

The background image shows a person in a pink shirt on the left, holding a phone to their ear. In the foreground, a laptop screen displays a video conference with five participants arranged in a grid. The entire image has a blue and pink color overlay.

# A MEETING PLANNER'S PLAYBOOK TO HYBRID MEETINGS

「*projection*」





# Good news: You're probably doing hybrid events already. Now you can take it to the next level.

According to Meeting Professionals International (MPI), hybrid meetings integrate technology with traditional event practices to create new types of attendee experiences and content delivery tools. They include any meeting or event with at least one group of face-to-face participants that digitally connects with participants in another or multiple locations.

While we have all been pushing past the in-person-virtual boundaries as a result of COVID-19, the reality is, many events and meetings have been hybrid for years. If you have integrated live streaming, remote presentations or post-event access to content, you have been doing a hybrid event.

## **Now it's time to ratchet it up a bit.**

As the country begins to open up with vaccine distribution underway, we are seeing small physical gatherings that will continue to increase in numbers as restrictions are lifted and more people are vaccinated. But the jury is still out on what the industry will look like and how comfortable people will be to gather in person.

A poll of 1,000 association members and staff conducted by software company Personify revealed that virtual will be key moving forward. More than half of the associations surveyed had hosted a virtual event in 2020, and the majority reported that it was “very valuable” or “somewhat valuable” for meeting members’ needs. On the member side, 44% said they’d found “meaningful connections” at a virtual event in 2020.

When asked what types of meeting formats they would prefer if all COVID-19 restrictions were lifted, a third of respondents voted for in-person, one-third liked hybrid and the last third preferred a virtual approach. Since association members are often focused on learning new skills and acquiring certifications (which 46% of respondents said was the most important reason for their memberships), a virtual – or hybrid – approach makes sense.





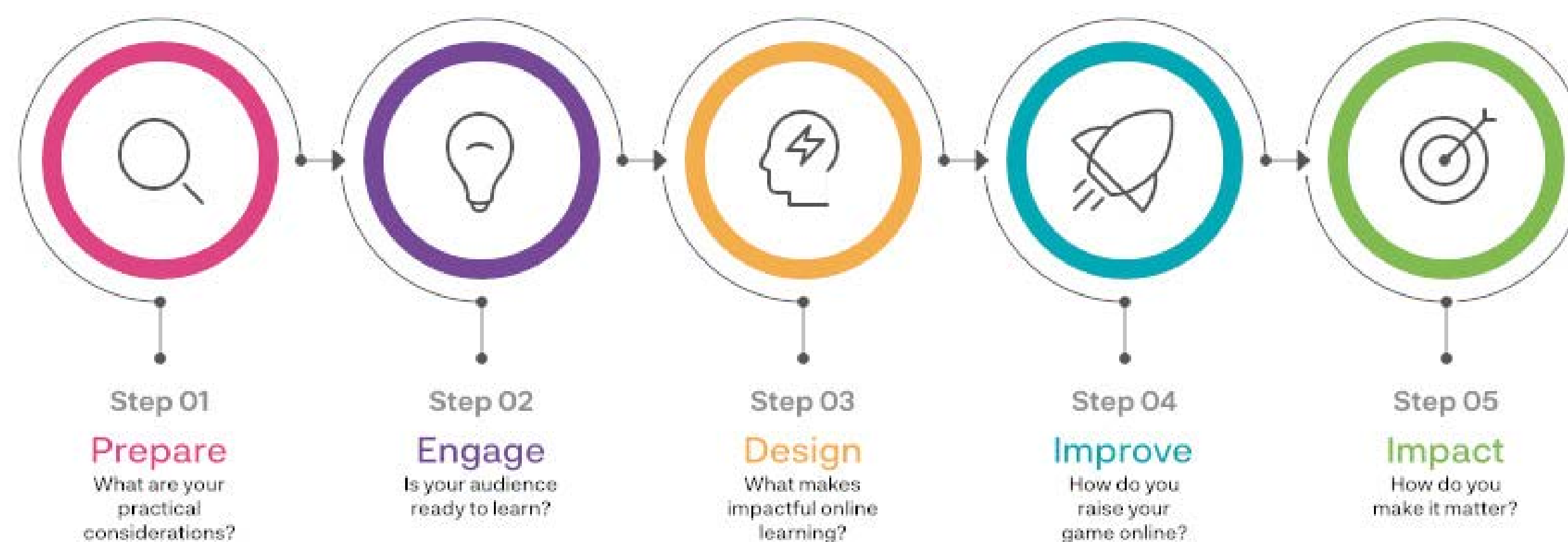
"The take-away: Attendee expectations have changed. They now expect in-person and virtual options, more opportunities to digest content on their schedule and network with their peers regardless of time zones. For the foreseeable future, that means hybrid is the new black."

