The Essential Guide to Hybrid Event Planning

10 Steps to An Engaging & Successful Hybrid Event

ADAM PIPERDY
The Essential Guide to Hybrid Event Planning:  
10 Steps to An Engaging & Successful Hybrid Event

Published by Unearthed Productions

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About the Author
Adam Piperdy is the Founder and Chief Experience Officer of Unearthed Productions, one of Singapore’s leading event management companies.

Before being known as the go-to authority in the event industry, he spent 7 years helming the number one evening show on Singapore radio. Together with his fellow radio DJ, he took home the Guinness World Record for the longest marathon radio music show by a duo in 2013.

He continues to apply the art of entertainment and audience engagement in his unique approach to event management today. Along with his team of equally talented individuals at Unearthed Productions, Adam is passionate about creating event experiences – whether they’re in person, hybrid or virtual – centred around human connections.
Introduction to Hybrid Event Planning
About This Book

The Essential Guide to Hybrid Event Planning: 10 Step to An Engaging & Successful Hybrid Event is the follow-up to Leading Thoughts for Hybrid & Virtual Events, which was downloaded over 1,000 times by MICE industry members in 2021.

Written for the event manager, the account manager, the marketer and the event technologist, to name a few, this book delves into how you can bring these thoughts to life in an engaging and successful way.

As you’d imagine, planning a hybrid event is a Herculean effort that involves just about every colleague and a sea of decisions competing for your attention.

By streamlining the process into a handful of easy-to-follow steps - from setting goals and KPIs to establishing the right budget to creating a compelling programme - I hope this book will be your invaluable companion in planning a memorable hybrid event experience.

But before I get started, let’s answer a few common questions about a hybrid event.
What Is a Hybrid Event?

You’ve probably heard “Hybrid events are the future!” more times than you’d dare to count. As authorities around the world lead the charge in reopening events to in-person attendees, this statement may prove to be true.

That’s because a hybrid event brings back the experience of an in-person event and merges it with the accessibility of a virtual event, so those who are not yet ready to attend an event in person can still participate.

But wait, a hybrid event is not simply a livestream or replay of an in-person event! Instead, a true hybrid event prioritises the needs of both the in-person and virtual audiences, delivering a thoughtful and cohesive programme that keeps everyone on the edge of their seats.
As humans, we’re ingrained in the desire to form social connections. So I was hardly surprised to hear from clients that they are eager to meet their audiences in person again. Beyond the obvious feel-good vibe, here are the other advantages of hosting a hybrid event.

**Increased Potential**

Prevailing travel and venue restrictions still limit in-person audience sizes. Fortunately, adding a virtual component to your event makes it easy for anyone from anywhere in the world to attend, whether they’re at home, at a cafe or even at the beach (as long as they have a stable Internet connection)! This not only greatly expands the reach of your event, but also gives you a chance to boost ticket sales and revenue.

**Reduced Costs**

Between securing a large-enough venue that’s able to fit hundreds, if not thousands of guests and catering food and drinks for everyone, hosting a fully in-person event is expensive. Immediately, holding a hybrid event allows you to trim your bill in these areas and invest in other aspects of your event such as speakers, merchandise for the in-person attendees and virtual engagement features for those tuning in online.
More Sponsorship Opportunities

Sponsors have different preferences. Some feel that an in-person event represents a larger stage for their brands while others are only prepared to commit to the generally more affordable getup of a virtual event. By offering both in-person and virtual components at your event, you’re able to pick from a larger pool of potential sponsors.

More Direct Connection With Your Audiences

With fully in-person events taking a back seat today, the playground for events has shifted away from huge but crowded spaces where you’d be hard-pressed to give everyone undivided attention. Instead, hybrid events are more likely to take place in smaller and more organised venues that promote closer interactions among the speakers and the audience.

These venues are also outfitted with state-of-the-art broadcast equipment that delivers the immediacy of the in-person event experience to the screen of every virtual audience member.
The Foundation of Hybrid Event Planning

Although a hybrid event is a relatively new format that has emerged from the reopening of the events industry, it shares the basic principles of any event. These steps will ensure that you start planning for your hybrid event on the right foot.
Before deciding to hold any type of event, it’s crucial to define its purpose. Doing so enables you to allocate the right budget, search for suitable sponsors and craft an effective marketing plan. Most importantly, a clear purpose allows you to more accurately measure the success of your hybrid event.

