



webinar.net

# THE HYBRID EVENTS BLUEPRINT

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# 01

# *INTRODUCTION*

The shift began in earnest about 18 months into the global COVID 19 pandemic as the world began to reopen. People are once again boarding flights, reuniting with loved ones, attending concerts , as well as returning to the conference and trade-show circuit. Well, maybe not that last one. But there is no doubt that many events that went virtual ([75% of organizers took the plunge](#)) during the Covid-19 pandemic will be in-person again by late 2021 or early 2022.

And yet, there is still a healthy amount of trepidation.

Chalk it up to the lasting impact of the Covid-19 pandemic. The events industry underwent a seismic change in 2020, shifting to the digital realm en masse. And even with vaccinations and the reopening of retail businesses, there remains a lot of uncertainty about returning to full-blown in-person events. With so many of us continuing to work remotely and new variants of the virus lingering, hybrid events are smoothing out the transition.

## **The slow rise of virtual events**

Here at webinar.net, our only barometer for sweeping changes was to revisit late 2009, as the world emerged from a series of housing market crises and a global economic downturn. At that time, TSN was a young company, in its first full year of business, reaping the benefits of reduced travel budgets during the financial crisis.

This was the birth of the virtual conference. It was also when we first started to see virtual tradeshows. Many in our industry believed – wrongly, as it turned out – that this marked a turning point in the way companies conducted business.

Although the technology had come a long way and the acceptance of virtual events was on the rise, the pivot to virtual faced insurmountable challenges, including cumbersome user experiences and limited access to broadband. Perhaps the most crucial factor was that most business continued to occur via handshakes and face-to-face interactions. In the end, as soon as people had the budget to travel again, events went back to in-person, and almost overnight, virtual event adoption dropped dramatically.

## **Global crisis shifts attendee expectations**

But over the next 12 years, a series of factors would come together year-over-year, pushing virtual events to the forefront, before culminating in a global pandemic and historic economic slowdown.

This time around things are different.

Today, the technology and user experience are far superior to what we had in 2009. Companies today are much better positioned to make connections digitally and convert virtual attendees to customers. Most critically, audiences themselves have changed forever.

For some attendees, the prospect of getting on a plane for Las Vegas or San Francisco to attend or speak at an event is a welcomed reprieve. Getting away from home and seeing colleagues they seldom see beyond their computer screen is one of the perks of the job.

However, there is another, arguably larger segment of attendees that sees travel to events, as an unwelcomed hassle. It's a job perk for which the novelty wore off eons ago. These same people have learned that with technological advancements and the mainstream adoption of virtual meetings and events, we can accomplish almost anything professionally, including attending the biggest industry conferences from our home office. We can even keynote a conference at 4pm and be home for the family barbeque later that evening.

Our balance and priorities have swung and the prospect of re-joining the trade-show circuit is no longer something many relish.

## Keeping up with the Joneses

The business world has shifted. Gone are the old, rigid workplace dynamics and traditional means of putting on events, replaced by a fluid system that empowers workforces and audiences.

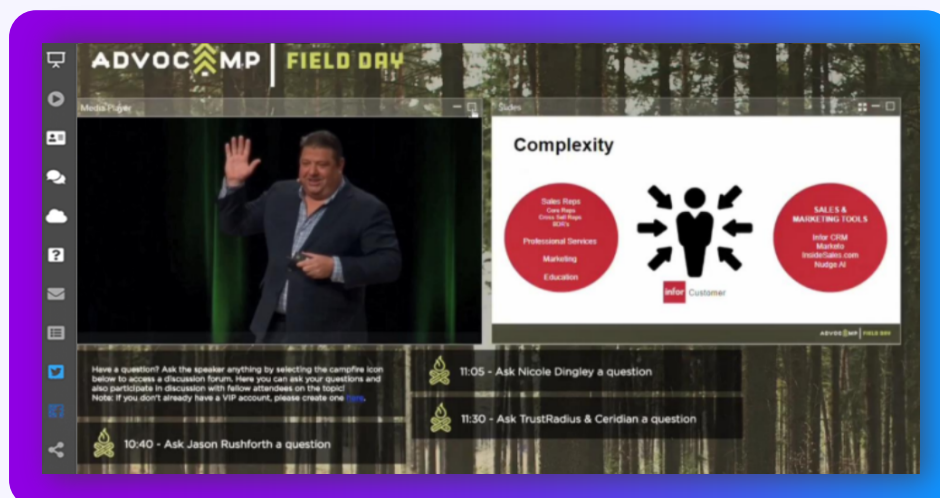
A [2021 McKinsey survey](#) suggests that 90 per cent of organizations will adopt some combination of remote and on-site work. Event organizers and leadership teams pivoted too and are learning the ins and outs of running great virtual conferences and leveraging advanced virtual event platforms.

