

PLANNING A HYBRID EVENT?

QUESTIONS TO ASK OURSELVES BEFORE WE BEGIN

WHERE AND WHEN

- Choose a hybrid-event ready venue. Do they have a robust internet capability? Reliable onsite technical support? What Audio/Visual capabilities does the venue have?
- What time zone will you be in?

HOW

- How many "rooms" or "tracks" will you stream?
- How important to you are the qualities of the streaming video resolution and audio? For example, streaming in-person speakers from a laptop via Zoom is low cost. It is also low-quality Audio/Visual.

SPEAKERS

- Will the speakers be required to present in-person?
- Will speakers be offered the option to stream their presentation into the in-person event?
- Will you request speakers pre-record their session in case of last-minute health issues?

ATTENDEES

- Will most of your attendees be in-person or virtual?
- How will you tier your ticket system, if at all?
- Will in-person and virtual attendees receive "swag" or other materials?

EXPERIENCE

- Do you want to invest in an emphasis on the in-person experience? The virtual experience? Or provide a joint experience?
- Do you want the virtual experience to provide content only?
- Do you want the virtual experience to be interactive, so virtual attendees can engage with each other and with in-person attendees?
- Will you provide any exclusive content for virtual attendees? For example, extra interviews with speakers.

INVESTMENT

- Are you able to invest in essentially two events? Both in-person, and virtual?