To inspire you, I’ve compiled a few hybrid event goals, the type of events that are typically planned to achieve those goals and the KPIs they entail:

<table>
<thead>
<tr>
<th>Hybrid Event Goals</th>
<th>Event Type</th>
<th>KPIs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognise the stellar achievements of your employees and boost their morale</td>
<td>Hybrid Awards Ceremony</td>
<td>How satisfied your employees are – both with your hybrid event and at work over a 3-month period after the event</td>
</tr>
<tr>
<td>Hybrid Event Goals</td>
<td>Event Type</td>
<td>KPIs</td>
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<td>--------------------------------------------------------</td>
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<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Promote exchange of industry knowledge</td>
<td>Hybrid Conference</td>
<td>Total number of speakers and panelists, total number of in-person attendees and livestream viewers</td>
</tr>
<tr>
<td>Raise awareness of a social cause among the public</td>
<td>Hybrid Community Event</td>
<td>Total number of people who tagged your hybrid event on social media and total number of in-person attendees and livestream viewers</td>
</tr>
<tr>
<td>Boost demand for a product and generate revenue</td>
<td>Hybrid Brand Engagement</td>
<td>Percentage growth in sales volume and revenue for the month after the event</td>
</tr>
<tr>
<td>Acquire more members for an app</td>
<td>Hybrid Product Launch</td>
<td>Number of new sign-ups at the hybrid event</td>
</tr>
</tbody>
</table>
In setting your KPIs, be sure to be as specific as possible. I recommend quantifying the results of your hybrid event and adding a time frame in which the results have to be achieved.

For example, there’s more weight in reporting a 25% increase in sales and 2x revenue in the month after the hybrid event compared to the month before than simply stating that you acquired more customers.

**Is Your Hybrid Event Really Responsible For the Results?**

Another factor to consider is whether the results can be fairly attributed to your hybrid event. A result such as the total number of in-person attendees and livestream viewers is straightforward. Likewise, you can easily demonstrate the impact of your hybrid event on the number of sign-ups on an app by implementing a unique download link.
But measuring your employees’ level of satisfaction at work or calculating revenue that’s a direct result of your hybrid event is more complicated as any number of factors such as evolving work environments and post-event promos can skew the results.

To mitigate this biasness, I encourage you to look beyond the obvious metrics. How many employees attended or watched your hybrid awards ceremony? Try integrating your hybrid brand engagement with quizzes and polls and review the level of participation generated by those segments.

Taking this expanded approach in setting your KPIs also opens up hidden opportunities to create a more effective hybrid event, from adding entertainment options to attract more employees to attend or watch your hybrid awards ceremony – to promoting a different range of merchandise during your hybrid brand engagement to drum up more excitement in your audience.
STEP 2  Assemble Your Team

Bringing your hybrid event to life will require a vast array of skill sets from different colleagues. The good news is that the expertise from running virtual events over the past year still applies.

Below are some common hybrid event roles and their responsibilities:

