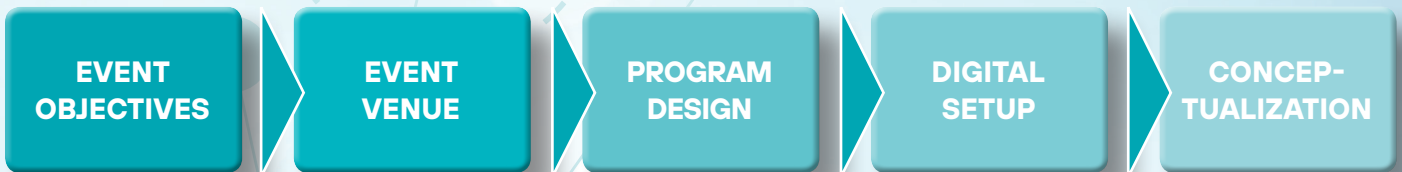# HYBRID MEETING TOOLS

## IMPORTANT ISSUES TO UNCOVER IN A "HYBRID DIALOGUE" WITH A CLIENT

**MAKE SURE TO BRAINSTORM WITH THE CLIENT AND ASK THE RIGHT QUESTIONS, SO THE BEST IDEAS AND SOLUTIONS ARE GENERATED, AND RELEVANT SUPPLIERS ARE INVOLVED**

**EVENT OBJECTIVES** → **EVENT VENUE** → **PROGRAM DESIGN** → **DIGITAL SETUP** → **CONCEP-TUALIZATION**

## CLEAR OBJECTIVES ARE THE STARTING POINT FOR A SUCCESSFUL EVENT!

**1**

**EVENT OBJECTIVES**

### BEGIN WITH THE 5 W'S

1. **Why:** E.g., education, networking, selling, research etc. What is the expected output of the event?
2. **Who** will be attending as participants, who will be joining the physical event and who is joining the event digitally, who will be the speakers and what is their output, who will exhibitors and sponsors?
3. **What** topics, communication and brand profile will be delivered, what will the network and relations be (physically and or digitally)?
4. **Where** will the event take place (e.g., traditional with digital add on, primarily broadcasted online with selected physical speakers and participants, one or several physical locations etc.)?
5. **When**: Timing (time of year, days and hours, considerations for timing of sessions etc.)?

   >> **Aligning the understanding and the overall scope of the event**

## ALWAYS ALIGN THE NEEDS AND REQUIREMENTS TO THE PHYSICAL SPACE!

**2**

**EVENT VENUE**

### UNCOVER AND ALIGN THE NEEDS AND REQUIREMENTS

1. The number of participants and delegates who are expected to join the venue physically.
2. The necessary rooms and their purpose:
   - Requirements to the plenary, breakout rooms, exhibition space, networking space, need for broadcasting studios.
3. The requirements to the physical space:
   - The requirements to square meters, the room height, the need of natural and artificial light conditions, look and feel, interior, style of the event e.g., theatre/auditoria/café, cabaret style, need for staffing.
4. The destination:
   - What is the role of the destination and the need of interaction plus assistance.
>> **Narrowing down the list of relevant venue locations**

## IT IS KEY TO GET AN INITIAL DRAFT OF THE PROGRAM DESIGN IN PLACE!

**3**

**PROGRAM DESIGN**

### THE DESIGN OF A PROGRAM

1. Define and plan a program based on the participants reason to participate, demography ad similar.
2. Consider the length of event sessions, event days and breaks to ensure it is well balanced (recommended 4-6 hours per day, maximum 60 minutes sessions and ideally 20 minutes)
3. Map the initial considerations on the content and interaction for both the physical and digital participants, so the right technology can be chosen to create the best possible experience for both audiences.
4. Consider the parallel interaction before, during and after the sessions digitally and physically to allow successful sessions, network opportunities, group gatherings and chat, engagement with exhibitors and sponsors.
5. Consider and take relevant actions to ensure the physical and virtual communities are aligned and interacting during the event.
>> **Aligning the program design allows a more optimal choice of technical olution and clarifying need for expertise**

## GET THE TECHNICAL PART OF THE EVENT RIGHT!

**4**

**DIGITAL SETUP**

### CONSIDERATIONS AND CHOICES OF TECHNOLOGY, DATA AND IT SECURITY

1. Map the internal competencies, expertise and resources available and define the external resources needed.
2. Map the technical requirements for the virtual event platform (ease of use, navigation, built-in tools as chat, live Q&A, online support etc.
3. Map the requirements and needs for technical production equipment and support. E.g., internet for production and for participants, video, sound, streaming, screens, lights etc.
>> **Mapping the technical requirements and the level of support required**