But there are more changes on the horizon, especially in the live event industry. Faced with new realities – a renewed emphasis on health and safety, uncertainty over travel restrictions as well as rapid acceleration towards a digital future – perceptive organizations are increasingly turning to the hybrid event model.

Hybrid events offer an attractive middle ground to reaching your goals and objectives, in this so-called "new normal." The problem is that hosting one of these can be infinitely more complex than just meeting in-person or virtually. Without a solid grasp of the differences, there are so many little things that can unravel your efforts and prevent you from fully succeeding.

While the prospect may seem daunting initially, given the right tools and considerations, it is a lot easier than you might think.

This comprehensive guide will break down everything your business needs to know about hybrid events, from laying out the core elements to ensuring flawless execution! Follow this 'blueprint' and you'll be well on your way to making a seamless transition from virtual to hybrid events.



# 02 WHAT IS A HYBRID EVENT?



When you're crafting your hybrid experiences, it's important to understand that you cannot treat it exactly like a virtual or physical event. A successful hybrid event stands alone.

In-person events, as the name implies, are a live gathering where content and interactions are handled in person. Conversely, during virtual events, individuals experience the event and its content online. As an added bonus, businesses have an enhanced ability to collect and track a rich set of data points.

A hybrid event contains both a physical as well as a virtual component, expanding the reach of in-person events to include those who cannot enjoy the onsite experience. It combines the best of virtual and physical sessions to deliver a unique attendee experience with its own set of engagement tools (i.e., live polling).

The problem is that it can be tricky to prepare and coordinate, as you need to make the experience engaging and rewarding for a larger audience. After more than a year of being the sole focal point, virtual attendees do not take kindly to being neglected in favour of your physical audience.

The best and most successful hybrid events cater to all their audiences – live and virtual attendees – while being mindful of potential issues like venue(s) capacity, registrations, check-ins and different time zones. It is absolutely essential that you deliver the same experience for everyone.

# 03 HYBRID EVENTS IN THE PRE-PANDEMIC WORLD

In a pre-pandemic world, there were a number of reasons why people opted not to physically join live events:

- 01** They could not get approval for the travel costs to visit the event.
- 02** They did not believe that there was enough value to attend the event in-person.
- 03** They had a personal or professional engagement that took precedence.

The studies done on hybrid events over the years all indicate the same thing – the vast majority of virtual attendees had no intention of attending the live event. Only one to two per cent of those who attend virtually even considered attending in-person before they learned about the virtual event, and less than 10 per cent of virtual audiences said they'd consider physically attending in the absence of a virtual offering.

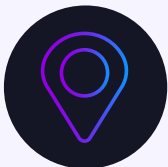
These numbers make sense when you consider who normally attends the virtual component of a hybrid event:

- 01** Attendees who live cross-country or in other regions of the world, making travel to an event a challenge.
- 02** Attendees who are in positions that do not usually allow for business travel.
- 03** Attendees who have only recently been introduced to your brand and are not yet sure what to expect from the event.

Event organizers who did not embrace the hybrid event in the pre-pandemic era looked at these virtual attendees as a “secondary” audience and believed they were better served through other means such as smaller regional events or, coincidentally, virtual engagements such as webinars.

