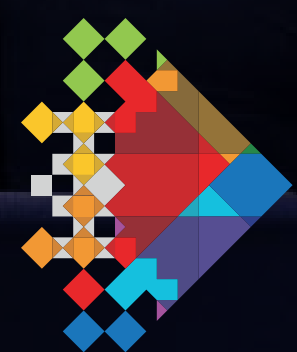


Are You Hybrid Ready?

# Hybrid Helps You Reconnect!



**encore**

EVENTS THAT TRANSFORM

*The*  
**BREWERY** 



# Hybrid is Here to Stay!

We seamlessly connect in-person and virtual audiences. Deepen engagement. Deliver more value. Hybrid+ solutions from Encore bring you complete end-to-end solutions and an industry-first sales certification program that will elevate the hybrid experience. Our team of experts are uniquely qualified to consult you on how to create the most innovative hybrid, virtual or in-person solution for events of all types and sizes.

A 'one-size-fits-all' approach is not enough. We listen carefully to your needs and offer tailor-made solutions that deliver your event goals.

We offer a full range of platforms and hybrid solutions, including custom integration of applications.

As flexibility is key, you can count on our hybrid solutions to help you manage any uncertainty in planning and delivering your events.

And our industry-leading MeetSAFE™ program will ensure safety as a top priority, providing reassurance for you, your guests and event participants.





# Training Sessions

Hybrid training gives you the best of both worlds – the benefit of in-person classroom training with the scale and opportunities of online and virtual learning.

Transform your training with [Encore Hybrid + Solutions](#):

- > **Expand your training potential**
  - > Record your training session for attendees who couldn't make the date
  - > Deliver your training points to delegates in different hub locations simultaneously
- > **Improve depth of learning**
  - > Share the recording so delegates can recap on important learning points
  - > Use the convenient download functionality for your training material
  - > Numerous interactive modules to engage your attendees
- > **Make training more cost-effective**
  - > Boost the reach of a professional trainer to multiple training rooms instead of a single classroom
- > **Make learning more engaging**
  - > Real-time surveys and polls to test understanding
  - > Analytics to gain insights on attendance and engagement with training materials

Insider  
Tip



Add [Encore | Audience](#) to give remote participants a better opportunity to actively participate and get feedback from the group.



# Town Halls & Internal Meetings

**Hybrid offers the impact and flexibility you need to deliver your company messaging and bring your teams back together.**

Transform your internal company meetings with [Encore Hybrid + Solutions](#):

> **Reconnect the organisation**

- > Convey your message professionally to all corners of the organisation from a central location
- > Enable different regional teams to be together in-person with linked 'watch parties', as you deliver your message simultaneously to all your team members

> **Make your message more inspiring**

- > Set up a [Pop-Up Studio](#) in your office to broadcast from a familiar environment
- > Broadcast from an enhanced studio, with green screen to take your presentations to the next level
- > Gain valuable input and address important question from both live and virtual participants with chat, polling or word clouds

> **Maximise reach to all team members**

- > Record your Town Hall for attendees who couldn't make the date
- > Enable virtual participants to join the event and participate on any smart device



Add [Encore | Audience](#) to add an interactive wall to bring regional virtual participants centre-stage to present and play an active role in the event, creating an atmosphere of togetherness.



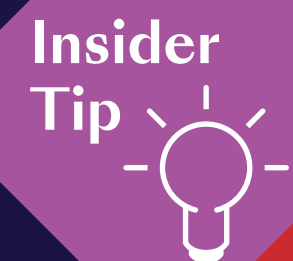


# Tradeshows or Exhibitions

**Hybrid to extend your reach and exposure.**

Transform your tradeshows with Encore Hybrid + Solutions:

- > **Boost sponsorship revenues**
  - > Give your sponsors dedicated profiles, host their videos and provide engagement analytics
  - > New revenue streams from virtual booths for exhibition areas and extended sponsor engagement activities
- > **Enable exhibitors to attract more buyers and visitors**
  - > Make trade booths accessible for on-site and remote participants
  - > Marketing material conveniently available for download increasing environmental sustainability metrics
  - > New pre and post-exhibition opportunities with hybrid
- > **Create a valuable experience for both in-person and virtual delegates**
  - > New possibilities for interaction with experts and virtual networking
- > **Grow the marketing potential for your event**
  - > Increase marketable database size through sign-ups to platform ensuring GDPR compliance



**Insider  
Tip**

Create a 3D environment of the actual booth and increase the level of immersion with Google Cardboard.



