platforms:**

#### **Platform A: Zoom Integration** ✅ RECOMMENDED

**Why Zoom:** - Most familiar to users - Reliable and stable - Recording features - Breakout rooms for networking - Screen sharing - Chat and Q&A - Webinar mode (100-10,000 attendees)

**Integration Approach:**

// Event schema addition  
event {  
 is\_virtual: boolean,  
 virtual\_platform: 'zoom' | 'google\_meet' | 'teams' | 'youtube\_live',  
 meeting\_url: string (private - only for registered users),  
 meeting\_id: string,  
 meeting\_password: string (encrypted),  
 streaming\_url: string (public - for YouTube Live),  
 recording\_url: string (after event)  
}

**User Flow:** 1. User registers for event 2. Email sent with: - Calendar invite (.ics) - Meeting link (revealed 30 mins before event) - Password (if needed) 3. 10 mins before: SMS reminder with link 4. During event: Attendance tracked 5. After event: Recording link sent

**Pros:** - ✅ Quick to implement (1-2 days) - ✅ Minimal development - ✅ Proven technology - ✅ No infrastructure management - ✅ Professional quality

**Cons:** - ❌ External dependency - ❌ Limited customization - ❌ Recurring cost (Zoom license) - ❌ Less branded experience

**Cost:** ₹15,000-20,000 (development)  
**Ongoing:** ₹2,000-5,000/month (Zoom Pro)

#### **Platform B: YouTube Live Integration**

**Best for:** Large webinars, one-way streaming

**Features:** - Stream to thousands - Chat functionality - Free (no license needed) - Automatic recording - Shareable link

**User Flow:** 1. Admin creates YouTube Live event 2. Gets streaming URL 3. Shares URL with registered users 4. Users watch via YouTube 5. Recording automatically available

**Pros:** - ✅ Free - ✅ Unlimited viewers - ✅ Familiar platform - ✅ Auto recording

**Cons:** - ❌ One-way only (no interaction) - ❌ Less professional for meetings - ❌ Public visibility - ❌ Limited control

**Cost:** Free  
**Effort:** 1-2 days

#### **Platform C: Google Meet Integration**

**Best for:** Small-medium alumni meetings

**Features:** - Up to 100 participants (free) - Up to 500 (Google Workspace) - Screen sharing - Recording (paid plans) - Calendar integration

**Similar to Zoom approach**

### **Option 2: Custom Virtual Event Platform**

**Build your own virtual event experience**

#### **Architecture:**

Virtual Event Platform Components:  
  
1. Video Streaming  
 ├── Live streaming server (WebRTC)  
 ├── Video player  
 ├── Screen sharing  
 └── Recording system  
  
2. Virtual Lobby  
 ├── Event information  
 ├── Agenda/Schedule  
 ├── Speaker profiles  
 ├── Sponsor booths  
 └── Attendee list  
  
3. Interactive Features  
 ├── Live chat  
 ├── Q&A system  
 ├── Polls/Surveys  
 ├── Reactions (applause, thumbs up)  
 └── Breakout rooms  
  
4. Networking Features  
 ├── 1-on-1 video calls  
 ├── Virtual business cards  
 ├── Group discussions  
 ├── Scheduled meetings  
 └── LinkedIn-style connections  
  
5. Content Management  
 ├── Session recordings  
 ├── Presentation slides  
 ├── Resource downloads  
 ├── Speaker materials  
 └── Certificates of attendance

**Tech Stack:** - **Video:** Agora.io / Daily.co / 100ms - **Chat:** Socket.io / Pusher - **Recording:** Cloud storage (S3/Supabase) - **Analytics:** Custom dashboard

**Pros:** - ✅ Fully branded experience - ✅ Custom features - ✅ Complete control - ✅ Data ownership - ✅ Better analytics

**Cons:** - ❌ High development cost (3-4 months) - ❌ Infrastructure complexity - ❌ Ongoing maintenance - ❌ Video infrastructure costs