# GET THE SHOW ROLLING!

**5**

**CONCEP-TUALIZATION**

## CONCEPTUALIZE AND EXECUTE

**1.** Identify potential providers (venue, support & software, marketing & outreach, program content & flow etc.).

**2.** Structure the communication of the suppliers with the internal team (IT, Operations, suppliers, etc.).

**3.** Schedule pilot testing(-s) of technology and integrations.

**4.** Ensure health protocols and emergency procedures for maintaining health and sanitation standards and situations.

**>> Gather the relevant resources and outline the processes and dedicate wnership and responsibility**
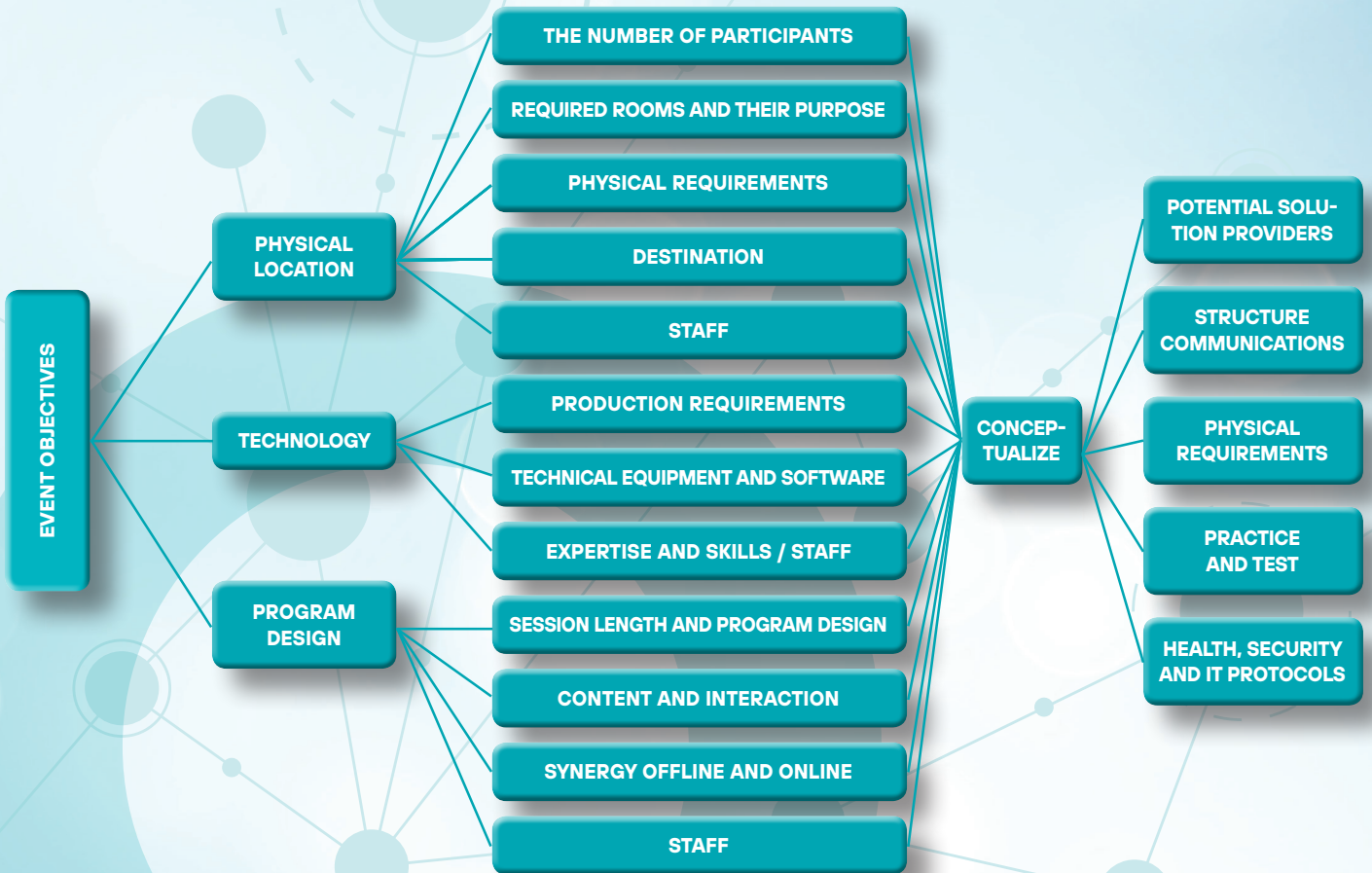
# HYBRID DECISION OVER-VIEW

## HYBRID EVENT DECISION TREE

**EVENT OBJECTIVES**

**PHYSICAL LOCATION**
- THE NUMBER OF PARTICIPANTS
- REQUIRED ROOMS AND THEIR PURPOSE
- PHYSICAL REQUIREMENTS
- DESTINATION
- STAFF