# Product Launches

**Maximise impact and impress your customers with an innovative, immersive product launch.**

Transform your product launches with [Encore Hybrid + Solutions](#):

- > **Add a new dimension of innovation**
  - > 3D renderings, green screens and augmented reality to bring your new products or prototypes to life
  - > Stream 'behind the scenes' content from your production facilities, normally not accessible for customers
  - > Enhance the experience with Google Cardboard and VR headsets
- > **Extend the impact of launch**
  - > Broadcast your product launch with a [Pop-Up Studios](#) directly from your office/HQ or production facilities
  - > Re-purpose recorded content for marketing & social opportunities
- > **Reach more customers**
  - > Combine an event across multiple destinations to enable a simultaneous launch across major customer markets
  - > Record your product launch for new customers
  - > Stream your product launch to any social network live



**Insider  
Tip**

Consider using a personalised 'virtual concierge' service to welcome and greet VIP customers individually before they join the main launch session.



# Weddings

**Don't postpone the magic moment! Hybrid weddings can help you bring family and friends together for the big day.**

Transform your wedding celebrations with [Encore Hybrid + Solutions](#):

> **Bring families & friends together**

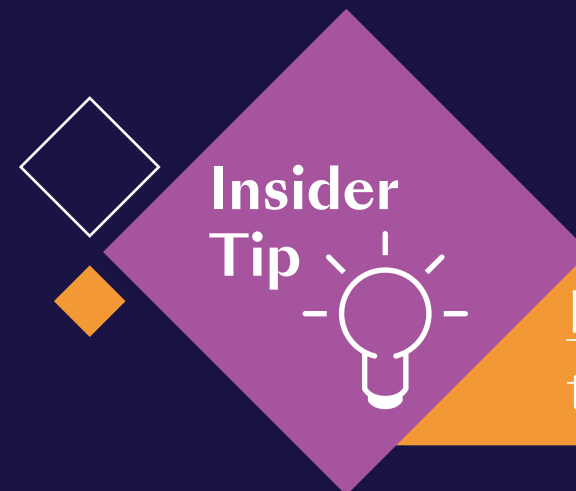
- > Enable your loved ones to be part of the celebrations, even if they can't be there in person
- > Create your personalised wedding watch party for a connected family gathering that feels like they are all there with you

> **Look your best**

- > Use the professional AV equipment to stream all your special moments in High Definition, with customised lighting and audio

> **Make everlasting memories**

- > Benefit from a professional recording of the event or create your video highlights
- > Record special messages to friends and family who can't attend



**Insider  
Tip**

[Encore | Audience](#) — Enable friends to join virtually but still take centre-stage to make speeches, clap, or even throw confetti.



# Connected Venues — From Boardroom to Ballroom

**The conference of the future: Combine your regional teams across different geographies into a unified event through the power of hybrid.**