**Cost:** ₹8-12 lakhs (development)  
**Ongoing:** ₹50,000-1,00,000/month (infrastructure)

## 🎨 UX/UI DESIGN RECOMMENDATIONS

### **1. Event Detail Page (Virtual Event)**

┌─────────────────────────────────────────┐  
│ [Back] EVENT TITLE │  
│ 🔴 LIVE | 📅 Virtual Event │  
├─────────────────────────────────────────┤  
│ 📺 Preview/Thumbnail │  
│ [Auto-play countdown if live] │  
├─────────────────────────────────────────┤  
│ 📆 Date & Time │  
│ 🕐 Duration: 2 hours │  
│ 🌍 Timezone: IST (India) │  
│ 👥 150 registered / 500 max │  
├─────────────────────────────────────────┤  
│ [🎯 Register Now - Primary CTA] │  
│ [📅 Add to Calendar] │  
│ [🔗 Share Event] │  
├─────────────────────────────────────────┤  
│ About This Event │  
│ [Description with rich formatting] │  
├─────────────────────────────────────────┤  
│ 👤 Speakers │  
│ [Speaker cards with photos/bio] │  
├─────────────────────────────────────────┤  
│ 📋 Agenda │  
│ 10:00 - Welcome & Introduction │  
│ 10:30 - Keynote Speech │  
│ 11:30 - Panel Discussion │  
│ 12:00 - Q&A Session │  
│ 12:30 - Networking │  
├─────────────────────────────────────────┤  
│ 💎 Sponsors (if any) │  
│ [Sponsor logos and links] │  
└─────────────────────────────────────────┘

### **2. Registration Flow**

Step 1: Event Details  
┌────────────────────────┐  
│ You're registering for │  
│ "Alumni Tech Talk" │  
│ │  
│ ✓ Free event │  
│ ✓ Online via Zoom │  
│ ✓ Recording available │  
│ │  
│ [Continue →] │  
└────────────────────────┘  
  
Step 2: Your Information  
┌────────────────────────┐  
│ Name: [Auto-filled] │  
│ Email: [Auto-filled] │  
│ Phone: [Auto-filled] │  
│ │  
│ Batch Year: [Dropdown] │  
│ │  
│ □ I agree to terms │  
│ │  
│ [Register →] │  
└────────────────────────┘  
  
Step 3: Confirmation  
┌────────────────────────┐  
│ ✅ You're registered! │  
│ │  
│ Join Details: │  
│ Date: Dec 15, 2025 │  
│ Time: 10:00 AM IST │  
│ │  
│ 📧 Email sent with: │  
│ • Meeting link │  
│ • Calendar invite │  
│ • Reminder setup │  
│ │  
│ [Add to Calendar] │  
│ [View My Events] │  
└────────────────────────┘

### **3. Virtual Event Lobby (Before Event Starts)**

┌─────────────────────────────────────────┐  
│ ALUMNI TECH TALK 2025 │  
│ Event starts in: 00:15:23 ⏰ │  
├─────────────────────────────────────────┤  
│ 📺 Preview Stream (Countdown/Music) │  
│ │  
│ Event will begin at 10:00 AM IST │  
│ Please check your audio/video │  
├─────────────────────────────────────────┤  
│ 👥 Attendees (150 joined) │  
│ [Avatar grid showing who's here] │  
├─────────────────────────────────────────┤  
│ 💬 Pre-Event Chat │  
│ [Live chat with other attendees] │  
├─────────────────────────────────────────┤  
│ 📋 Today's Agenda │  
│ [Schedule with speakers] │  
├─────────────────────────────────────────┤  
│ 📚 Resources │  
│ [Download presentation slides] │  
│ [Speaker bios] │  
│ [Event materials] │  
├─────────────────────────────────────────┤  
│ 💎 Sponsors │  
│ [Sponsor booths to visit] │  
└─────────────────────────────────────────┘

### **4. During Event Experience**

┌─────────────────────────────────────────────┐  
│ [< Back] ALUMNI TECH TALK 2025 🔴 LIVE │  
├─────────────────────────────────────────────┤  
│ ┌─────────────────────────────────────┐ │  
│ │ │ │  
│ │ VIDEO PLAYER │ │  
│ │ [Full screen option] │ │  
│ │ [Volume control] │ │  
│ │ │ │  
│ └─────────────────────────────────────┘ │  
├─────────────────────────────────────────────┤  
│ Current Speaker: Dr. Rahul Sharma │  
│ Topic: AI in Healthcare │  
│ Time: 23:45 elapsed / 60:00 total │  
├─────────────────────────────────────────────┤  
│ TABS: [💬 Chat] [❓ Q&A] [👥 People] │  
│ ┌─────────────────────────────────────┐ │  
│ │ Live Chat │ │  
│ │ • Amit: Great points! │ │  
│ │ • Priya: Can you share slides? │ │  
│ │ • You: [Type message...] │ │  
│ └─────────────────────────────────────┘ │  
├─────────────────────────────────────────────┤  
│ [📊 Poll] What's your primary interest? │  
│ ○ AI/ML │  
│ ○ Web Development │  
│ ○ Data Science │  
│ [Submit Vote] │  
└─────────────────────────────────────────────┘