**Joe Faulder**, director of creative and strategy

## Looking ahead

Cindy Lo, CEO of events agency RED VELVET, in a Forbes article pointed out: "Gone are the days of organizations producing one annual sales summit to the next. They will have to start designing additional virtual or hybrid events to fill in the gaps and not to cater to large numbers like they used to so the content and experience is personalized for the audience."

In that same article, Keneisha Williams, co-founder of Black In Events, advises planners to think beyond the physical event, and focus more on the ideal experience and lasting impact they want their event to have. "You've got to think before, during, and after — as much as 3-6 months down the line, think about the lasting impact your event leaves. It's more than just attending events; it's about developing a strategy based around the needs of the audience and then impacting their lives. Your attendees might be juggling their jobs while teaching their kids to learn remotely from home — consider the social climate and address these things in your event. It's all about relationship beyond the event."



Source: [hrgrapevine.com](https://hrgrapevine.com)

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# Hybrid event models

There is no one way to produce a hybrid meeting. As we will discuss and present throughout this playbook, every hybrid meeting will look different based on so many factors. What we present here are broad “levels” of hybrid you can use to begin sketching out where you’d like your event to fall. In addition to increasing in complexity, they generally also increase in cost; you should plan to have a robust budget for the fully-hybrid option.



“Consider the role a virtual studio can play. Venues across the country are building studios that leverage the latest tools and technology to ensure a high-quality, TV-level production experience. By combining this level of virtual production with your physical event, attendees are poised to have an exceptional experience, whether they are attending in person or virtually.”

**Erick Alsheimer**

director of sales: in-house division



## Hybrid event models continued

1

### Option 1

#### **Split physical & virtual**

This is an asynchronous event, where the two events are done completely separate from one another. This option presents minimal infrastructure costs and easier management. You simply record everything in the physical environment and re-broadcast it at a later date.

2

### Option 2

#### **Physical & curated virtual**

This is slightly more involved than the first option. At this level, you would leverage the facility's VLAN Network to stream pre-determined curated channels to remote participants. All other content presented to physical attendees will be recorded and available for consumption at a later date.

3

### Option 3

#### **Fully hybrid**

This is what most people have in their minds when they think of a hybrid event, where both components – physical and virtual – are executed synchronously.

There are, of course, pros and cons to each option; which is right for your event depends on things like the event's purpose, the experience you would like attendees to have, your budget, and why attendees participate in the event. Have an idea of which level you think makes sense for your event, and bring that to the first planning meeting to discuss in the context of the event's vision and design. Once the team has nailed down those important components, you can confirm which option is right for you and begin to build from there.

## Before getting started, here are some hybrid-specific imperatives

While every meeting is different – with varying needs – there are a few standard components that can make or break a hybrid event's success. It's important to understand what they are, and discuss them early and often with the planning team.

✓ **Know your bandwidth**

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✓ **Steer clear of pitfalls**

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✓ **Involve the right people early**

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✓ **Shift program thinking**

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# Know your bandwidth

One component that is critical to the success of a hybrid (or virtual) event is connectivity. Without the right amount of bandwidth and a properly managed network, streamed content is at risk of not being received by virtual audiences. Likewise, those attending in person expect a certain level of Internet access.

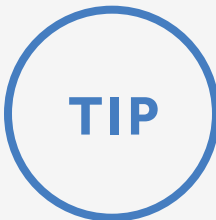
If you are designing a synchronous hybrid meeting, expect that your bandwidth costs will exceed pre-COVID levels, because now you must have enough for both audiences. Consider how much it will cost to get a high-quality stream out to the Internet from the facility, and plan for the moments when the exhibit hall takes a break and everyone starts streaming videos. (To avoid this complication, make sure you have a dedicated pipeline of bandwidth for every stream.)