## Top reasons why event attendees choose virtual events over live

### Pre-pandemic



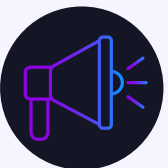
- 01** Not approval for travel



- 02** Not enough value



- 03** Prior engagement



- 04** New to brand

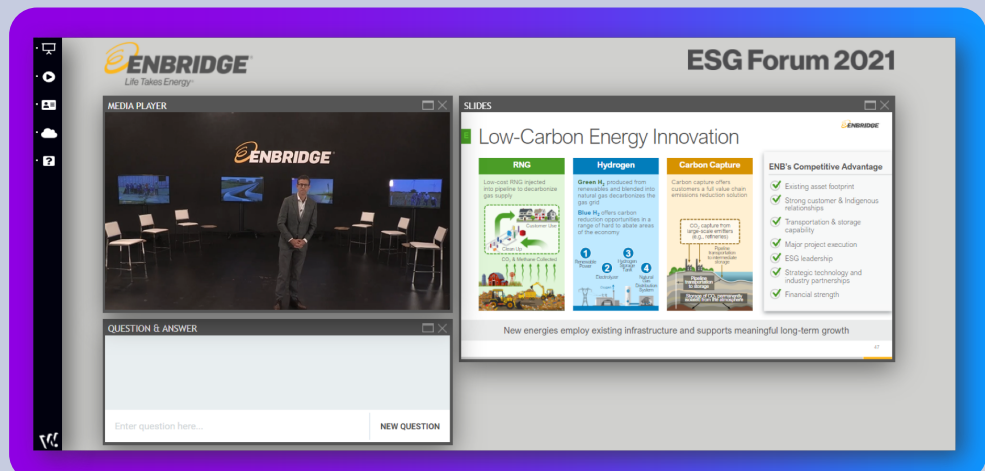
# New normal



01 Lingering Covid-19 concerns



02 Prefer consuming job-related event content online





# 04 HYBRID EVENTS IN THE POST-PANDEMIC WORLD

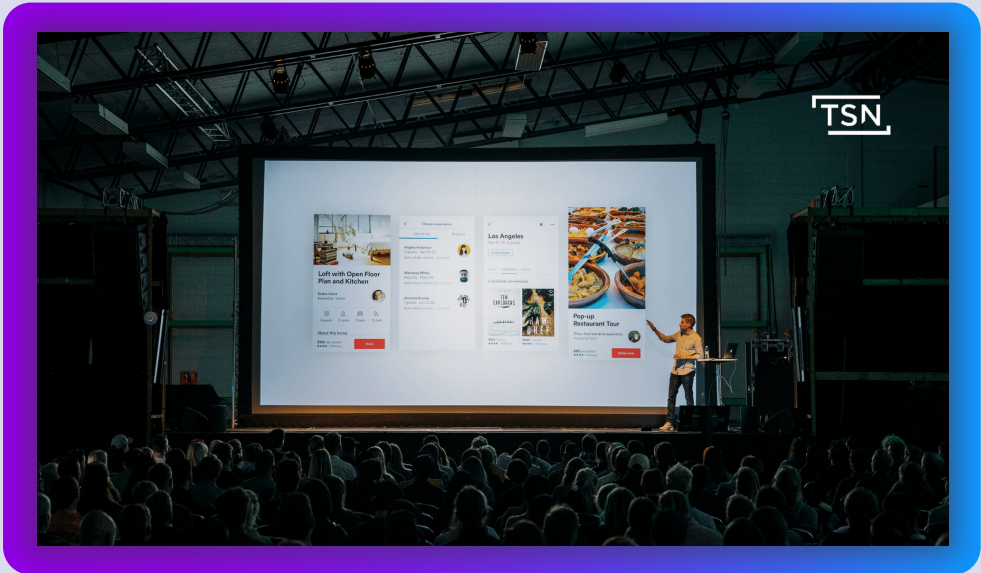
The biggest difference with post-pandemic hybrid events is we have two new groups attending the virtual segment of event sessions:

- 01 Attendees who do not want to attend an in-person event due to lingering Covid-19 concerns.
- 02 Attendees who have experienced virtual and prefer consuming their job-related event content online.

When it comes to hosting a successful event, the issue facing every business is the lack of a benchmark to account for the size of these new attendee groups. For the first time, the virtual-first segment does not primarily consist of those who “can’t” attend but those who “don’t want to” attend. Most critically, they no longer represent a “secondary” audience, but are a part of your core, target audience.

