

Top 10 Tips to Make Your Hybrid Event a Success



With many people's calendars packed full of company video conference calls, webinars and virtual happy hours, we're all spending more time front of our screens. Now more than ever, it's vital that organizers invest in their hybrid events, up the production values and boost the experience for their participants. We've put together our 10 tips to help you elevate your next hybrid event and keep your virtual audience glued to the screen.

Tip 01 Make It Engaging

As any event organizer knows, it can be challenging enough to engage your participants at your in-person event. Utilize an interactive virtual event platform that includes advanced features enabling you to make your event as multi-faceted and engaging as an in-person equivalent. Our Chime Live app is a flexible solution that elevates the virtual meeting experience. It combines high quality video streaming with interactive features such as polling, word clouds and Q&A opportunities, all within the award-winning Chime attendee platform to deliver engaging, transformative and insightful meetings.

Tip 02 Make It Stand Out

If you want to make your online experience stand out from the crowd, upping your production value is vital. Encore Presentation Stages™ offer a premium level of quality and can be professionally equipped for your event. The environment is free of distractions and professionally equipped with branded LED backdrops, furnishings, stage lighting, microphones and broadcast quality cameras. Presentation Stages™ provide organizers with the freedom to get creative and tailor the environment to suit a huge variety of designs and events.

Tip 03

Make It Professional

Another excellent way to boost the production values of your next hybrid event is utilizing Remote Presenter Kits (RPKs). Not only do these kits remove many of the obstacles our presenters might face when remotely presenting at your event, they also optimize how they appear to your audience. Our RPKs can be customized to your specific objectives and consist of easy-to-use lighting and audio equipment such as ring lights and USB mics, capture devices such as HD cameras and even backgrounds to further boost your environment.

Tip 04

Make It Larger Than Life

Mixed Reality combines real-world experiences with people in virtual situations. This immersive technology is a great way to boost the imaginations of your virtual participants and bring an added dimension to what they are seeing and feeling. Presenters can interact with 3D objects that can appear in the space. You can even perform a parts explosion to show off specific product details. If you have tricky data to visualize in 2D then bring it to life with mixed reality graphics that presenters can interact with in real time. If you want to transport your presenter(s) to other worlds to showcase your product using MR technology.

Tip 05

Make It Memorable

Content is king when it comes to making sure that you get your message heard. In fact, with hybrid events your content is one of the single most important considerations that will make or break your success. Create goose bumps with an emotional opening video and set the tone for your theme and message right from the beginning. Keep your sessions short and supplement them with vibrant content and downloadable assets. Transform dull PowerPoint slides with dynamic content that sparks the interest of the audience and keeps virtual attendees from clicking away.

Tip 06

Make It Sociable

While we all know that in-person events are great for networking, you can still deliver excellent networking opportunities for those attending your hybrid event virtually. Utilize an interactive event platform, such as our Chime Live platform, to host breakouts and networking sessions. Or add Wonder, NetworkTables or Clubhouse to your hybrid event so that participants can connect with others based on common interests or shared event goals or get to know each other during interactive workshop activities to help them make those valuable connections.

Tip 07

Make It Branded

If you're looking to increase your brand awareness, events are powerful tools for creating those all-important touch points between participants and your brand. As with in-person events, brand visibility is a key part of your virtual experience. Immerse your participants in your brand by leveraging your brand colors, fonts and imagery. Encore loves producing event branding that's visually stunning and highly effective. From virtual backgrounds to bumpers and lower thirds to name just a few, we work closely with our clients to ensure their branding elements take center stage, no matter what virtual solution they choose.

Tip 08

Make It Seamless

A camera fails. The presenter can't unmute. The connection drops. In the world of virtual events, one technical failure can spell disaster for your success. While there is always a small risk with technology, it's vital to allow time for testing to minimize this as much as possible. Our technical teams deliver onboarding sessions for your speakers to test all their equipment ensuring everything is working as it should be. This includes sound, lighting, connections checks and speaker coaching, ensuring your audience receives the best possible experience.

Tip 09

Make It Different

To guarantee you're making your event different, engage the services of industry experts that live and breathe creative content. Whether it's designing some stand-out branded backdrops, bumping up the quality of your PowerPoint's slides or creating emotive videos, get support from a talented and trusted creative services team. Here at Encore, our award-winning creative content teams will develop assets that bring your message to life and captivate audiences, all with an understanding of your audience, event type, and strategic goals.

Tip 10

Make It Encore

The world of virtual events can still be a challenging concept for many so it's important that you get a trusted event production partner on board from the very beginning of your event planning. At Encore, we know that every hybrid event deserves the same care and attention to detail as in-person events. We take the time to understand your specific needs and help you choose the perfect solutions to meet your individual objectives. Whether it's a glamorous award ceremony, innovative product launch, large virtual conference or a small meeting, we focus on your needs and those of your participants. Get in touch to find out how we can help you make the best decision and elevate your next virtual event experience.

[Contact us](#) about your upcoming events. We'd love to help you out!