<table>
<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Manager</td>
<td>The event manager defines the purpose of the event and leads the design of the event programme while keeping in mind the budget. At the same time, he puts together the event team and ensures each team member is on track with his deliverables.</td>
</tr>
<tr>
<td>Creative Strategist</td>
<td>The creative strategist develops the theme of the event and identifies the key visuals that will help convey this vision.</td>
</tr>
<tr>
<td>Account Manager</td>
<td>The account manager sources for speakers, in addition to sponsorship opportunities. He also devises ways for these opportunities to be implemented successfully in the event.</td>
</tr>
<tr>
<td>Role</td>
<td>Responsibilities</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Marketer</td>
<td>The marketer is in charge of the publicity for the event. If the event is work related, this may entail sending out RSVP emails to every colleague. If the event is open to the public, then this usually involves creating a registration landing page and promoting the event on social media.</td>
</tr>
<tr>
<td>Public Relations Executive</td>
<td>The public relations executive works closely with the marketer to craft any communication pertaining to the event and is the main liaison with the media.</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>The graphic designer is responsible for all aspects of visual communication, including stage design, event collaterals, event merchandise, ads and website banners. He may also work with an animator to supply visual effects and motion graphics for the livestream.</td>
</tr>
<tr>
<td>Venue Manager</td>
<td>The venue manager prepares the venue for the event. This means ensuring that the different pieces of equipment such as the cameras and the lighting rigs are set up to specifications and that the presentation slides and other media can be displayed clearly on the video screens. To optimise the venue experience, he may also make recommendations on the set design and props. Last but not least, he makes sure health and safety measures are adhered to.</td>
</tr>
<tr>
<td>Role</td>
<td>Responsibilities</td>
</tr>
<tr>
<td>------------------------</td>
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</tr>
<tr>
<td>Lighting Designer</td>
<td>The lighting designer leverages stage lighting fixtures to set the scene for each segment and guide its mood.</td>
</tr>
<tr>
<td>Emcee</td>
<td>The emcee helps to create seamless transitions between different event segments and rallies both in-person and virtual audiences to participate.</td>
</tr>
<tr>
<td>Teleprompter Operator</td>
<td>The teleprompter operator makes sure the correct material, whether it’s a presentation slide or a script, is displayed on the teleprompter at any given point of time.</td>
</tr>
<tr>
<td>Showcaller</td>
<td>When the curtains pull back on the stage, it’s up to the showcaller to execute the different cues at the right time and keep the event moving like clockwork. If the event ends too early, the audience may feel shortchanged. If it overshoots its schedule, the audience may lose interest.</td>
</tr>
<tr>
<td>Stage Manager</td>
<td>The stage manager controls all movement on the stage. This includes setting up the furnishings and props for each segment, as well as creating floor markings to keep speakers in the camera frame.</td>
</tr>
<tr>
<td>Camera Director</td>
<td>The camera director decides the most suitable shots to stream out to the virtual audience.</td>
</tr>
<tr>
<td>Role</td>
<td>Responsibilities</td>
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<tr>
<td>---------------------</td>
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</tr>
<tr>
<td>Sound Engineer</td>
<td>The sound engineer is constantly aware of who’s speaking and adjusts the audio feed accordingly.</td>
</tr>
<tr>
<td>Livestream Specialist</td>
<td>The livestream specialist understands how each livestreaming platform works and encodes the event feed for a smooth livestream.</td>
</tr>
<tr>
<td>Floor Manager</td>
<td>The floor manager is key in ensuring a top-notch in-person audience experience. This means making sure that the seats are well organised and that food and drinks are served on cue.</td>
</tr>
<tr>
<td>Event Moderator</td>
<td>The event moderator keeps his eyes on the live chat before and during the event, troubleshooting any light technical issues the virtual audience may face and ensuring conversations between the speakers and the audience are smooth and free of spam.</td>
</tr>
</tbody>
</table>

Are your colleagues able to fill all the roles required to pull off a hybrid event? Depending on the scope of your hybrid event, you may have to call upon extra help.
STEP 3 Establish Your Budget

You may have a plan for the most showstopping hybrid event, but it can quickly derail if you don’t have the budget to pursue it.

Below are the costs commonly associated with a hybrid event:

- Venue rental
- Set design and props
- Broadcast-ready set-up, including AV console, cameras, lighting, microphones and livestreaming software
- Livestreaming platform
- Emcee
- Speakers
- Event merchandise and/or door gifts
- Food and beverage
- Marketing-related expenses such as ads

Estimate the maximum amount you’re willing to spend on each line item. A good rule of thumb is to allocate a budget surplus of 5-10% of your total to account for surprises.

Do check for packages too. For example, some venues arrive with a broadcast-ready set-up while other venues require you to source for the equipment separately. The former option not only enables you to save costs, but is also more convenient.
## CASE STUDY

### gamescom asia 2021

<table>
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<tr>
<th>Hybrid Event Goal</th>
<th>Event Type</th>
<th>KPIs</th>
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</thead>
<tbody>
<tr>
<td>Facilitate discussions on the latest video game trends and technology between thought and business leaders in the video game industry and gaming industry members around the world</td>
<td>Hybrid Conference</td>
<td>Total number of speakers and panelists and total number of in-person attendees and livestream viewers</td>
</tr>
</tbody>
</table>
The Challenge

As the region’s first hybrid convention for video games since the start of the pandemic, gamescom asia 2021 offered an invaluable glimpse into how a large-scale event could be held in the new normal.