A key consideration in a synchronous hybrid meeting: How much access to the virtual content, if any, do you give physical attendees? If you give in-person audiences access to virtual content in real time, many will likely sit in the lobby rather than go to the meeting room. Multiply that out, and the network is at risk of crashing.

These concerns don't apply if you're designing an asynchronous hybrid event. If you're simply planning to record and re-broadcast content from the physical meeting at a later date, you will not need nearly as much bandwidth. If you plan to upload content that is recorded for the virtual event the next day, however, you will still need access to a robust pipeline to handle the upload of content.

As you start to plan for a hybrid event, here are a few key questions to ask venues:

- What does it cost per dedicated Megabyte-per-second on an individual connection?
- Will you let an outside provider manage a large chunk of bandwidth?
- What's the cost of an internal VLAN Network and how do you price it out? (A facility's VLAN Network will be the way that we can pick and choose what content goes out to the Internet in a hybrid setting.)
- How accessible are mobile networks all over your building?



Here's a quick guide to how much bandwidth is needed for common elements of a virtual meeting

ZOOM/SKYPE/WEBEX Remote Speaker	2MB/S+
720P Live Stream	5MB/S
720P Live Stream with Live Backup	10MB/S
1080P Live Stream	8MB/S
1080P Live Stream with Backup	16 MB/S



# Steer clear of pitfalls

As meeting professionals, we all know that a million things can go wrong – some that we see coming and can plan for, and others that sneak up on us. While this list is far from exhaustive, here are a few common pitfalls of hybrid and virtual meetings from which to steer clear.

## **Build in enough testing time.**

Whether it's streaming out your keynote or testing the connection with a remote presenter, you should build in twice as much time as you think you need if you want to deliver a seamless show experience.

## **Staff for physical and virtual quality control.**

If you have two events – physical and virtual – happening at the same time, make sure you are staffed for quality control on both sides. This is especially true since people's expectations of production value are so much higher than before. Virtual attendees now expect a certain level of engagement; simply giving them a link to a livestream won't cut it anymore.

## **Prioritize integration between channels.**

Make sure that your virtual platform and event app are either the same technology or have a data integration. If not, you will end up populating or sending information twice, and deliver a repetitive and frustrating experience for attendees.

## **Deliver consistency in production value.**

If you don't plan for consistency, you will end up with content that looks like it comes from three different places. What you don't want: Physical content to look one way, streamed content to look another, and recorded content yet another. To avoid this, make a brand plan early on, and run everything through it.



The National Association of Realtors (NAR) made a commitment to delivering a consistent, high-quality attendee experience. You can read about their event in this PCMA article: [Building the National Association of Realtors' First-Ever All-Digital Event](#)

## **Ensure presenters engage both audiences.**

In a hybrid setting, presenters are not only addressing the physical audience in the room, but behind a camera. It's important to figure out a good balance between addressing the room and the camera; if a presenter never addresses the camera directly, the virtual audience will feel like they are not engaged. Planning teams might have to coach presenters to be aware of and engage both audiences, especially early on to let virtual attendees know they are an important part of the session.



"For hybrid meetings, rehearsals are key. Presenters can work out any kinks, get comfortable, and the production team can provide feedback aimed at helping them engage both live and virtual audiences. Even if a presenter is an old pro in a physical setting, they often appreciate the guidance for addressing virtual audiences."

**Jose Ringgold**, national account manager



# Get the right people to the table early

There are so many more – and novel – considerations for hybrid events, that it is so important to have the right people involved in the process early and often.

While every team and organization look different, we've pulled together a broad list of the people (or teams) that should be involved in the very first meeting, and likely most that follow.

## **The visionaries.**

The person (or team) that sets the vision for the meeting.

## **The designers.**

The person (or team) that is involved in the design of the meeting.

## **The planners.**

The internal planning team (of course!).

## **The virtual expert.**

A new role that is too often overlooked, teams should have a virtual engagement or virtual learning expert – someone who understands how people consume content online.

## **The partners.**

This includes your production team – both on-site and virtual, physical and virtual venue teams, and your registration company. If you don't have a virtual venue partner (i.e., platform) this early, just make sure to pull them in as soon as the meeting has been designed and the platform has been chosen.

