

# Our Top 5 Virtual Conferencing Tools

*One of the best ways to stay connected with customers and colleagues while maintaining social distance is to turn a face-to-face meeting into a virtual video conference. There is plenty of technology available, both for free and at a cost, to be able to create a virtual space to come together while we're apart.*

Here are 5 of our favorite tools:

## SKYPE

A messaging and conferencing tool from Microsoft with flexibility for teams large and small.

*Benefits:* Built into Office 365, with versions for PC, Mac, and most mobile devices

*Drawbacks:* Features vary across different platforms

*Cost:* - Free for teams up to 20

- Paid version supporting up to 250 people at \$2 per person, per month

*Website:* [www.skype.com](http://www.skype.com)

## ZOOM

A remote conferencing service often used by educators and trainers for virtual classes.

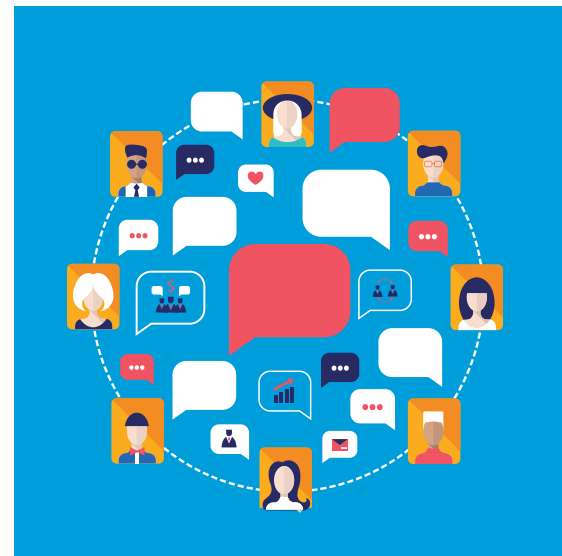
*Benefits:* Interactive features allow the audience to participate without taking over the conversation

*Drawbacks:* Video quality is unpredictable, and can be expensive for larger teams

*Cost:* - Available for free for 1-to-1 conversations only

- Paid packages starting at \$14.99/month for up to 100 participants

*Website:* [zoom.us](http://zoom.us)



## **FACETIME**

An Apple video chat app designed for the mobile user.

*Benefits:* Freely available on Apple devices, supports up to 32 participants at once

*Drawbacks:* Works only on Apple devices (i.e. iPhone and iPad)

*Cost:* Free with an Apple device

*Website:* [www.apple.com](http://www.apple.com)

## **HANGOUTS MEET**

A business-oriented videoconferencing application, part of the G Suite of collaboration tools.

*Benefits:* User-friendly and supported on most mobile devices

*Drawbacks:* Limited features for those without a Google account

*Cost:* - Included with G Suite service bundles, starting at \$6/month

*Website:* [gsuite.google.com/products/meet/](https://gsuite.google.com/products/meet/)

## **BRAND.LIVE**

A video live-streaming platform ideal for hosting virtual events or large-scale training.

*Benefits:* Interactive features allow the audience to participate and ask questions live

*Drawbacks:* No free options available

*Cost:* - Paid pricing based on platform and usage needs

*Website:* [www.brand.live](http://www.brand.live)