Rightfully, it was ambitious. The four-day conference boasted a line-up of more than 80 regional and global speakers delivering – both in-person and virtually – over 40 panels, keynotes and technical dialogues to hundreds of audience members at the venue and thousands more online.

To accommodate the massive scope of gamescom asia 2021, our client needed not only a venue with the right infrastructure, but also one that’s backed by an experienced technical crew to help bring its vision to life.
What Unearthed Productions Did

gamescom asia 2021 was hosted at Hybrid Experience @ Suntec Singapore. With almost 6,000 sqm of floorspace anchored by a cinematic 8m-wide LED wall backdrop, our studio is perfectly designed for a statement-making hybrid event such as gamescom asia 2021.

To create an experience that was as seamless for the virtual audience as it was for the in-person attendees, we relied on the dedicated 800 Mbps network at the studio to livestream the conference smoothly. The broadcasting capabilities of the studio also enabled our livestream specialists to bring in remote speakers from around the region and beyond without a hitch.

RESULTS

80 (in-person and virtual) speakers and panelists

Over 61 countries and regions reached

Over 2,000 gaming industry members attended the conference in-person and virtually

3,900 views, both live and on-demand
Secure Your Sponsors

Sponsors can help defray the cost of running your hybrid event and even generate revenue. But their participation is far from guaranteed unless you’re able to first show your sponsors how they can benefit from your hybrid event.

When deciding whether to participate in your hybrid event, sponsors typically look at these two incentives: brand awareness and lead generation. Below, I explore some of the opportunities you can offer to sponsors to help them meet their objectives:

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<th>Brand Awareness</th>
<th>Lead Generation</th>
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<td>• Co-branding</td>
<td>• Splash page</td>
</tr>
<tr>
<td>• Logo placement on event landing page</td>
<td>• Banner ads on event landing page, event venue and/or livestreaming platform*</td>
</tr>
<tr>
<td>• Sponsored social media posts</td>
<td>• Video ads on event landing page, event venue and/or livestream</td>
</tr>
<tr>
<td>• Invitation to be a keynote speaker and/or panelist</td>
<td>• Booth at event venue and/or virtual event booth*</td>
</tr>
<tr>
<td>• Sponsorship of prizes</td>
<td>• Highlighted listing on event collaterals</td>
</tr>
<tr>
<td>• Sponsorship of event merchandise</td>
<td></td>
</tr>
<tr>
<td>• Sponsorship of F&amp;B</td>
<td></td>
</tr>
</tbody>
</table>

* Not available on all livestreaming platforms. Check if your livestreaming platform supports this feature.
Are your sponsors suitable?

Notice that sponsorship opportunities which drive brand awareness are intrinsic to your hybrid event. On the other hand, those that help to generate leads allow your sponsors to retain full control over branding and content. How does the latter affect the flow of your hybrid event and your audience?

If you risk unsettling the flow of your hybrid event and estranging your audience from your programme, then it may be wiser to decline the sponsor. Instead, focus on connecting with sponsors whose core values align with yours.

For example, Unearthed Productions co-produced Gaming Matters 2021, a hybrid conference aimed at members of the video game industry. It was co-branded with Twitch, a livestreaming service featuring primarily video game content. There are of course exceptions. After all, a F&B sponsor is judged by its food, not by its commitment to the video game community!

How much should you charge your sponsors?

While sponsors that deliver a service such as speaking at your hybrid event or supplying prizes aren’t likely to incur a charge, those that take up your ad spaces would have to pay. In pricing your ad spaces, consider these factors:

• Expected size of audience (both in-person and virtual)
• The demographics of your audience
• When the ad will appear
• Ad runtime (for video ads)
• Dimension / prominence of the ad
An emcee should definitely be at the top of your list if you’re looking to deliver a hybrid event experience that your audience won’t be in a hurry to forget. Besides helping to create seamless transitions between the different segments of your hybrid event, the right emcee is able to keep your audience engaged throughout the programme.

