

6 Key Drivers of Hybrid Event Success

The importance of hybrid events

We all look forward to the days when in-person events are back at full capacity, but in the meantime, having an opportunity to attend virtually is the expectation. Hybrid events present many opportunities and challenges. The key is to balance the needs of in-person and online participants. If you're not sure how, Encore can help. We created this quick guide to help you plan a successful hybrid event of any size.



Let's partner together to help you create your successful hybrid event. We'll begin with your objectives and strategy. Then, create an event mission: what your audience should gain from participating. Next, let's think about the attendee journey to improve their experience. Plus, it helps to set measurable objectives and KPIs, understand your audience, and decide how to present your story.



DRIVER 1:

Environment

How do you plan an environment that creates a purposeful experience for all attendees, in-person and virtual? We can help you consider details like industry safety guidelines, seating, lighting, décor/background, noise management, and range of control. And let's not forget to consider how the audience experience changes based on the environment.

[Download Encore's MeetSAFE™ Guidelines](#) which define industry best practices for meeting safely in-person.

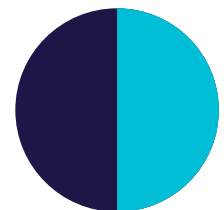


DRIVER 2:

Experience

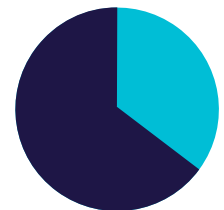
Whether attendees are remote or in-person, let's give them a positive experience they won't forget. Things to consider include room design, camera capture, recording capture, video displays and feeds, sound, and participant expectations. Plus, we'll think about how to motivate those online to stay engaged.

For a deeper dive, download our [Hybrid Event Checklist](#)



50%

of events in 2022 are projected to be virtual/hybrid¹



35%

of planners indicate effective engagement as a challenge¹

hybrid+





DRIVER 3:

Engagement

How do you keep people engaged no matter what platform you use? Here are some engagement ideas which can be incorporated into your next event: polling/voting/surveys, Q & As, collaboration tools, games, social/networking, moderators, and of course, swag.

Download our [Virtual & Hybrid Platforms eBrochure](#) to see our best-in-class solutions.



DRIVER 4:

Connectivity

For hybrid events, connectivity is everything. We can help you make sure your venue's bandwidth can support a clear, uninterrupted video stream from everywhere. Some key considerations include tech and network support on-site, remote user connectivity, bandwidth, scalability, redundancy/reliability, and managing attendees' tech expectations, to name a few.

Download our [Bandwidth Calculator](#) to help determine your internet needs for your next event.



DRIVER 5:

Content

Try to put yourself in your participant's shoes when creating a content journey that keeps them engaged. What are they looking for? What solves their issues? What inspires them? Other things we can help you brainstorm about: theme/branding, storytelling methods, sharing in-person video as content, uploading digital content, and testing content sharing specs for different screens.



DRIVER 6:

Production

Production has the power to set the tone for a professional and engaging experience. High-end production qualities can positively affect your brand. We can help you with traditional and remote production expertise, show flow, process/timeline, and more. The successful delivery of drivers 1-5 critically hinges on seamless production execution.

Download our recommended [Planning Process](#) for hybrid events



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You've got this. We can help.

Let's collaborate. We've created memorable event experiences for decades. We have the most experience in the industry, with more than 2,000 venue partners in 20 countries. And our technology solutions provide best-in-class virtual and hybrid event platforms. So, you're in good hands.

We are happy to work together with you on strategic consultation, project management, production expertise, and more. Let's make your next hybrid event exciting, engaging and something your participants will remember.

Let's create a memorable hybrid event together.
Call us at **866-351-1144**.