



# CHECKLIST AND TOP CONSIDERATIONS FOR HYBRID EVENTS

With the benefits of both virtual and in-person events, organizing a hybrid event can be an exciting and valuable experience. However, with two audiences to cater to, you want to make sure you don't miss anything.

In order to help us put a successful hybrid conference, we've put together a hybrid event checklist as well as some of the top things to consider as we plan our hybrid conference.

## Checklist

### Prepare COVID-19 screening questions

Keep your event safe and compliant with regulations by using an event app that allows you to implement COVID check-in questionnaire to screen attendees at check-in.



TIP!

*Different locations will have different recommendations and regulations, so be sure to check specifically for your location!*

**Add: Rules of hotel and a statement about staying home if.....**

### Consider presentation for both in-person and remote attendees

Make sure both audiences are able to view the sessions in high-quality.

- Remind in-person speakers that their presentations are streamed and recorded
- Ask the speakers not to move out of the camera's view during their presentations
- Add other participants besides CASA's, like FCRB



- Have dedicated moderators or emcees for remote attendees**  
They can help collect the remote attendees' questions and tell the speakers and interact with the remote attendees so they don't feel ignored.

- Make sure speakers don't forget about remote attendees**  
Keep reminding the speakers to keep the remote audience involved by:
  - Engaging remote attendees in their talks
  - Counting remote polling results
  - Answering questions asked by remote attendees

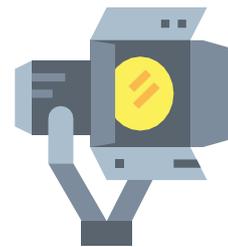


TIPS!

*Instead of raising hands or only choosing in-person attendees for questions, run polling and Q&A through WHOVA so both types of attendees can participate.*

- Check that the venue is hybrid-ready**  
The venue should be prepared to accommodate livestreaming and virtual interaction for in-person attendees on mobile. Make sure they have:
  - A strong internet connection
  - Easily available onsite tech support

- Rehearse remote logistics ahead of time**  
You don't want any technical issues the day of!  
Be sure to check:
  - Livestreams are working correctly
  - The lighting looks good in the streaming
  - The network bandwidth and stability



- Encourage the exhibitor and sponsors to have a dedicated staff for remote attendees**  
Remind them to also upload digital promotional materials to a digital booth to stay virtual-friendly!

- Have a backup plan**  
Consider what difficulties you could encounter and plan for them ahead of time, such as:
  - Asking the venue for wired access or dedicated Wi-Fi for streaming to reduce the risk of slow internet
  - Having pre-recorded versions of all your sessions
  - Making sure you have a way to send emergency announcements for any last-minute updates



# Considerations

## 1 Rethinking the event schedule

Reconsider the time of the key sessions to accommodate all the major time zones for your attendees. You can also make session videos on-demand and control the video release time, and allow attendees to add sessions to their own agenda and set up reminders.

## 2 Delivering exclusive content to remote attendees

Make attending remotely its own exciting experience! You can:



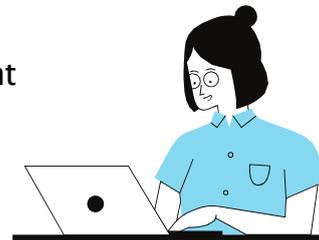
- ◆ Interview experts in the field and/or speakers outside of sessions
- ◆ Conduct street interviews with attendees, exhibitors, or sponsors
- ◆ Play sponsor videos or behind the scenes footage

## 3 Create special sessions for remote attendees

Just as you have in-person networking sessions, create online networking sessions for remote attendees.

## 4 Upload video recordings ASAP

Some remote (or even in-person) attendees might miss some sessions, so being able to return to recordings is a major benefit.



## 5 Differentiate attendee types

Try to only deliver the kind of content and communication that's relevant to them by:

Separating communication channels to notify each type of attendee

Using an event platform that lets you customize each attendee's agenda

## 6 Use a mobile app for in-person attendees



Event apps have been mainstream for in-person events for a while now for digital brochures, engagement, networking, and high sponsors and exhibitors ROI, but they can also be useful as a tool for socially distanced communication.



## 8

## Digital swag bags for remote attendees

Just as you might give swag bags for in-person attendees, you can also provide digital swag for remote attendees



TIPS!

*Make the swag bag special with digital gift cards, digital coupons, or even digital album with the attendee photoshopped into the pictures!*

### Group Discussion:

- Make sure both audiences are able to view the sessions in high quality? We will be projecting the session on a screen for the in-person? If so does each room have the equipment to do this?
- Will the speaker need a microphone/headpiece?
- The person who is videoing needs to keep the camera still and not zoom in and out.
- Who will be creating the polls for the online participants?
- What else?

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