A business program can be carried out in several ways:

1. At The company's stand.

In this case, the Company adds the player itself via the edit menu. This process is described in the instructions.

Pros - you can do everything for free and on your own.

Cons - Users will not be able to write to the chat. Only in the Manager's chat.

1. Through the "Business program" section of the site.

In this case, you need to agree with the Organizer and the event is added to the General business program.

Pros - a separate session in the General program-prestigious. Users can ask questions in the chat next to the player.

Cons - a lot of manual labor. Coordination, work of the engineer on the part of the Exhibitor, organization of the stream, organization of the output of questions for the Speaker to the Speaker himself. And this is a more expensive service for the Exhibitor, order a Webinar room/conference room needed.

1. Hybrid solution support.

Organizer (Expedat) by order of the Exhibitor will create a dedicated page with the player. Issues "keys" for conducting a stream or receives a code for embedding from the Exhibitor. And the Exhibitor is engaged in their own business program.

 Recommendations from the developers of «Parkzoo Digital» to materials for the business program: all speakers ' speeches should be recorded. There will be no "surprises" of the live broadcast and the recording can be broadcast at any convenient time.