

pr.co presents Virtual Events, your new venue for hosting online events and press conferences

Newsroom software provider pr.co, now offers its customers the ability to host virtual events directly from their beautifully branded online newsrooms. Attendees can now enjoy and engage with your online events from the comfort of their own chair through live chat, Q&A sessions and polls.

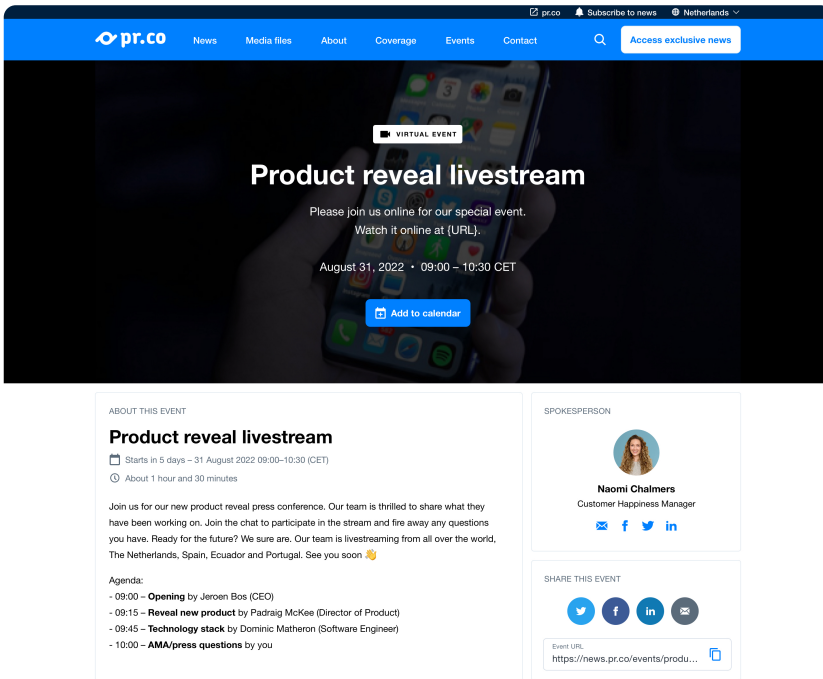
The pandemic forced many of us to adapt to new ways of working and many of them are here to stay. While we were relieved to say goodbye to 2020, to hold loved ones again and hang out with the people that mean the most to us, we've also learned that we don't need to be in the same physical space to connect with someone, or something. Feedback from journalists and our customers shows that this is especially true in professional settings where in-person is no longer the default.

We all know that journalists are time-poor so why ask them to lose time, and money, traveling to your event? Then there's the environmental impact of travel to consider alongside your sustainability credentials. The fact is, if brands want to keep pace with the expectations of their audience today, they need to be able to offer virtual and hybrid events.