Clearly, businesses and event planners alike have their hands full addressing this issue, on top of meeting the specific expectations of their online audience (i.e., sorting out security features, event registration or developing content on demand). No doubt, the approach they choose will shape the direction of hybrid events and the events industry as a whole for the foreseeable future.





# 05

## *TYPES OF HYBRID EVENTS*

The hybrid event format is suitable for many different types of meetings and programs, whether it's trade shows and conferences or product launches and team meetings. However, there are also many different hybrid structures that fit different needs and demands.



### **TRADITIONAL HYBRID aka “The Big Company Play”**

- In-person event with full virtual component
- Digital includes:
  - Exclusive content
  - Virtual interaction
  - Time shifting & content localization
  - On-demand access for all
- Connects physical & virtual audiences



## **REVERSE HYBRID aka “Looks Like A Traditional Hybrid Event But It’s Not”**

- At a single location
  - Speakers & key attendees are the only in-person participants
- Virtual is the primary focus
  - More virtual content
  - Sponsors are virtual
  - Virtual audience has a voice



## **THE MULTI-VENUE APPROACH**

- Satellite venues
- Digital component for regions not represented
- Primary broadcast location



## **THE NON-HYBRID/HYBRID EVENT**

- “Command performance” of event virtually
  - Rebroadcast content live at a new date and time for digital audience
    - More virtual content
    - Sponsors are virtual

## OPTION 1: Traditional hybrid “The big company play”

Based upon what we are hearing from our customers and what we are reading online, there’s every indication that larger companies will take their major events towards hybrid. This will mean a full fledged in-person event that scales up or down based on ticket sales, with a full virtual component to capture groups unable or unwilling to physically attend.

These companies have the budget and the reach to invest equally in both formats and will allow the attendees to decide how they want to participate in the hybrid event.

The only difference for most of them – based on the virtual event lessons learned during the pandemic – will be ensuring that the right amount of attention is put on the virtual attendees. They won’t want the participants at home to feel as though they are simply watching something happen that was created for an in-person audience and broadcast online.

This means that the digital aspect of hybrid events will include items that were regularly ignored during pre-pandemic:

- 01 **Exclusive content** for the virtual attendees, including virtual-only Q&A sessions with speakers and virtual-only networking events.
- 02 **Ability for the virtual audience to interact** with speakers, sponsors and other participants.
- 03 **Time shifting and localizing of content** for international audiences.
- 04 **On-demand access for all audience members.** Virtual and in-person alike will have the opportunity to review content they enjoyed at the conference or those sessions they missed during the live broadcast.

- 05**     **Connecting physical and virtual audiences** will be top of mind. Through the advancements in technology made during the pandemic, it is realistic to expect as a virtual attendee that you can connect and interact with in-person attendees, not just your digital counterparts.

## **OPTION 2: Reverse hybrid “Looks like a traditional hybrid event but it’s not”**

The reverse hybrid event is a safer bet than the traditional hybrid event and is likely how many businesses plan to ease back into physical events. In this model, a location is selected for the event – commonly the headquarters of the company or a location where most attendees are located – while the physical event consists primarily of the speakers and other key attendees.

Essentially, it has all the trappings of a physical event, with a stage, live audience and social events, but everything is scaled back from what was done pre-pandemic. On the flip side the virtual event and the virtual attendees are the primary audience, with the agenda/content mainly targeted at them. What you’ll see with these types of hybrid events includes the following:

**01**     **More virtual sessions/content**

In-person attendees might enjoy one day or one track of content, while digital audiences receive the full conference agenda live.

**02**     **Sponsors are virtual**

Since the virtual audience is larger than the physical audience, sponsors will be staffing both physical and virtual booths or potentially just the latter. On the other hand, employees from the sponsoring companies will attend the physical event, if possible, with attendee passes.

### 03 The virtual audience has a voice

Remote audience members can submit questions and interact with event speakers, while networking with other virtual attendees. In this model, the physical audience understands that like the Academy Awards or the GRAMMYS, they may be in the front row, but the event is really being produced for audiences watching in a virtual setting. So, they will understand when certain things are done to bring that audience to the forefront that would not normally be done for a traditional face-to-face, live setting.