But what makes an emcee right for your hybrid event?

**Your Emcee Is Relatable**

With a huge role to play in connecting the audience with your hybrid event, it’s important for your emcee to buy into the topic at hand. An emcee who doesn’t share the same core values as you will not be a great match.

At the same time, you want to check that your emcee is comfortable with the topic. Most emcees will have prepared themselves by researching your topic beforehand, but don’t hesitate to get an insider or thought leader to co-host your hybrid event if your topic is technical or industry specific.

Here, your emcee supports your co-host in guiding the flow of your hybrid event and inspiring enthusiasm in the audience. Be sure to organise a pre-event meeting for your emcee to learn more about your audience and the cues your audience responds to. The meeting is also useful for helping your emcee to build chemistry with your co-host.
Your Emcee Is Versatile

Evidently, your audience responds to different types of cues at different types of hybrid events. For example, you’d be focused on delivering key information to your audience at a hybrid conference, so you’d expect the interactions between your emcee and the audience to be succinct. On the flip side of the coin, you’d aim to create a fun-filled atmosphere at a hybrid awards ceremony, so you’d expect your emcee to be energetic.

But the right emcee understands how to strike a balance between the two distinct emotions. What are the opportunities for your emcee to introduce a dose of light-heartedness during your hybrid conference? At a hybrid awards ceremony, what are the methods your emcee uses to redirect the attention of a distracted audience?

Your Emcee Is Able to Improvise

Regardless of how thoroughly your hybrid event is planned, it’s difficult to predict when technology may break down on you. One of the hallmarks of a good emcee is his ability to think on his feet and carry on with the programme without alerting your audience to what’s happening – even if the whole team may be scrambling to fix the problem behind the scenes!
Key Considerations of Hybrid Event Planning

Let’s recap what you’ve just learnt:

- How to set your event goals and KPIs
- The roles and responsibilities of each member of your event team
- How to budget for your hybrid event
- The different types of sponsorship opportunities
- Characteristics of a suitable emcee

Missed out on any of the topics above? Jump right into each topic by clicking on it. Try it out!

Now that you’ve gained a more in-depth understanding of the basic principles, it’s time to jump into the nuts and bolts of hybrid event planning. In the following pages, you’ll find a comprehensive checklist of steps to think about when creating your hybrid event experience.
Your programme is the most important aspect of your hybrid event. You could even argue that your programme is your hybrid event, especially for your virtual audience. Without the ambience of a venue or great food and drinks, your programme carries much of the weight of your event experience.

If you’re searching for a template for your programme, you won’t find it here because there’s no one-size-fits-all approach to designing a thoughtful and compelling programme. Instead, consider the following questions.

1. **How long will your hybrid event run for?**

I recommend keeping the duration of your hybrid event to 2 hours - or about as long as it takes for your audience to watch a movie. Work on getting the details of your programme down to the minute. Include every detail, regardless of how small it is, and you’ll have no problem keeping your hybrid event on schedule.

If you have more content than you can fit into 2 hours, chances are your hybrid event appeals to different niches even if it’s centred around the same topic. For example, you may plan for discussions surrounding retirement planning, mortgage, insurance and investment for a hybrid convention on personal finance.

Depending on the scope of your hybrid event, you may want to split your programme into multiple sessions or even multiple tracks. This allows you to more effectively engage different groups of audiences and craft a more personalised event experience.

In an in-person setting, you may simply segment your venue or even host different sessions in different venues. Just make sure the venues remain close to each other, so your audience can easily navigate to their desired session.
You can achieve the same concept in a virtual setting via breakout rooms. However, not all livestreaming platforms support this feature, while some offer only a basic version of this feature that may not meet your hybrid event needs.

Assuming that your livestreaming platform supports advanced creation tools, virtual audience members stand to benefit from an interactive ‘central hub’ that invites them to explore and select sessions, browse speaker profiles and take part in live Q&As and polls.