We recommend you start these conversations as early as possible. One complication popping up more and more is that stakeholders weigh in with their vision for the meeting and get the planning team to commit to doing something without any of the pieces in place, often causing problems during the design and execution phases.





# Shift program thinking

For many meetings – especially in the association world – content is king and queen. Attendees make the decision to attend because of the valuable content they will consume, as well as to collaborate and network with others in the industry. Kismet Saglam, MS. Ed, Independent Not for Profit Education Consultant, offers thoughts on how to think about programming in a hybrid environment.

Presenting education for hybrid events calls for a monumental shift in thinking; virtual attendees will not be the same captive audience as your in-person attendees. While it may seem easier to schedule sessions the old-fashioned way to keep things simple, the truth is, the traditional planning of conferences was already on the way out before the pandemic turned the world upside down. Shorter time intervals, varied session types, and interactive engagement strategies were already becoming more of the norm than the exception and that trend certainly continues as we add in digital components.

Consider adjusting your session agenda so that virtual attendees have shorter days. When soliciting content, design session types with clear descriptions and time limits so that what you get easily fits into adjusted time segments. Give breaks between longer sessions...offer guided segments with chair yoga, quick cardio, or meditation (for all attendees). Offer ways for attendees to map out their own learning path with options within concurrent time slots. To design an event that attendees want, take the opportunity to ask your target audience to submit suggestions during the planning phase so that they are active collaborators.



It is crucial to encourage collaboration and to balance event participation. Bring as many presenters as possible to the physical event to avoid having audiences in rooms with primarily virtual speakers or watching mostly recorded content. Mix speakers who are virtual and physical in the same sessions to create an enhanced experience for all attendees. To further blend audiences, use audience response (ARS) tools like polling and Q&A to gather data from all attendees. Make sure that an equal number of questions is taken from the virtual audience as for those in a meeting room. A meeting app may be the best way to create an environment for interactive components such as networking games, meetups and think tanks.



**Kismet Sağlam**

MS. Ed, independent not-for-profit  
education consultant



# Ensuring an engaging experience for physical and virtual attendees

One of the biggest challenges for any meeting team in the hybrid environment is making sure all attendees have an engaging experience. When planning an event with an equal focus on each – physical and virtual attendees – it can feel like you're planning two events.

Just as we all got used to designing for fully-virtual meetings, the goal posts are moving again. While we can apply many of the learnings from the past year, the hybrid world is forcing our industry into more change and uncertainty.

Here, we break down some of the most common components, and how your team should be thinking about them in a hybrid environment.





# Designing for engagement

Hybrid events are different, and therefore should be treated as such; you shouldn't assume you can take what you do for a physical or virtual event and turn it into a successful hybrid experience. When it comes to attendee engagement, while we can't replicate the physical experience, we can design opportunities that really draw them in and facilitate interaction.

## **Take the fun up a notch.**

Everyone loves to have fun, whether they're in person or connecting by a computer screen. Find opportunities to turn the fun element up a notch for all attendees. By doing so, you increase the likelihood that you'll grab – and hold – attendees' attention.

## **Build entertainment around content.**

For example, rather than having empty space before your plenary session kicks off, find creative ways to entertain attendees. Clients have had interactive dueling pianos where the audience can request and vote on songs or cooking tutorials with celebrity chefs that answer questions from attendees. These are great opportunities to bring in both physical and virtual attendees; dueling pianos can get the physical audience engaged and moving, while it can also be broadcast to – and enjoyed by – virtual attendees.

## **Think beyond subject-matter content.**

Like many physical events do, give attendees the option to try, experience and interact with something new.



## **Design games and experiences that facilitate participation.**

Create a trivia game where everyone can participate, both virtually and physically. (Hint: You can pull sponsors in here with prizes.)

## **Create interactive breakout sessions.**

Allow attendees to interact with presenters through chat, audio and video. Doing so enhances both engagement and value to participants.



"When it comes to engagement, size matters more in a virtual setting than physical. The smaller the group, the better. Based on our experience, five is the ideal number; it gives everyone the ability to interact. Twenty-five should be the absolute max in a virtual breakout."

**Ryan Murphy**, director of sales



## Choosing the right platform(s)

As everyone in the meeting industry knows, the number of tools for virtual events has grown exponentially over the past 12 months. It can be overwhelming to look out across that landscape and try to pick the one (or few) that will best serve your event and attendees. Especially overwhelming is figuring out how to choose the platform that's right.