## OPTION 3: The multi-venue approach

A common pre-pandemic practice among pharmaceutical companies for brand launches, the multi-venue approach provides the best of both worlds. This model sees multiple venues participating in the event, with a digital component to cover off regions not represented with a venue or attendees in a post-pandemic world unprepared to congregate with others for an onsite experience.

There is commonly a primary broadcast location where most, if not all, event speakers are located as well as satellite locations that stream the program and allow an audience to experience the content with others.

In one brand launch we were a part of several years ago, we saw audience members from the five satellite locations comparing the wine on the table and the menu over the internal event chat. However, the technology to connect attendees was not available for a company wanting to keep the dialogue private and off traditional social media channels. That has all changed, so this option is now much more viable.

Another challenging aspect of that event was having experts from each satellite location participate as speakers and lead discussions of key topics of interest. But yet again, with recent advancements in technology, this process has become infinitely easier to address.

The key aspects to making this approach work is like single location events, but requires a three-pronged approach to audience engagement:



- 01 **Satellite attendees should be able to interact** with speakers in the broadcast location as well as attendees in other locations.
- 02 **Bringing in speakers from satellite locations** is easier than it has ever been and will also ensure that the experts/speakers in each location are given the same weight as those in the primary broadcast location.
- 03 **Networking may work best if it is segregated** in this approach. Since you've gone to such lengths to set up these satellite locations, it will only make sense to dedicate a portion of your event agenda for regional networking as well as digital-only networking events.

## OPTION 4: The non-hybrid/hybrid event

There was a long-standing practice of recording event content and posting it on-demand for those unable to attend in-person. Personally, we don't believe this will cut it with today's audience but that doesn't mean that recording an event or a conference is a waste of your time and money.

In the pre-pandemic world, we had success with event organizers who were afraid of producing a hybrid event, lest it impact their in-person audience numbers and the 'perceived' success of their session. They had the foresight to record the event, but were under pressure to produce results, so we recommended a command performance of the event virtually.

The command performance is different from simply posting the videos on-demand. It takes the content from the conference and re-broadcasts it live at a new date and time for a digital audience. It's marketed to everyone who chose not to attend in-person and makes use of now common virtual production practices:

- 01 **Simulated live sessions with live Q&A** is offered to give virtual attendees the opportunity to ask questions of the speaker and interact with subject matter experts.

- 02** **Content is re-packaged for virtual.** Some content may play better in bite-sized portions or combined with other speakers and so, the break between the live day and “command performance” allows for the repackaging of content.
- 03** **New content is often added.** There is this assumption that the original programming was not engaging enough to motivate a portion of the target audience members to attend. As a result, additional content assets such as recorded videos and webinars or exclusive “Ask me Anything” sessions with certain speakers are added to the agenda in hopes of drawing in a wider audience.





# 06 **BENEFITS OF GOING HYBRID**

Once you go hybrid, you may never want to go back. Why? Because hybrid events take all the inherent advantages of physical and virtual events and roll it up into one comprehensive package. Done correctly, at the very least, you'll see greater attendance and higher engagement levels.

Here are a few more benefits:

## **Expanded reach**

People love the freedom of choice (or at least the illusion of one). With a hybrid event, you're giving your audience that flexibility. Whether they attend in-person or join virtually, you'll be able to access more people than you could otherwise.

Those who may not have had the time or resources to attend before (i.e., travel restrictions around the world, venue capacity or any other additional costs), can tune in at their leisure. According to recent data, as many as [98 per cent of attendees at a hybrid event](#) were not planning on attending live.

Once the show is over, you can aggregate your event content for on-demand, giving even more people access your material at any time. This will pay dividends for your business, as you'll continue to rake in impressions and influence the decision-making of potential buyers far into the future.

## Increased engagement

Unlike a strictly live or virtual event, a successful hybrid event provides your audience with some unique engagement opportunities. You'll be providing a dynamic space where both your live and online participants can learn, interact, and ask questions – if you do the necessary planning, you can have live attendees network with their digital counterparts and vice versa.