### **5. Post-Event Experience**

┌─────────────────────────────────────────┐  
│ Event Completed ✅ │  
│ Thank you for attending! │  
├─────────────────────────────────────────┤  
│ 📹 Recording Available │  
│ [▶ Watch Recording] │  
│ Duration: 2h 15m │  
├─────────────────────────────────────────┤  
│ 📚 Event Resources │  
│ • Presentation slides (PDF) │  
│ • Speaker notes │  
│ • Additional resources │  
│ [Download All] │  
├─────────────────────────────────────────┤  
│ 📊 Event Survey │  
│ Help us improve future events │  
│ [Take 2-min Survey] │  
├─────────────────────────────────────────┤  
│ 🤝 Connect with Attendees │  
│ [150 attendees] │  
│ [View attendee list] │  
│ [Send connection requests] │  
├─────────────────────────────────────────┤  
│ 🎓 Certificate of Attendance │  
│ [Download Certificate] │  
├─────────────────────────────────────────┤  
│ 📅 Upcoming Events │  
│ [Similar events you might like] │  
└─────────────────────────────────────────┘

## 💡 KEY FEATURES FOR VIRTUAL EVENTS

### **1. Pre-Event Features**

**A. Smart Registration** - Automatic timezone detection - Calendar integration (Google/Outlook/Apple) - Registration questions (custom fields) - Dietary preferences (if hybrid event) - Accessibility requirements - Technology check (test video/audio)

**B. Reminders** - Email: 1 week before - Email: 1 day before  
- Email: 1 hour before (with join link) - SMS: 15 minutes before - Push notification: 5 minutes before

**C. Event Preparation** - Technology requirements guide - How to join instructions - Agenda download - Speaker bios - Pre-event networking (optional)

### **2. During Event Features**

**A. Main Stage (Video Stream)** - High-quality video player - Multiple quality options (Auto/HD/SD) - Fullscreen mode - Picture-in-picture - Closed captions/subtitles - Multi-language support (future)

**B. Engagement Tools** - Live chat (moderated) - Q&A system (upvoting questions) - Live polls - Emoji reactions - Hand raising (to ask questions) - Virtual applause

**C. Networking Features** - Attendee list (who’s online) - 1-on-1 video chat rooms - Group breakout rooms - Virtual business card exchange - LinkedIn connection suggestions - Chat with speakers

**D. Interactive Elements** - Live quizzes - Trivia contests - Prize giveaways - Resource downloads - Sponsor booth visits - Exhibition hall (virtual)

### **3. Post-Event Features**

**A. Content Access** - Event recording (auto-uploaded) - Session clips (highlight reels) - Presentation slides - Speaker notes - Q&A transcript - Chat log (searchable)

**B. Certificates** - Attendance certificate (auto-generated) - CPD/CE credits (if applicable) - Participation badges - Social sharing (LinkedIn)

**C. Engagement** - Post-event survey - Feedback collection - Event photos/screenshots - Testimonials collection - Social media sharing

**D. Follow-up** - Thank you email - Recording link - Next event suggestions - Speaker contact info (if allowed) - Networking connections made

## 🎨 UI/UX DESIGN PATTERNS

### **Event Card (Virtual Event)**

┌────────────────────────────────────┐  
│ 🔴 LIVE NOW │  
│ ────────────────────────────────── │  
│ [Event Thumbnail/Cover Image] │  
│ 📺 Virtual Event │  
│ │  
│ Title: Alumni Tech Summit 2025 │  
│ Date: Dec 15, 2025, 10:00 AM IST │  
│ Platform: Zoom Webinar │  
│ Duration: 2 hours │  
│ │  
│ 👥 245 registered / 500 max │  
│ 🎯 12 seats remaining │  
│ │  
│ Speakers: │  
│ • Dr. Amit Kumar (Keynote) │  
│ • Priya Sen (Panel) │  
│ • +3 more │  
│ │  
│ [🎯 Register Free] │  
│ [📅 Add to Calendar] │  
│ [🔗 Share] │  
└────────────────────────────────────┘

### **Virtual Event Page Sections**

**Section 1: Hero** - Event title and subtitle - Live status indicator - Countdown timer (if upcoming) - Join button (if registered and live) - Register button (if not registered)

**Section 2: Quick Info** - Date and time with timezone - Platform (Zoom/YouTube/etc) - Duration - Registration count - Event type badges (Free/Paid, Webinar/Workshop, etc.)