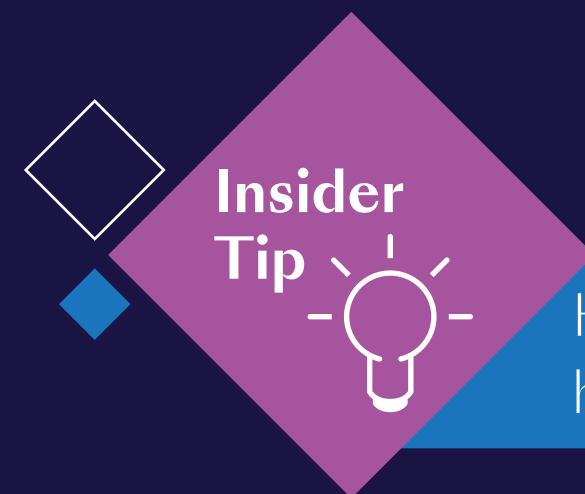
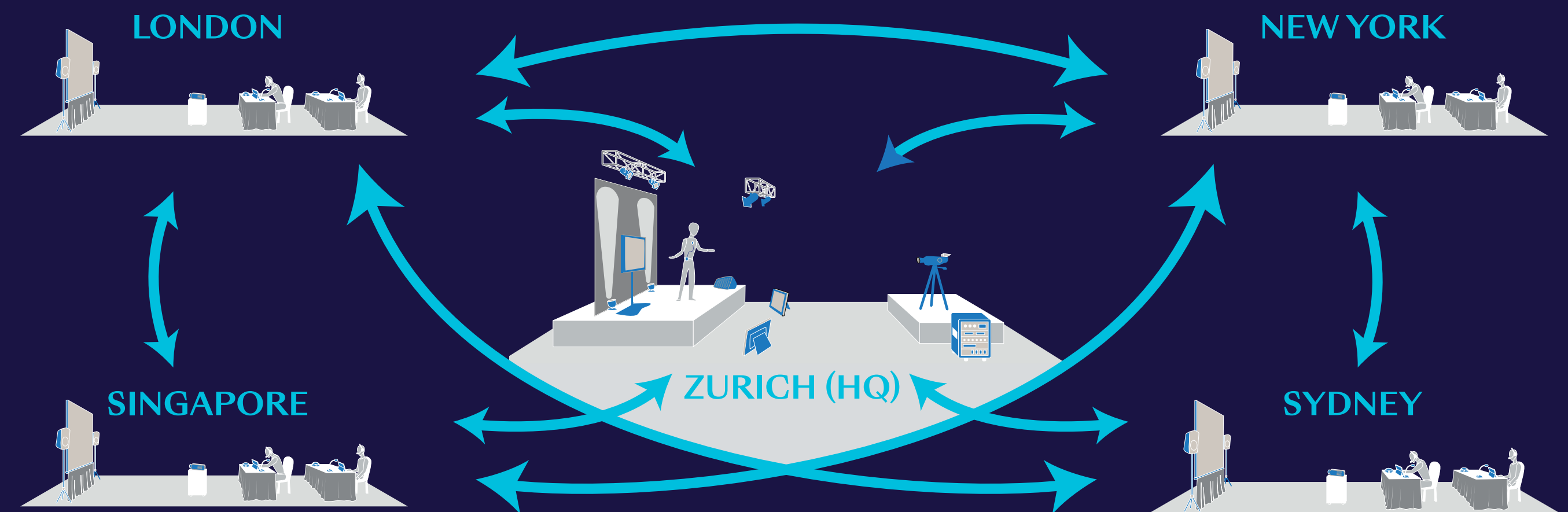
Transform your event with Encore's Hybrid + Connection Solutions:

> **Reconnect teams**

- > Your teams or customers can enjoy reconnecting in person locally, but feel the power of a fully-connected organisation
- > Get back to global business activity despite travel restrictions
- > Create the feeling of togetherness and equality of being around the same table with enhanced cameras and screens

> **Support functional strategy across boundaries**

- > Create virtual breakouts or huddles across geographies, within the in-person event
- > Enable regional teams to present or lead sessions from their hub, leveraging multi-way connectivity



Hold separate regional meetings simultaneously across different time zones and bring hubs together virtually at an optimal time for a wrap up session or announcement.



# Your Trusted Hybrid Team Is Only a Click Away:

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

[thebrewery@encoreglobal.com](mailto:thebrewery@encoreglobal.com)



To learn more visit: [encore-emea.com](https://encore-emea.com)