## Better data collection

Hybrid events allow businesses to collect valuable data points and insights on their participants, which they can in turn use to improve their future showcases. By having your engagement tools and content easily accessible on a PC or smartphone device, you can chronicle, store and analyze pretty much every interaction. This includes participation numbers, how attendees engaged, their interests and even when they decide to drop out of your session.

## Better sponsorship opportunities

With increased reach comes more potential interest from sponsors. As we continue to move towards more digitalization, sponsors are continually shifting their budgets towards digital areas with an emphasis on data – it would be wise for your business to follow suit and embrace this growth in technology. Putting on a hybrid event allows your sponsors, virtual or physical, to easily see where their money is going and to measure the exact impact of their efforts.



# 07 **GOLDEN RULES FOR WELL-EXECUTED HYBRID EVENTS**

Now that you know why you should consider a hybrid event, here are some guidelines that your business should follow to ensure that your session is a success:

## **01 Upgrade your hybrid event platform.**

Imagine this scenario: You're a high-functioning member of your team who makes sound decisions and knows exactly you need. Your strategy and marketing stack are on point, and you have a solid webinar program, but you're keenly aware of the obstacles facing your transition to hybrid events. The only thing missing here is the right tools to put everything together.

That is where a good hybrid event platform can make all the difference. During the pandemic, videoconferencing technology grew exponentially, as organizations competed against one another to provide better and better features. As a result, there are plenty of platforms out there to help you run your hybrid event effectively.

Don't have one? Our [Engage Webinars platform](#) is one of the best all-in-one solutions on the market. Our platform can help you create the most authentic and immersive hybrid events possible. With meetings optimized for face-to-face communication between in-person and virtual attendees and shared access to messaging, commenting, posting and polling, you'll never miss a beat. [Speak to one of our experts](#) today to learn more.

## **02    Use video to immerse not just to observe.**

What do remote participants need to be fully engaged? The last thing you want to do with your hybrid event is shortchange them on engagement. But that's the risk you run if you treat them as mere observers rather than real, tangible members of the experience.

Instead of just speaking to this subsection, immerse them. During your hybrid events, let your virtual attendees see everyone in the room, presentations, the physical documents given out, whiteboard or flipchart content created during the meeting and so forth.

But don't stop there. Create a sense of fellowship or camaraderie with everyone. Incorporate close-ups on speakers, use cameras that show the room of attendees as well as the material used. When applicable, offer fun prizes and encourage both audiences reach out to each other.

While you want to create two unique experiences, there still needs to be one unifying experience. You don't want either side to come away feeling like they missed anything important.

## **03    Iron out the technology bugs.**

Just like with a virtual event, event organizers need to prepare for a hybrid event ahead of time. Doubly so here because there are even more potential points of failure.

Before the event, test the audio and visual capabilities for in-room and virtual attendees. It's a good idea to schedule a brief dry run so that remote participants understand what they are getting into and how to use the software features on offer.

In particular, make sure your audio game is up to par and don't leave it to the last-minute. All your participants need to be able to hear. For the benefit of your remote attendees, make sure the room(s) has plenty of high-quality mics. If you're in a temporary meeting space, try having your in-person attendees pass around a handheld mic before speaking.

#### **04 All for one, but not one for all.**

Plan for two different experiences but make sure each attendee, virtual or in-person, gets the same event content. A good rule of thumb for hybrid events is to design them with remote participants in mind – consider their engagement needs, maximize their interaction with in-room attendees, and utilize online whiteboards and phone-based surveys. Apply some of the lessons that you learned from running virtual events to your hybrid event strategy.

#### **05 Ensure equal contributions from all attendees.**

When it comes to hybrid events, it is far too easy for the in-person crowd to dominate conversations. This is less than ideal as it turns virtual attendees into passive observers rather than engaged participants.

To avoid this fate, you can designate a moderator or single point-of-contact who can track and facilitate a balanced conversation during hybrid events. Their primary role would be to ensure remote attendees are heard and given equal footing. They can also serve as a physical representative, pointing out any issues highlighted in a private line of chat, such as a blocked camera view or muffled responses from in-person attendees.