**Section 3: What to Expect** - Event description - Learning outcomes - Who should attend - What you’ll get

**Section 4: Speakers** - Speaker photos - Bio and credentials - Topic they’ll cover - Social media links

**Section 5: Agenda/Schedule** - Time-based schedule - Session names - Speaker for each session - Break times - Networking sessions

**Section 6: How to Join** - Technology requirements - Platform instructions - Test your setup link - FAQ section

**Section 7: Networking Opportunities** - Who else is attending (if public) - Similar interest attendees - Connect before event option

**Section 8: Sponsors (if any)** - Sponsor logos - Sponsor booths - Special offers

## 🛠️ TECHNICAL IMPLEMENTATION

### **Database Schema Enhancement**

-- Add columns to events table  
ALTER TABLE events  
ADD COLUMN is\_virtual BOOLEAN DEFAULT false,  
ADD COLUMN virtual\_platform TEXT, -- 'zoom', 'google\_meet', 'youtube', 'teams'  
ADD COLUMN meeting\_url TEXT, -- Private meeting link  
ADD COLUMN meeting\_id TEXT, -- Meeting ID  
ADD COLUMN meeting\_password TEXT, -- Encrypted password  
ADD COLUMN streaming\_url TEXT, -- Public streaming URL (YouTube Live)  
ADD COLUMN recording\_url TEXT, -- Recording URL (after event)  
ADD COLUMN is\_hybrid BOOLEAN DEFAULT false, -- Both virtual and in-person  
ADD COLUMN virtual\_capacity INTEGER, -- Separate capacity for virtual  
ADD COLUMN platform\_settings JSONB; -- Platform-specific settings  
  
-- Create virtual\_event\_sessions table (for multi-session events)  
CREATE TABLE virtual\_event\_sessions (  
 id UUID PRIMARY KEY DEFAULT uuid\_generate\_v4(),  
 event\_id UUID REFERENCES events(id),  
 session\_name TEXT NOT NULL,  
 session\_type TEXT, -- 'main', 'breakout', 'networking'  
 start\_time TIMESTAMPTZ NOT NULL,  
 end\_time TIMESTAMPTZ NOT NULL,  
 speaker\_id UUID REFERENCES profiles(id),  
 meeting\_url TEXT,  
 recording\_url TEXT,  
 description TEXT,  
 capacity INTEGER,  
 created\_at TIMESTAMPTZ DEFAULT NOW()  
);  
  
-- Create event\_attendance\_tracking table  
CREATE TABLE event\_attendance\_tracking (  
 id UUID PRIMARY KEY DEFAULT uuid\_generate\_v4(),  
 event\_id UUID REFERENCES events(id),  
 user\_id UUID REFERENCES profiles(id),  
 joined\_at TIMESTAMPTZ,  
 left\_at TIMESTAMPTZ,  
 duration\_minutes INTEGER,  
 engagement\_score INTEGER, -- Based on chat, Q&A, polls  
 certificate\_issued BOOLEAN DEFAULT false,  
 created\_at TIMESTAMPTZ DEFAULT NOW()  
);  
  
-- Create event\_chat\_messages table  
CREATE TABLE event\_chat\_messages (  
 id UUID PRIMARY KEY DEFAULT uuid\_generate\_v4(),  
 event\_id UUID REFERENCES events(id),  
 user\_id UUID REFERENCES profiles(id),  
 message TEXT NOT NULL,  
 is\_moderated BOOLEAN DEFAULT false,  
 is\_pinned BOOLEAN DEFAULT false,  
 created\_at TIMESTAMPTZ DEFAULT NOW()  
);  
  