2. Should you go live or pre-record your content?

I’m an advocate of running live hybrid events. After all, every event is a shared experience between the speakers and the audience. Unless you’ve prepared your audience members for pre-recorded content, you risk losing their trust, along with the connectedness that comes from interacting with them and providing authentic reactions.
Going live also relieves the pressure on your speakers to deliver inch-perfect lines. In fact, mistakes can even generate friendly laughter and lighten the overall mood at your hybrid event.

However, there are still merits to pre-recording your content. It may be the only option if a speaker really can’t make it for your hybrid event or if you’re showcasing a performance that needs to take place at a specific place or time.

3. Where are your virtual audience and remote speakers joining your hybrid event from?

Not every livestreaming platform is accessible in every country. If you expect a large portion of your virtual audience to tune in from China, then you may want to avoid livestreaming to YouTube or pick an alternative livestreaming platform. Your choice may affect the hybrid event experience for certain members of your virtual audience.

Likewise, consider the region where your remote speakers will be calling in from. Do you prioritise the flow of your programme or rejig your line-up to accommodate the time zone each speaker is in?

4. What are the entertainment options?

Depending on the type of hybrid event, you may want to supplement your programme with performances from talents such as musicians, magicians and dancers. These segments can serve as fun intermissions and make your hybrid event feel more dynamic.
It seems like magic when a hybrid event runs smoothly. The reality is that it’s supported by a venue with the right infrastructure. But what makes up this infrastructure?

Below are the features of a venue you should look out for when deciding which one to book for your hybrid event:

• Flexible stage lighting set-up

• 2 or more cameras; at least one focused on the stage and another to capture a behind-the-scenes look of your hybrid event

• 2 or more teleprompters

• Audio and video mixers

• Hardware encoder that’s able to process data from multiple microphones and cameras for livestreaming

**Internet**

The Internet at your venue is arguably the most important feature. Without fast-enough Internet, you won’t be able to stream out your hybrid event smoothly.

Be sure to get the best estimate of the Internet speed at your venue by testing it on [https://www.speedtest.net/](https://www.speedtest.net/).
• Livestreaming software that supports multiple remote speakers and livestreaming to major platforms

• Private lounge for your emcee and your speakers

**Rehearsal Charge**

A rehearsal gives your showcaller the opportunity to work with your emcee and your speakers on pacing while ironing out any technical issue. However, some venues may charge a separate rehearsal fee. Enquire with your venue to find out the rates.

I say estimate because a venue’s Internet speed can vary wildly at different times throughout the day. To prevent this from happening, check that your venue provides a **secure, dedicated network** to livestream your hybrid event.

If you’re livestreaming at 1080p (Full HD) resolution, you’ll require 50 Mbps for a lag-free livestream.

Read more about [how your Internet speed can affect your livestream in this article](#).
The Purple Parade 2021

Hybrid Event Goals | Event Type | KPIs
---|---|---
Raise awareness for Persons with Disabilities (PwDs) among the public | Hybrid Community Event | Total number of in-person attendees and livestream viewers and total number of interactions

The Challenge

Taking place in and around Suntec City, The Purple Parade was an annual extravaganza boasting live performances led by PwDs and a fundraising carnival. It also featured a rally and a series of panel discussions aimed at raising the public’s awareness of PwDs.
But prevailing Covid-19 restrictions forced the event behind closed doors in 2020. Instead, a smaller-scale concert was livestreamed on Facebook and YouTube.

These restrictions were relaxed in 2021, allowing The Purple Parade 2021 to emerge as a hybrid event. In total, 150 people were invited to watch the concert in person. It was the first time a physical audience was present for The Purple Parade since the start of the pandemic.

Buoyed by this milestone, our client was determined to bring back the buzz of a live performance. At the same time, it wanted to deliver the same front-row concert experience to the virtual audience.

What Unearthed Productions Did

We started by designing a programme that featured a creative line-up of outdoor and indoor performances. To emulate the scale of a pre-pandemic The Purple Parade, we pre-recorded the outdoor performances against the backdrops of Suntec City's Sky Garden and the iconic Fountain of Wealth.
Back at the Hybrid Experience @ Suntec Singapore, where The Purple Parade 2021 was being held, a live orchestral showcase and a dance performance.headlined by PwDs took centre stage. These segments were filmed with a point-of-view shot to enable a more immersive concert experience for the virtual audience.

