Hybrid+ Event Checklist

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Hybrid Event Checklist

The components of a hybrid event have evolved over the last decade. What began as broadcasting an in-person event to a passive audience has grown into a connected, intentionally designed event experience.

This hybrid event checklist has been created so that you can get more done, save time and brain power, and reach your hybrid event goals more quickly! Divided into six key drivers for a successful hybrid event, our goal is to provide resources for each stage across your event planning journey.

Environment

Safety

Does your venue enforce safety and cleanliness guidelines to mitigate public health risk? Obtain a copy of the guidelines.

Seating

How many in-person attendees and presenters will there be?

Will your in-person participants change seating or rooms during the event?

For social distancing, be cognizant of seating layout. Will participants need to face one another to collaborate? Or, will they face the same direction for the event duration? Is a tabletop needed? If spread out further from screen(s) or audio, is supplemental technology support needed?

Lighting

Is room lighting sufficient, or will you need enhanced lighting at your venue to make your meeting more impactful on camera?

Do remote presenters have sufficient lighting?

Noise Management

Test both onsite and virtual experiences before event day.

Range of Control

Will the number of remote participants be limited? If yes, you might choose a web conference if no, a webinar will accommodate more viewers.

Will you make content available to the group after your meeting? If so, how will that be facilitated?

Experience

Room Design

Ensure room is large enough to socially distance your participants.

How does the room look on camera? Can anything be added to enhance the design?

Camera Capture

Is a laptop or single camera all you need inside your meeting space? Check for other options (i.e., multiple cameras, or a 360° camera).

Test your camera solution before the meeting — make sure everyone is visible to avoid live adjustments on camera.

Recording Capture

Will you need to record your meeting and offer the content on-demand?

Video Displays & Feeds

Test the video feed while streaming on the room's network.

Will one monitor suffice? Consider having one monitor to display remote participants and one monitor that focuses on the presenter or presentation at all times.

Sound

Onsite, be sure a microphone option is available to ensure quality audio is delivered to remote participants.

Test the virtual experience and make sure the sound system in the room has sufficient sound capabilities with your venue's conference room audio options.

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Engagement

Room Design

Would you like to do polling or voting during the meeting? Have you found an event platform or desktop application to support this need?

Social/Networking

How would you like want participants to interact during and after your event? Do you require a chat platform or other space for attendees to network?

Are you looking to incentivize participation? Consider incorporating gamification and sharing results to unify the in-person and remote experiences.

Data Analytics

Will you require data to help demonstrate ROI or measure the success of your participant engagement? Consider identifying key data in advance so you can work with your provider to ensure the right information is collected.

Connectivity

Tech Support

Are you able to start and troubleshoot your own meeting? Your venue may have onsite tech support if you need it.

Remote User Connectivity

Offer recommendations to help participants optimize their experience. Your event partner should be able to help provide them to you.

Bandwidth

Assess total bandwidth requirements. (In-room attendee device bandwidth should be calculated separately from in-room presenter bandwidth).

The Encore Bandwidth Calculator can help you determine your venue internet needs.

Redundancy / Reliability

To prevent losing connection, include a backup solution such as additional equipment or internet service.

Level-set Expectations

Make sure your audience and presenters are clear on what to expect on the day of your hybrid meeting. Clarify: What methods of engagement are available to them? What will they see / hear from other participants? What will the other participants be able to see / hear from them, if anything?

Content

Content for Presenter(s)

Will you need assistance creating a presentation or combining multiple presentations into one cohesive deck or template?

Will you pre-record segments or have speakers present live?

In-Person & Virtual - Other Shared Content

Consider background music for your onsite and virtual participants. Depending on your event schedule, you may find it useful while people wait.

Production

Tech Support

Will you need in-room support or a digital event provider?

Will you need to broadcast and/or record a presentation?

Production Support

Do you require support to help manage the content delivery and technical support for your event? If so, consider hiring a Producer.

Who is calling your cues? Do you require a Show Caller?

Will you have multiple presenters? If so, be sure to book adequate presenter rehearsal time pre-event. In the case of virtual presenters, ensure you book an onboarding session with any virtual presenters in advance of their rehearsal, so they feel camera-ready.

Schedule time for a technical run-through prior to your presenter rehearsals to ensure a seamless experience. This should include previewing visual and audio content.