-- Create event\_polls table  
CREATE TABLE event\_polls (  
 id UUID PRIMARY KEY DEFAULT uuid\_generate\_v4(),  
 event\_id UUID REFERENCES events(id),  
 question TEXT NOT NULL,  
 options JSONB NOT NULL, -- [{text: "Option 1", votes: 0}, ...]  
 is\_active BOOLEAN DEFAULT true,  
 created\_at TIMESTAMPTZ DEFAULT NOW()  
);  
  
-- Create event\_qa table (Question & Answer)  
CREATE TABLE event\_qa (  
 id UUID PRIMARY KEY DEFAULT uuid\_generate\_v4(),  
 event\_id UUID REFERENCES events(id),  
 user\_id UUID REFERENCES profiles(id),  
 question TEXT NOT NULL,  
 answer TEXT,  
 upvotes INTEGER DEFAULT 0,  
 is\_answered BOOLEAN DEFAULT false,  
 answered\_by UUID REFERENCES profiles(id),  
 created\_at TIMESTAMPTZ DEFAULT NOW()  
);

### **API Routes Needed**

// Virtual Event APIs  
  
POST /api/events/[id]/register  
- Register user for virtual event  
- Send confirmation email with details  
- Add to calendar  
  
GET /api/events/[id]/join-link  
- Get meeting link (only if registered)  
- Only available 30 mins before event  
- Track access  
  
POST /api/events/[id]/chat  
- Send chat message  
- Moderation check  
- Real-time broadcast  
  
POST /api/events/[id]/qa  
- Submit question  
- Upvote question  
- Answer question (moderator only)  
  
POST /api/events/[id]/poll/vote  
- Submit poll vote  
- Get live results  
  
GET /api/events/[id]/attendees  
- Get list of attendees  
- Online status  
- Networking availability  
  
POST /api/events/[id]/attendance  
- Track join time  
- Track leave time  
- Calculate duration  
  
GET /api/events/[id]/recording  
- Get recording URL (after event)  
- Access control (registered users only)  
  
POST /api/events/[id]/certificate  
- Generate attendance certificate  
- PDF generation  
- Email certificate

## 🎯 RECOMMENDED FEATURES BY EVENT SIZE

### **Small Events (10-50 attendees)**

**Format:** Interactive meetings, workshops

**Must-Have:** - ✅ Video conferencing (Zoom/Google Meet) - ✅ Screen sharing - ✅ Breakout rooms - ✅ Recording - ✅ Chat

**Nice-to-Have:** - Q&A system - Polls - Virtual backgrounds

**Platform:** Zoom/Google Meet  
**Cost:** ₹2,000-5,000/month

### **Medium Events (50-200 attendees)**

**Format:** Webinars, panel discussions

**Must-Have:** - ✅ Webinar mode (mute all by default) - ✅ Screen sharing - ✅ Q&A system - ✅ Chat (moderated) - ✅ Recording - ✅ Polls

**Nice-to-Have:** - Breakout rooms - Virtual lobby - Resource downloads - Certificates

**Platform:** Zoom Webinar / YouTube Live + custom lobby  
**Cost:** ₹5,000-15,000/month

### **Large Events (200-1000+ attendees)**

**Format:** Conferences, town halls, celebrations

**Must-Have:** - ✅ Live streaming (YouTube/Custom) - ✅ Chat (heavily moderated) - ✅ Q&A (upvoting) - ✅ Multiple sessions/tracks - ✅ Recording - ✅ Networking features

**Nice-to-Have:** - Virtual expo hall - Sponsor booths - Gamification - Leaderboards - Virtual swag bags

**Platform:** Hybrid (YouTube + Custom platform)  
**Cost:** ₹25,000-50,000/event

## 📱 MOBILE EXPERIENCE

Virtual events MUST work on mobile:

**Design Principles:** - Portrait-first video player - Thumb-friendly controls - Minimal data usage option - Offline agenda access - One-tap join - Push notifications

**Mobile-Specific Features:** - Audio-only mode (save bandwidth) - Picture-in-picture (multitask) - Download for offline (agenda, materials) - Mobile-optimized chat

## 🎓 ALUMNI-SPECIFIC FEATURES

### **Networking Enhancements**

**Before Event:** - Show other registered alumni - Filter by batch year, profession, location - Send connection requests - Schedule 1-on-1 calls during networking breaks

**During Event:** - Virtual networking lounge - Random 1-on-1 matching (speed networking) - Interest-based breakout rooms - LinkedIn-style recommendations