**TECHNOLOGY**
- PRODUCTION REQUIREMENTS
- TECHNICAL EQUIPMENT AND SOFTWARE
- EXPERTISE AND SKILLS / STAFF

**PROGRAM DESIGN**
- SESSION LENGTH AND PROGRAM DESIGN
- CONTENT AND INTERACTION
- SYNERGY OFFLINE AND ONLINE
- STAFF

**CONCEP-TUALIZE**
- POTENTIAL SOLU-TION PROVIDERS
- STRUCTURE COMMUNICATIONS
- PHYSICAL REQUIREMENTS
- PRACTICE AND TEST
- HEALTH, SECURITY AND IT PROTOCOLS

# A BRIEF CHECK LIST FOR HYBRID EVENTS



## GET THE EVENT OBJECTIVES IN PLACE

**1**

| Topic | Description | | Done |
|---|---|---|---|
| **Gather the basic information for the event** | 1. | Define event goals and objectives | |
| | 2. | Decide on the event type and format | |
| | 3. | Evaluate internal competencies and consider if external expertise is needed | |
| | 4. | Identify the target audience for physical and digital participation | |
| | 5. | Create event branding and style guidelines | |
| | 6. | Build your agenda considering both online and physical elements | |
| | 7. | Start considering speakers and potential exhibitors | |
| | 8. | Schedule event dates and time | |
| | 9. | Outline the event budget | |
| | 10. | Estimate revenue streams from attendance fees, exhibitors and sponsors | |

## GET THE TECHNICAL ASPECTS IN PLACE

**2**

| Topic | Description | | Done |
|---|---|---|---|
| **Consider technology, software and support** | 1. | Choose the hybrid event platform to create the best possible experience – draw on the expertise and experiences of others | |
| | 2. | Map the technical and manpower requirements for executing the hybrid platform<br>As examples ease of use, navigation, tools as streaming, chat, polling, live Q&A sessions, the need of support before and during the event etc. | |
| | 3. | Define the requirements and needs for technical production equipment and support before and during the event<br>As examples broad band internet for production and for participants , video, sound, streaming, screens, lights etc. | |
| | 4. | Evaluate the competencies, expertise and resources available internally and define the needed external resources | |

## GET THE RIGHT EVENT VENUE

**3**

| Topic | Description | | Done |
|---|---|---|---|
| **Focus on the ideal event location** | 1. | Outline the expected number of physical and virtual participants | |
| | 2. | Consider the physical requirements of the venue<br><br>As examples the plenary, breakout rooms, exhibition spaces, networking spaces, square meters, the height, the natural and artificial light conditions, the ambience and look and feel, interior, style of the event (theatre, auditoria, café, round table, cabaret). | |
| | 3. | Consider the technical requirements of the physical venue<br><br>As examples internet and bandwidth specifications, sound equipment, cameras, broadcasting studios, editing and streaming, compability with virtual meeting software and hardware. | |
| | 4. | Decide on the staff allocation and functions needed at the venue and check the venue experience in hosting hybrid events | |
| | 5. | Evaluate the need of interaction and assistance from the destination company | |

## GET THE PROGRAM DESIGN OUTLINED

**4**

| Topic | Description | | Done |
|---|---|---|---|
| **Design a program that embraces both the physical and online dimensions** | 1. | Define and plan a program based on the needs of the target audience | |
| | 2. | Consider the length and timing of sessions, networking time and breaks | |
| | 3. | Consider the content and the physical and the digital interaction possibilities | |
| | 4. | Consider parallel interactions before, during and after the sessions to allow successful sessions, network opportunities, engagement, evaluation etc. | |
| | 5. | Make relevant arrangements to ensure the physical and virtual audiences interacting seamlessly throughout the event | |

## CONCEPTUALIZE THE EVENT

**5**

| Topic | Description | | Done |
|---|---|---|---|
| **Conceptualize, plan and execute** | 1. | Identify potential solution providers<br><br>As examples venue location, technical support and software, marketing, communication and outreach, program content etc. | |
| | 2. | Coordinate communication with suppliers and the internal team<br><br>As examples IT, venue, operations, participants, registration, speakers, catering etc. | |
| | 3. | Schedule one or more pilots to test the technology and integrations and always have a tested plan B | |
| | 4. | Consider health recommendations including protocols and procedures | |

# EVALUATE AND LEARN

**6**

| Topic | Description | Done |
|---|---|---|
| **Keep improving through evaluation** | 1. Evaluate with the participants for their assessment of the event | |
| | 2. Evaluate with speakers and moderators for their assessment of the event | |
| | 3. Evaluate with exhibitors and sponsors for their assessment of the event | |
| | 4. Evaluate with the host organization for their assessment of the event | |
| | 5. Evaluate with the external suppliers for their assessment of the event | |