Exclusive to the physical audience, the hospitality zone housed exhibits that shed light on the stories of PwDs, a number of interactive displays and a photo booth.

Like other hybrid events, The Purple Parade wouldn’t have been possible without strictly observed and regulated Safe Management Measures (SMM). As a SG SafeEvent Organsier, we ensured that attendees could participate in the concert safely.

RESULTS

152 performers, including PwDs
150 in-person audience members
23,000 concert livestream viewers
Over 7,000 likes, comments and shares on the concert livestream
STEP 8

Choose Your Livestreaming Platform

With a huge stake in moulding the hybrid event experience for your virtual audience, a livestreaming platform offers real value when it’s able to not only help you drive virtual engagement but also capture the results of any audience touchpoint.

Combined with audience information gleaned during registration, this data gives you invaluable insight into how to craft your post-event communication and areas of improvement for future hybrid events.

But first things first, think about the hybrid event experience that you want to provide your virtual audience with.

Are you livestreaming a hybrid event that’s focused on performances with minimal need for input from your virtual audience? Then a free, basic platform such as Facebook, YouTube or Vimeo works and even enables you to reach out to hundreds of thousands of audience members around the world.

Are you targeting a more intimate hybrid event experience that gives your virtual audience the freedom to choose the content they would like to consume? Then a paid subscription to a solution such as GEVME or Mice Neurol will be more useful. These platforms even allow you to create elaborate sponsored virtual booths that help to generate revenue.
I’m shooting at the opposite ends of the spectrum here. Below, I’ve put together a checklist of the most popular features that clients have requested for:

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Popular Features</th>
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<tbody>
<tr>
<td>Hybrid Awards Ceremony / Employee Engagement</td>
<td>Live chat, live Q&amp;A, live polls, gamification</td>
</tr>
<tr>
<td>Hybrid Town Hall / Internal Meeting</td>
<td>Live chat, live Q&amp;A, live polls, breakout rooms</td>
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<tr>
<td>Hybrid AGM</td>
<td>Live chat, live voting, secure document viewing and signing</td>
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<tr>
<td>Hybrid Conference</td>
<td>Live chat, live Q&amp;A, live polls, breakout rooms with flexible limits on number of participants, interactive content blocks with support for speaker profiles and agendas, support for multiple tracks, lead generation, sponsor activation</td>
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<tr>
<td>Hybrid Webinar</td>
<td>Live chat, live Q&amp;A, live polls, breakout rooms</td>
</tr>
<tr>
<td>Hybrid Community Event</td>
<td>Live chat, live Q&amp;As, live polls, gamification, sponsor activation</td>
</tr>
<tr>
<td>Event Type</td>
<td>Popular Features</td>
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<tr>
<td>Hybrid Family Day</td>
<td>Live chat, live Q&amp;A, live polls, gamification</td>
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<tr>
<td>Hybrid Product Launch / Brand Engagement</td>
<td>Live chat, live Q&amp;A, live polls, gamification, lead generation, sponsor activation</td>
</tr>
<tr>
<td>Hybrid Exhibition / Trade Show</td>
<td>Live chat, live Q&amp;A, live polls, breakout rooms with flexible limits on number of participants, interactive content blocks with support for speaker profiles and agendas, support for multiple tracks, lead generation, 3D virtual venue, 3D virtual booths, sponsor activation</td>
</tr>
</tbody>
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If you’re running a particular type of hybrid event, check that your livestreaming platform supports the features above.
The Final Mile of Hybrid Event Planning

Again, let’s recap what you’ve just learnt:

• Key questions to ask before designing your programme
• Must-have features of your hybrid event venue
• How to choose the livestreaming platform for your needs

Missed out on any of the topics above? Jump right into each topic by clicking on it. Try it out!

After grasping the unique challenges of hybrid event planning, you’re nearly ready to launch your hybrid event! All you need to do now is tell your audience about the good news. Let’s discover how to do it in the following pages.
Every event lives and dies by its audience. Without an audience, it’d be impossible to measure its success! Fortunately, you’re on good ground when it comes to a hybrid event.