**After Event:** - Export connection list - Follow-up introductions - Alumni directory integration - Continued conversation in forums

### **Career/Mentorship Features**

**For Virtual Career Fairs:** - Virtual career booths - Resume drop boxes - 1-on-1 mentoring sessions - Career counseling appointments - Job board integration

## 🔐 SECURITY & PRIVACY

### **Access Control**

**Meeting Link Protection:** - Only reveal link to registered users - Only show 30 minutes before event - One-time use tokens - Prevent link sharing (watermark screen)

**Waiting Room:** - Verify attendee identity - Check registration status - Manual admit (for exclusive events)

**Recording Privacy:** - Only registered attendees can access - Watermark with attendee name - Expire recording after 30 days (optional) - Download restrictions

## 📊 ANALYTICS & TRACKING

### **Metrics to Track**

**Pre-Event:** - Registration rate - Marketing channel effectiveness - Drop-off in registration flow

**During Event:** - Live attendance - Peak concurrent viewers - Average watch time - Engagement rate (chat, Q&A, polls) - Drop-off points - Most engaging moments

**Post-Event:** - Recording views - Certificate downloads - Survey responses - Connections made - Resource downloads

## 💰 COST-EFFECTIVE RECOMMENDATIONS

### **Phase 1: MVP (Immediate - 1-2 weeks)**

**Use:** Zoom Integration

**Features:** - Event marked as “virtual” - Platform dropdown: Zoom/Google Meet/YouTube - Meeting URL field (admin enters) - Password field (optional) - Registration reveals link 30 mins before - Email with join link - “Join Event” button (during event time)

**Cost:** ₹20,000-30,000 (development)  
**Ongoing:** ₹2,000-5,000/month (Zoom)

### **Phase 2: Enhanced (2-3 months later)**

**Add:** - Virtual lobby page - Attendee list (who’s joining) - Pre-event chat - Resource downloads - Recording management - Attendance certificates

**Cost:** ₹1,00,000-1,50,000 (development)

### **Phase 3: Advanced (6-12 months later)**

**Add:** - Custom video player - Breakout rooms - Virtual networking lounge - Q&A system - Live polls - Analytics dashboard - Integration with event platforms

**Cost:** ₹3,00,000-5,00,000 (development)

## 🎨 DESIGN BEST PRACTICES

### **1. Visual Hierarchy**

**Priority Order:** 1. Live status / Countdown (most prominent) 2. Join/Register button 3. Event details 4. Speakers 5. Agenda 6. Secondary information

### **2. Color Coding**

🔴 Red: LIVE NOW (urgent action)  
🟠 Orange: Starting Soon (within 30 mins)  
🟢 Green: Registered (confirmation)  
🔵 Blue: Upcoming (future event)  
⚫ Gray: Past/Ended

### **3. Accessibility**

* High contrast mode
* Keyboard navigation
* Screen reader support
* Closed captions
* Sign language interpreter (optional)
* Adjustable text size

### **4. Mobile-First Design**

* Vertical video player
* Swipeable tabs
* Bottom navigation
* Thumb-zone buttons
* Minimal scrolling

## 🌟 INNOVATIVE IDEAS FOR ALUMNI EVENTS

### **1. Virtual Campus Tour**

* 360° photos of school
* Historical timeline
* Then vs Now comparisons
* Nostalgia triggers

### **2. Virtual Batch Reunion**

* Batch-specific rooms
* Memory lane slideshow
* Yearbook integration
* “Remember when…” game

### **3. Alumni Speed Networking**

* 5-minute 1-on-1 video chats
* Auto-rotation every 5 mins
* Match by interests/profession
* Connection requests after

### **4. Virtual Job Fair**

* Company booths
* Resume submissions
* Live interviews
* Career counseling rooms

### **5. Virtual Awards Ceremony**

* Pre-recorded winner announcements
* Live acceptance speeches
* Digital trophies/badges
* LinkedIn sharing

### **6. Hybrid Events**

* In-person + virtual simultaneously
* Virtual Q&A for remote attendees
* Shared chat between venues
* Multiple camera angles

## 📋 IMPLEMENTATION CHECKLIST

### **Immediate Implementation (Week 1-2)**

**Database Changes:** - [ ] Add is\_virtual column to events - [ ] Add virtual\_platform column - [ ] Add meeting\_url column - [ ] Add recording\_url column