The good news: You don't have to choose a platform blindly. In fact, you shouldn't. Each platform has pros and cons and infrastructure on which to build and execute a meeting. Therefore, if the platform is chosen before the vision and design of the meeting are defined, you are stuck doing the latter within the constraints of that platform.

For example, let's say your vision is for a very engaging attendee experience, where attendees can interact with presenters, network with others, and visit an exhibitor floor. But the platform you chose doesn't do all of those things well, or delivers a sub-optimal user experience for attendee-presenter engagement. Now, you and the team have to navigate around the limitations and design a meeting that might not be able to achieve the vision you have laid out.



"Above all else, when planning a virtual meeting (or a virtual component of a hybrid event), a commitment to the experience you want to deliver is key. That should be your north star; the platform you choose is the vehicle you take to get there." For more, check out our [blog post](#).

**Karen Lennert**, national account manager



# Ensuring seamless delivery of content

Whether people are consuming content physically, digitally, or a combination of both, the last thing you want is interruptions. As long as we've been in the business of meetings – no matter what your role is – we all march towards the same guiding mission: A seamless attendee experience.

In hybrid and virtual environments, that can be a bit trickier since we're now adding in the inconsistent element of network access, size, and reliability. So, we want to do everything we can to address those potential pitfalls by leveraging pre-recorded content and a presentation management system to ensure the seamless delivery of that content.

First, determine the role pre-recorded content will play. With pre-recorded content, presenters are able to deliver a flawless presentation and avoid any tech or connection issues. Following the recording – if you want an interactive piece – presenters can go live for Q&As with attendees. We even recommend they wear the same outfit as the recording; to attendees, the entire experience feels live.

With pre-recorded content, imagination is the only limit. There is no reason to use the content only for the live event. It can be used in advance to build anticipation or after to continue driving views and engagement.

In a hybrid environment, a presentation management system gives you and the production team the ability to pull content from anywhere on the network and push it out to the destination of your choice. In a physical setting, that means the production team takes pre-loaded presentations and “launches” them into the correct room at the set time. In a virtual setting, the team can take that same content being presented in Room 1 and stream it out to the Internet – all from one dashboard.



“Most people don't realize that a presentation management system can be used for streaming curated content. Rather, many think it is just for uploading PowerPoint files and sending them to the right room. But, in the virtual world, presentation management can be used to curate your virtual program like a TV channel. It's seamless and delivers an exceptional and flawless experience for both presenters and attendees alike.”

**Simon Tuck**, director of computer services



“We have done some incredible work on events where the majority of the content is pre-recorded, and attendees believe it is live. When it's incorporated into the overall design and brand plan, the result is a consistent, high-quality, issue-free experience for both presenter and attendee.”

**Jake Perkins**, national technical director



# Preparing presenters for their new role

Like the majority of people these days, presenters are having to get used to delivering their talks virtually. Now, with hybrid set to become the new normal, they will have to get used to delivering to dual audiences – one in front of them, and one on the other side of a screen. This requires a reframing, and for many, re-learning, of how to engage an audience.

Whether it's up to the planning team or a partner (like AV) to help guide the presenters, we offer a few best practices on the coming pages to set them up for success.





## Virtual PowerPoint 101

Unfortunately, when it comes to a PowerPoint presentation delivered in-person vs. virtual, not everything is created equal. When an attendee logs on for a session, they are often seeing the slides in one screen next to the presenter in the other. Therefore, it's important to design and populate the slides with that reduced size – and both audiences – in mind. If delivering a presentation in person, don't neglect to design for the virtual audience.

### **Less is more.**

Keep slides light in the way of content so as not to force attendees to strain just to see what's on there.

### **Keep it simple.**

Too much flair can cause technical issues, according to SHRM, the Society for Human Resource Management.

### **Design for those in the back.**

SHRM continues with some good advice for designing your presentation: "Design your slides as if you're creating them for viewers in the back of a large auditorium. Use larger fonts and plenty of white space, and don't put things near the edges of your slides."



## Eye contact is key

As we head into hybrid environments, we are creating another challenge for presenters; they have to engage two audiences. While eye contact with those physically in the space is likely second nature to most presenters, they now have to do that plus look directly into the camera to make sure the virtual audience feels that same level of connection.

