

The 6 Drivers of Hybrid Event Success



Environment



Experience



Engagement



Connectivity



Content



Production

ENVIRONMENT



A strategically planned environment creates a purposeful experience for in-person and remote attendees

What to consider:

- > Safety
- > Seating
- > Lighting
- > Décor/Backdrop
- > Noise Management
- > Range of Control

EXPERIENCE



The best meeting experience keeps everyone focused on your content. Wherever they're watching from, give your participants a positive experience that they can revisit in their mind, or later on-demand.

What to consider:

- > Room Design
- > Camera Capture
- > Recording Capture
- > Video Displays & Feeds
- > Sound
- > Participant Expectations

ENGAGEMENT



Whether you use a basic cloud video solution or leverage a fully customizable platform, keep equitable engagement top of mind.

What to consider:

- > Polling, Voting and Surveys
- > Q&A
- > Collaboration Tools
- > Gamification
- > Social/Networking
- > Moderation
- > Swag

CONNECTIVITY



Make sure your venue's bandwidth can support a clear, uninterrupted video stream from your podium or meeting room to your remote users

What to consider:

- > Onsite tech support
- > Remote user connectivity
- > Bandwidth
- > Scalability
- > Redundancy/Reliability
- > Level-set expectations

CONTENT



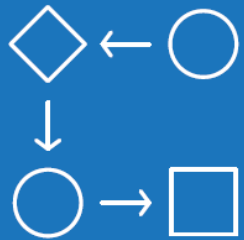
Take time to journey map your event through each participant's lens – in-person attendee, remote attendee, in-person presenter, and remote presenter

What to consider:

- > Theme/Branding
- > Storytelling methods
- > In-person creative content
- > Digital creative content
- > Content specifications for different mediums and modes of sharing



PRODUCTION



Depending on the complexity of your event and the number of participants, production has the power to set the tone for a professional and engaging event experience.

What to consider:

- > Production services
- > Show flow
- > Process
- > Roles



Contact Us

For more information, please contact your hotel event team or directly your local hybrid event team.

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EVENTS THAT TRANSFORM