Earlier in the book, I told you that one of the advantages of a hybrid event is its broader reach, courtesy of its virtual component. While that’s true, those who sign up to attend your hybrid event virtually are less committed to actually turn up on the event day than those who sign up to attend it in person.

This means you need to be clear with your key messages and double down on them while embarking on a multi-channel marketing strategy to reach out to as many people as possible. This way, you’ll sufficiently account for the drop-out rate.

**Registration Landing Page**

As the face of your hybrid event, the registration landing page is responsible for communicating the salient points of your hybrid event, including but not limited to:

- Company and event branding
- Event slogan
- Headline describing what audiences can get out of your hybrid event
- Date and time of your hybrid event
- Speaker profiles
- Event agenda
- Ticket prices, if any
- Registration form
- Directions to event venue (for in-person audience)
- Guide to livestreaming the event (for virtual audience)
- FAQs
- Contact information
**EDM**

The EDM may have been superseded by social media in recent years, but don’t underestimate its effectiveness in generating sign-ups. The average EDM open rate is 25%, while the average clickthrough rate is 1.5%. This means 500 out of every 2,000 recipients will be aware of your hybrid event, while 30 of them will express some interest in attending.

Moreover, if you’ve been curating your email list, you can be sure that you already have the buy-in from your recipients and that they’re more likely to respond to your marketing efforts.

For work-related events, the EDM plays an even bigger role in conversion as it represents one of the most viable ways to reach out to colleagues.

Don’t forget that you can also use an EDM to confirm registrations and send reminders leading up to your hybrid event. I recommend reminding your leads **1 week before, 1 day before and 1 hour before** the start of your hybrid event. Each reminder EDM should re-emphasize the directions to the event venue or instructions on how to livestream your event.

**Social Media**

If you want to reach out to the widest pool of prospects possible, there’s no better way to promote your hybrid event than through social media channels such as Facebook, Instagram and LinkedIn. Here’s your chance to leverage the clout of your sponsors and your speakers: simply get them to share your hybrid event on their social media feeds to generate extra buzz.

For a more targeted reach, consider budgeting for social media ads. Facebook and Instagram categorise their users into a whole host of interest groups, while LinkedIn is useful for reaching out to specific groups of professionals from various industries.
What are the learning points of your hybrid event? What are the action steps for improving your next hybrid event? These are the questions that will inevitably be posed to you upon the conclusion of your hybrid event. To answer these questions, you’ll need to be deliberate in collecting three sets of data:

### Event Data

This involves basic information on your hybrid event itself

- Number of sign-ups
- Number of in-person audience members
- Number of virtual audience members
Profile Data

This involves the demographics and firmographics of each audience member

- Name
- Email
- Contact number(s)
- Job title
- Organisation name
- Number of employees in said organisation
- Industry

Engagement Data

This involves capturing your audience's response to your hybrid event, down to individual segments or sessions

- Number of participants in each session
- Duration of participation in each session
- Number of leads / consultations scheduled
- Feedback from audience members

Depending on the type of hybrid event, you may or may not require certain sets of data. For example, you won’t need to catalogue any profile data for a work-related event.

In addition, not every customer relationship management system or livestreaming platform allows you to capture every data. Be sure to evaluate the feature sets of your software solutions when planning for your hybrid event. If they prove inadequate, it may be time to upgrade or switch to an alternative.
Create Your Next Hybrid Event Experience with Unearthed Productions
Hybrid event planning is no small feat, even for the largest teams! From designing a compelling programme to looking for an emcee who understands your vision to securing a broadcast-friendly venue, there’s a lot to consider and plan for. But planning for your hybrid event should be easier, much easier.

**Your Dedicated Hybrid Event Partner**

At Unearthed Productions, we provide a 360° suite of hybrid event solutions that empowers you to seamlessly plan and execute your hybrid event from start to finish. When you partner with us, you get access to:

- Your very own team of Experience Managers
- Full AV crew
- Hybrid livestreaming specialists
- Dedicated venues with state-of-the-art broadcast equipment
- In-house creative studio
- Talent and speaker engagement
- Integrated marketing communications
- Audience engagement & analytics
Need more help?

The best hybrid event experience takes 6-8 weeks to plan. Book a call with our Experience Managers today to learn how we can help create your next hybrid event experience.