One way for presenters to engage those joining by screen is to call them out at least a few times throughout the presentation. If there is a chat function, the presenter can welcome a few of those by addressing comments directly. For example: "Adam from Philadelphia wishes he was here with us in warm Miami. We wish you were here, too, Adam. But don't worry, we see all of your great comments and will address your questions throughout today's presentation, just like you were here."



## Preparation can make or break the event

We have entered a new world, one in which most presenters are uncertain and uncomfortable. Like we mentioned above, a common pitfall is not spending enough time preparing for the virtual elements of the event.

### **Provide a roadmap.**

Make sure presenters – whether in-person or virtual – have every logistic and direction that they will need. For those in-person, where will the content be coming from, where is the camera, and how are comments and questions being moderated. For those presenting virtually, how they are entering the platform (will they need to register in advance?), when they should arrive, and whether there is a green room.

### **Rehearse.**

We recommend hosting a rehearsal the day before the event so it's fresh in everyone's minds. Human interaction is key, so whether it's a prep meeting, speaker-ready room or rehearsal, it's important that presenters don't feel like they're left out in the cold.

### **Be generous with the best practices.**

Make sure presenters have best practices covered, like how to best engage with both physical and virtual audiences.

### **Make engagement easy.**

If presenters and physical attendees can see a live chat stream, or even see some of the virtual participants, it will help connect the presenter to all participants.



"The way presenters are prepared and deliver their content will have a direct impact on the attendee experience, so it's important to ensure they receive the time and attention needed in this new environment. The more we can communicate, engage and advise, the better the overall experience will be for everyone."

**Dede Walsh**, national account manager





# Planning for flawless execution

Designing and planning for a hybrid meeting, in many ways, will be like doing so for two events. Therefore, planning teams should start to consider whether they need to rethink roles and responsibilities. For example, in the synchronous hybrid model, it will be near impossible for one person to oversee both the physical and virtual elements of the event. In that scenario, teams might want to consider naming a lead for both physical and virtual that work in lock-step to ensure a seamless, consistent, cross-platform experience for attendees.

Beyond the team structure, there are a few key considerations as you set out to design and execute the highest-quality, seamless experience for everyone.

## **Preparation.**

As we've mentioned multiple times throughout this playbook, preparation is key. When you think you have enough time built in, consider adding more; you will find it's always needed, and always worth it.

## **Communication.**

Make sure you have the right channels that support seamless, real-time communication and that all the necessary people are included – on the channels and in all the meetings/discussions leading up to the event.

## **Designation.**

Ensure there is a point person that everyone knows is in charge of each element. If something goes wrong, people know who to reach out to and how to reach them.

## **Coordination.**

Move your deadlines up by a month. For brand consistency, you want the pre-records to look and feel like the content delivered to your physical audience, which means you need to have everything wrapped up a month before the event so the process for pre-recording can begin.





"We are entering a new world, one that requires us all to rethink how we've done things. In order for an event that has elements of both physical and virtual to deliver an exceptional experience, the team will have to think about the best way to divide roles and responsibilities. We have clients appointing separate virtual and physical leads to ensure each component and audience are given the attention necessary. This step cannot be overlooked, as it's critical to a successful end result."

**Matt Hughes, director of corporate sales**



"One of the best things about the place we find ourselves today is that there are so many people out there – from meeting planners to producers – that are sharing best practices, advice, and examples from the past year. Jeff LaGrone, national account manager, reminds us that inspiration is vast. "No one should be designing an event in a vacuum today. There are so many great insights that can be found with just a little effort – in articles, blog posts, social media; inspiration is easy to cultivate. Look everywhere, even outside of your own industry, to see what others are doing, and then discuss how that might resonate for your own event."

**Jeff LaGrone, national account manager**



# The American Geophysical Union (AGU) ensured a seamless virtual experience by setting up a physical command center

Each year, the annual American Geophysical Union (AGU) meeting is a feat of organization, teamwork and management. While virtual, this year's event was no different; we simply needed to execute those things in a new way. While it serves as a fabulous case study for how to design, produce and execute a successful virtual event, it also can be used as a template for how to start bringing in-person events back safely – starting with the meetings and production teams.

In 2020, like other associations, AGU faced the challenge of designing a content-heavy meeting that met the expectations of their 20,000+ attendees from around the globe.