## 06 Don't sleep on the power of on-demand.

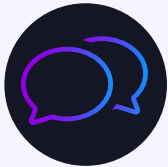
One of the luxuries of a hybrid event is that it contains a virtual component and as such, everything can be recorded and uploaded online. This is particularly useful if there are multiple sessions going on simultaneously at your event, as participants don't have to pick and choose which part they attend.

If you're focusing in on your ROI but don't want to limit the number of attendees, you could use a freemium model for your hybrid event. This involves creating different tiers, where basic content is free, but premium is paid, providing exclusive material.

## Keys to a great hybrid event



**01** Great Hybrid Event Platform



**02** Strong Engagement



**03** Appropriate Venue



**04** Contingency Plan

## Applying the lessons learned producing virtual to hybrid events

For those of us with years in the virtual events business, the pandemic re-enforced what we already knew (for the most part). Remember the first time you watched a COVID-19 relief concert or awards show from home on YouTube? We were all in it together and although it did not capture the energy of being at a live concert, it did put everyone on a level playing field.

That virtual event content was produced with one audience in mind, those at home watching on their TV or computer screen – and you could tell. The lead singer was not projecting his or her voice on a stage at throngs of in-person fans.

Instead, the singer looked straight into the camera and spoke directly to us. To make it even more impactful, the event took place from a living room, implying that these uber-rich and famous musicians were at that moment in the same predicament as we were.

The allure of the at-home concert faded almost as quickly as the allure of the at-home, post-event “cocktail hour” within our corporate virtual events, but it did create an important dynamic that is at the heart of your hybrid plans.

If you are going to include a virtual component to your in-person event, then you cannot make your remote attendees an afterthought. This means that your event production will need to make the “at-home” audience members feel more like they are part of the experience than you did pre-pandemic. Providing compelling virtual experiences will be absolutely essential.

Remember, not everyone is going back to business as usual. There will be virtual-only events going on for years, many possibly produced by your competitors. Like you, they have learned quite a lot from these early virtual events and will be tailoring their content accordingly. This means that those who are planning hybrid events need to consider how they will compete for that audience.

# 08 HYBRID EVENT MARKETING

A successful hybrid event needs an audience – market it properly and they will come.

You'll be using many of the same channels that you use to promote a virtual or live event. Putting together an event website that provides all the program information and emailing prospective attendees is a good start.

The difference with hybrid is that you're speaking to not one but two different subsets of prospective attendees at once. You don't want to neglect either of them.

Here are four other things that you should consider when promoting your hybrid event:

## 01 Understand your goals

To achieve success, you want to have a plan. Lay out what you want to achieve with your physical event and how the virtual component can build on it. Everything should tie back to your goal, whether it's promoting a product, adding to the sales pipeline and so forth. This will allow you to tailor a clear message to your prospective attendees.



## 02 Use all your marketing channels

Since you're trying to attract a live and digital audience, you need to use all your marketing channels. From email marketing to social media, play to the strengths of each. Some are more effective at attracting a live audience, while others, like social media, will cater more to virtual attendees.

## 03 Leverage your sponsors

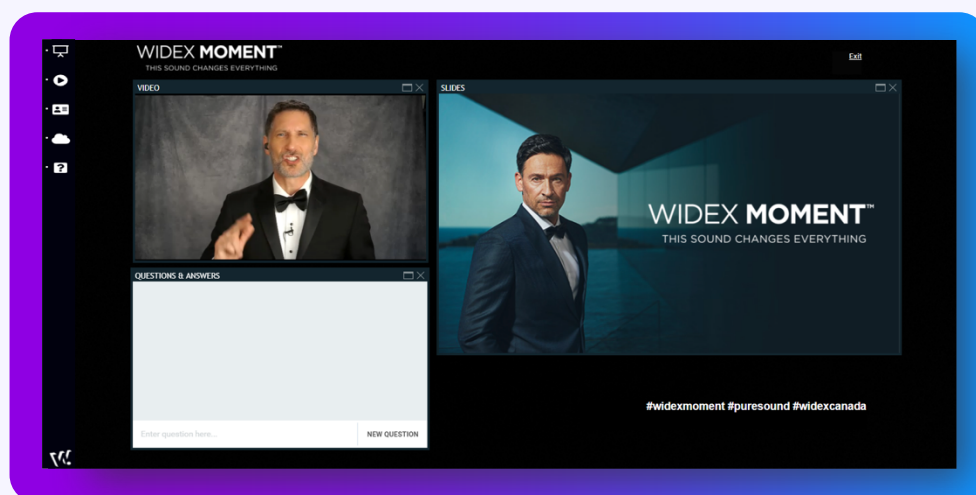
Sponsors aren't just there to cover your expenses. Depending on their alignment to your event, use them to spread a digital or physical message, wherever you need a boost.