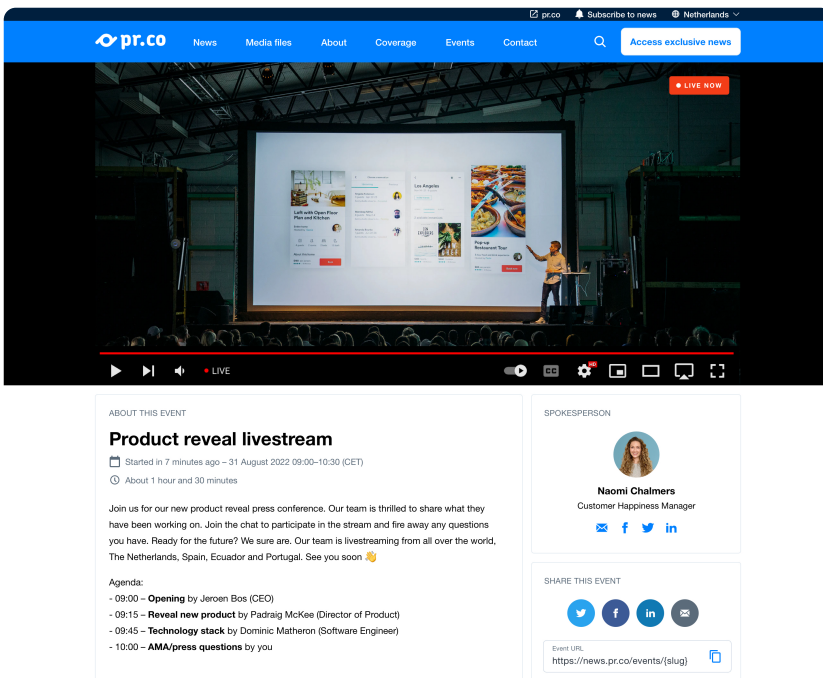
Our solution

Our new [Virtual Events](#) feature ensures that customers can run hassle free events from their own newsroom, bringing traffic to their website (instead of YouTube's) and increasing meaningful engagement. Jeroen Bos, Chief Executive Officer at pr.co, explains, "We are changing the way communications teams collaborate with journalists and other stakeholders. Virtual Events enables companies in all stages to create online events that

aligns with their branding that was previously only accessible for brands with colossal budgets.”



▲ Visitors can read all the event details and add the event to their calendars.



▲ Visitors view events in a branded online experience

On brand and memorable

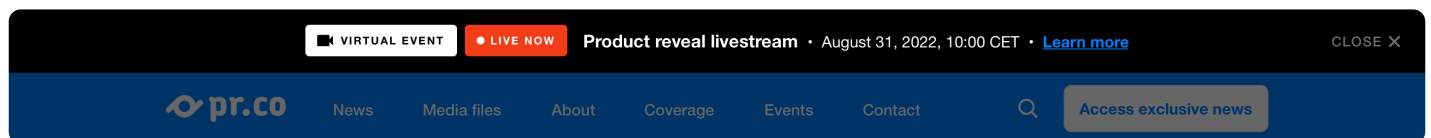
At pr.co our designers work with our customers’ branding teams until their newsroom looks perfect; color palette, typographic styles, imagery, iconography, and tone voice; we

provide a completely branded experience. When a journalist joins a pr.co virtual event they will be treated to a fully branded, memorable experience – a stark contrast with hosting an event on YouTube or Vimeo.

Easy to access

The smooth user interface allows journalists, stakeholders and other viewers to join Virtual Events with one click, eliminating the need to download or login to an app.

Once a customer schedules an event, a page is created within their newsroom where their audience can register for the event. This provides a permanent home for the event on their domain and allows viewers to access the event at a later date. Ahead of events, full width banners will feature across every page of your newsroom, allowing visitors to add the event to their calendars, driving traffic to the event.



Easy to run

We know that technological problems are our customers biggest fear when running an online press event. That's why our Virtual Events seamlessly integrates streaming platforms our customers are already familiar with; YouTube and Vimeo. For less experienced customers, our support package comes with step by step instructions and our Customer Success Manager, Naomi, will be on hand, as always, for customers experiencing any issues.

Organizing and hosting events is daunting, especially when they're live. Through an intuitive workflow, extensive tutorials and guidelines and our hands-on support team, we give our customers the necessary confidence to host a top-notch online event.

For additional reassurance, customers have the choice of live streaming a pre recorded video, as though it was streaming live.

Engaging

The Virtual Events feature includes lives chat, opinion polls and Q&A functionalities to keep your audience engaged and the conversation flowing.



Watch JBL's 75th Anniversary Event with Virtual Events

news.jbl.com

That's all for now

Please don't hesitate to get in touch with any questions, or let us know if you have any feedback about Virtual Events. We've built it to make your life easier.

About pr.co

pr.co builds (corporate) websites and software for the world's fastest-growing companies, including Just Eat Takeaway, WeTransfer, Remote, Dolby, and Polaroid. pr.co takes the spin out of public relations by equipping organizations with the right software, knowledge and partners to communicate transparently and build relationships based on trust, as consumers increasingly expect companies to operate ethically.

With pr.co's websites, journalists, customers, investors and other stakeholders get an in-depth view of an organization's mission, values, actions and developments. The pr.co platform helps organizations publish news, manage their international PR strategy, manage their contacts, do outreach and stream events online. In addition to technical support, pr.co customers get invaluable content support through one-on-one consultations and master classes from PR experts.

pr.co has donated their services to dozens of NGOs, including the Dutch National Food Bank Organization, the Dutch Council for Refugees, and ReNature.

Best rated 'Online Newsroom Software' [on G2Crowd](#)

Contact details

Jeroen Bos
Chief Executive Officer
jeroen@pr.co

Padraig McKee
Director of Product
padraig@pr.co

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