## AGU Fall Meeting: A snapshot

**13 show days**

Each running non-stop from 4:30am-12:30amPT

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**1,000**

Semi-live sessions

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**10,000+**

Pre-recordings

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**27,000**

Attendees

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**26**

Producers + floating production supervisors

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To execute a meeting of this size, the meeting team decided on building an in-person command center.

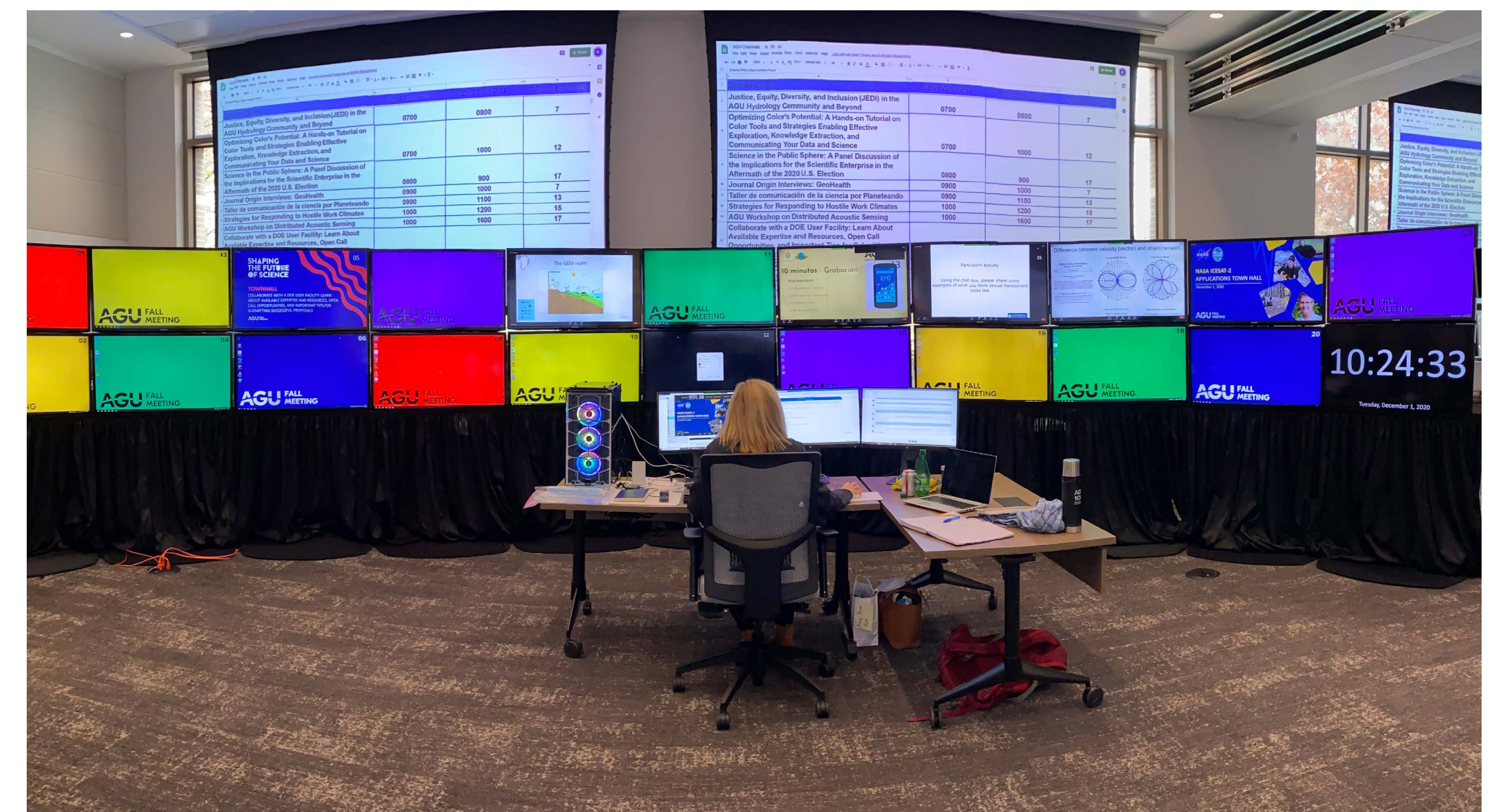
For AGU, that was critical because, as a planning team, those moments before a virtual session or keynote kicks off – sitting in your home/office behind your own computer screen – can be brutal. While the production crew is available via phone and chat channels, you hold your breath while you wait to make sure the meeting goes off without a hitch.