**Admin Interface:** - [ ] Virtual event toggle - [ ] Platform selection dropdown - [ ] Meeting URL field - [ ] Password field (encrypted)

**User Interface:** - [ ] Virtual event badge - [ ] Platform icon display - [ ] “Join Event” button (live events only) - [ ] Technology requirements section

**Registration Flow:** - [ ] Email with calendar invite - [ ] Meeting link (revealed at right time) - [ ] How to join instructions

**Effort:** 5-7 days  
**Cost:** ₹60,000-85,000

### **Short-term (Month 2-3)**

* Virtual lobby page
* Attendee list
* Pre-event chat
* Recording management
* Attendance tracking
* Certificates

**Effort:** 10-12 days  
**Cost:** ₹1,20,000-1,50,000

### **Long-term (Month 6+)**

* Custom video platform
* Breakout rooms
* Q&A system
* Live polls
* Advanced analytics
* Networking features

**Effort:** 20-25 days  
**Cost:** ₹2,50,000-3,50,000

## 💡 RECOMMENDED APPROACH

### **START SIMPLE: Zoom Integration** ✅

**Why:** 1. Familiar to users 2. Quick to implement 3. Proven reliability 4. Low development cost 5. Professional quality

**How:** 1. Add virtual event fields to database (1 day) 2. Update admin event creation form (1 day) 3. Update event display to show virtual badge (1 day) 4. Create “Join Event” button logic (1 day) 5. Email integration with meeting link (1 day) 6. Testing and polish (1 day)

**Total:** 6-7 days, ₹75,000-90,000

### **ENHANCE LATER: Custom Features**

After 6-12 months, add: - Virtual lobby - Networking features - Recording management - Analytics

Based on user feedback and usage patterns.

## 🎯 USER STORIES

### **Story 1: Alumni Attending Virtual Tech Talk**

1. **Discovery:** Sees “Virtual Event” badge on event card
2. **Registration:** Clicks “Register Free”
3. **Confirmation:** Gets email with:
   * Calendar invite
   * How to join instructions
   * Technology requirements
4. **Reminder:** Gets SMS 15 mins before: “Event starting soon! Join: [link]”
5. **Joining:** Clicks “Join Event” button on website
6. **Participation:** Attends, asks questions in Q&A
7. **Post-Event:** Gets email with recording link and certificate
8. **Follow-up:** Downloads certificate, connects with 3 new alumni

### **Story 2: Admin Creating Virtual Event**

1. **Create:** Goes to /admin/events/new
2. **Event Type:** Toggles “Virtual Event” ON
3. **Platform:** Selects “Zoom Webinar”
4. **Meeting:** Enters Zoom meeting URL and password
5. **Details:** Adds description, speakers, agenda
6. **Publish:** Saves event
7. **Automation:** System sends registration emails automatically
8. **During:** Monitors live attendance
9. **After:** Uploads recording URL
10. **Analytics:** Reviews engagement metrics

## 📈 SUCCESS METRICS

### **Engagement Metrics:**

* Registration rate: >50% of invites
* Attendance rate: >70% of registered
* Average watch time: >60% of event duration
* Q&A participation: >20% of attendees
* Post-event survey completion: >40%
* Recording views: 2-3x live attendance

## 🚀 QUICK START RECOMMENDATION

### **Minimum Viable Virtual Event (1 week)**

**Features:** 1. Mark event as virtual ✅ 2. Add Zoom/Meet link ✅ 3. Show platform badge ✅ 4. “Join Event” button (opens link) ✅ 5. Email with link ✅

**Cost:** ₹75,000-90,000  
**Timeline:** 6-7 days

**This gives you 80% of value with 20% of effort!**

## 📞 CONCLUSION

### **Best Approach for BGHS Alumni:**

**Start with Zoom Integration:** - Low cost - Quick implementation - Familiar to users - Professional quality - Proven technology

**Add Custom Features Later:** - Based on feedback - As budget allows - When user base grows

**Timeline:** - Phase 1 (Zoom): 1 week - Phase 2 (Lobby): 2-3 months - Phase 3 (Custom): 6-12 months

**Investment:** - Phase 1: ₹75k-90k - Phase 2: ₹1.2L-1.5L - Phase 3: ₹2.5L-3.5L

**Document Version:** 1.0  
**Created:** October 2025  
**Type:** Design & Architecture Guide  
**Status:** Ready for Implementation