## 04 Segment your email marketing

Your audience isn't homogenous – your marketing efforts shouldn't be either. When sending out emails to prospective attendees, send a different, personalized message for those attending physically than those joining in virtually. This gives you a lot more flexibility too.

It's all about finding a good balance. In pre-pandemic times, clients would often express concern that less people will turn up to a live event because they have the option to watch it online from the comfort of their office or home.

That's not necessarily the case. Everyone still wants the live experience. Those that can't or do not want to attend in-person have already made up their mind.



# 009 *SUCCESSFUL HYBRID EVENT EXAMPLES*

Not all hybrid events are made equally – some are better than others. Here are three examples that combined the best of virtual and in-person to deliver truly memorable experiences. Let these be a source of inspiration for your next hybrid event:

## 01 **INBOUND** by Hubspot:

This is a [three-day conference hosted by Hubspot](#) in August of every year, where business professionals as well as comedians and entertainers present to a large crowd of professionals interested in learning marketing and best business practices. It excels as a hybrid event because everything is available to watch on-demand and it offers virtual attendees a fun and animated interface that's a pleasure to use. This year they are keeping it a fully virtual event, but a return to hybrid is on the cards next year.

## 02 TwitchCon:

Twitch, online live streaming community has been putting on masterful hybrid events for years. The TwitchCon itself is hosted every year in San Diego and features live musical acts on stage. All the content is streamed through its proprietary platform, where users can share their social experience with those physically present. It was cancelled last year in the midst of the pandemic, but it is anticipated to return this year in September.

## 03 Design Hive LA:

Design Hive is an [arts and education centre and event venue](#) based out of Los Angeles. It specializes in hands-on workshops but had to go virtual in 2020. This year they've moved to a hybrid model for a number of their events. Those attending in the studio can typically expect light refreshments, material kits and strict adherence to proper safety measures, while those accessing remotely also receive their tools but access to a food and drink menu.

## 04 WEC Grapevine:

A [five-day in-person conference in Texas](#) with a digital experience layered on top, is one of the best examples of a successful hybrid event. After being postponed for several months, the organizers managed to run 23 concurrent sessions and five general assembly sessions for 1,739 attendees. Those attending in person (608 in total) did everything from registration to dining via QR code – the online audience was smoothly integrated with Q&A, live chat and some remote audience members showing up on projection screens.

# 10

## **CONCLUSION**

As an event planner, you are keenly aware that you need to listen to your audiences if you are going to be successful. By now, businesses have a lot more than just survey data and anecdotal feedback to utilize. You should have hard numbers. This data will let you know if there is value in exploring some of the alternate hybrid models above or continuing with virtual for another year.

Hybrid events are not a temporary blip – they are and will continue to be an important part of our industry alongside virtual and live in-person events.

Should you decide to take the hybrid route, don't forget this key takeaway – always keep your remote attendees top of mind across every aspect of your event production. After the past year, this demographic is used to being the **ONLY** audience and will not react well to second-class treatment during your hybrid events just because you have a “real” live audience to worry about.

“ With such a seismic change in audience behaviour and uncertainty surrounding travel restrictions and in-person gatherings, the future of events is no doubt hybrid. ”

–Matthew Ley

If you need help with your next webinar or hybrid event, whether it be setting it up or creating engaging content, reach out [to one of the experts at webinar.net](https://webinar.net) And check out our state of the art Engage Webinars platform.

We're passionate about creating compelling virtual & hybrid events that people want to attend.