When that is multiplied by 26 sessions kicking off at the same time, it can feel overwhelming. That’s why the AGU team wanted a different, more hands-on strategy to ensure the seamless delivery of the attendee experience, and a more streamlined process for troubleshooting.

The team designed a socially-distanced command center that would safely allow for members of the production (Projection) and planning (AGU) teams to see and hear every single session taking place at any time, communicate with the team in charge of each, and identify any problems in real time so we could address them immediately.

Over the course of 13 days, 11 people worked side-by-side (10 feet apart), each with a headset that enabled listening to any of the sessions taking place – up to 26 channels – and all in a position to see the 24-screen viewing center that streamed content as it was presented. (The rest of the production team executed the meeting remotely from their home studios.)

Lauren Parr, AGU’s vice president of meetings: “I simply couldn’t imagine sitting in my living room watching the event from my laptop, holding my breath while every session over 13 days streamed. We had planned and prepared, mapped out every session and identified every contingency, but there were still the unknowns – people’s Internet connections, scheduling snafus. Having the entire team together – and the ability to see and hear the entire event as it went live was a game changer. For me, this is the way to do a meeting”.





# The hybrid meeting checklist

While there's no checklist or guide that comprehensively captures all the elements that go into a hybrid event, there are items and considerations that are consistent and need to be included in the process.

**We've pulled together a checklist of questions here to help as you get started planning your next hybrid event.**

- ✓ How do you plan to organize your virtual and in-person planning team(s)? Will you have separate people managing each, but coordinating, or will one person oversee them both?
- ✓ Will the virtual and physical portions of the event run synchronously, or do you plan to execute them separately?
  - If synchronously, do you want to connect physical and virtual attendees, or do you plan to keep them separate?
- ✓ Who is managing bandwidth to ensure there is enough for the entire meeting, including the most "bandwidth heavy" times?
- ✓ Who should be included in the process – from design through execution?
- ✓ What communication channel(s) will you use to communicate with the entire team, from planning through execution?
- ✓ Who is troubleshooting on-the-ground for physical attendees? Likewise, who is troubleshooting for virtual attendees?
- ✓ How are you connecting sponsors to both physical and virtual attendees?
- ✓ What are the "special" benefits of joining in person? Likewise, what are the benefits of joining virtually?
- ✓ How have COVID-19 restrictions and requirements changed the physical space and how you organize sessions?





## Bonus Tips courtesy of Kismet Sağlam

- Consider setting up spaces in the event venue in a casual setting to mimic the “home environment.”
- Set up a production room on site for video conferences for small groups. A great way to connect physical and virtual attendees!
- Allow flexible registration options in case situations change. Plan for last minute rush in registration – new ballgame - new rules.
- Offer add-on, fee-based options for exclusive content or meetings.
- Extend the learning – form learning collaboratives with e-learning tasks for post-conference.
- Look beyond session attendance as a measurement. Instead, pay attention to engagement data such as duration reports and other metrics related to content consumption, preferences, use of tools and cohort behavior, to make adjustments for future events. Work with your vendors to aggregate both physical and virtual data for comprehensive event reports.
- Develop a marketing plan that also measures post-event engagement.
- Put considerable time and effort, in collaboration with exhibitors and sponsors to develop a virtual exhibit hall experience and ways for sponsors to engage with both audiences so that they have high visibility and derive value from participating. Make them want to come back!
- Go to great lengths so that speakers get a lot of care and attention to ensure they are well prepared to handle tasks associated with their participation with user-friendly, one-stop shop tools. Host virtual and physical spaces for speakers to meet. Provide information about their sessions, access points, audience engagement tools, etc. and facilitate rehearsals to help them get comfortable with the setting/ technology.





This playbook is just that – a starting point to help your meeting team outline options and identify next steps so you can have productive discussions with your extended teams. Of course, the sooner you pull together the necessary information and make a decision, the sooner you can move towards the right hybrid solution for your event.

**For more information  
about Projection:**

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