

A SHORTCUT TO UNDERSTANDING HYBRID EVENTS

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The word can make your head spin. And everyone has “the perfect solution” for “going back to live”.

First of all, let's stop calling in person events “live events” because EVERYTHING is live. Whether you're in person or virtual – or anywhere in between.

There is no platform or solution that will help you define your objectives, strategize your approach, create a rationale for the time and money you will spend, or create an implementation plan that works for your organization. And if you don't do all of that first, it doesn't matter what tech solution you choose.

We give you an easy way to organize your thought process and take the necessary plunge.

➡ **HUMANIZE**

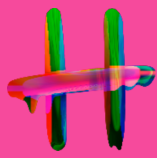
➡ **YIELD**

➡ **BALANCE**

➡ **RELY**

➡ **INNOVATE**

➡ **DARE**



HUMANIZE THE EXPERIENCE AS BEST AS YOU CAN.

People have been in front of their computers for months and are aching for in person events. At least they think they are. But the reality is that many companies' travel policies have changed for the foreseeable future and not everyone who wants to travel for business purposes will be able to. Not to mention the still daily changing reports on Covid's status. And then there are people like me...who have admittedly become a little spoiled by the ability to do everything I pretty much need and want to do from the comfort of my home. I mean, travel is not very much fun right now! So whatever their reasons and whether or not your attendees are in person, you want to make them feel like they are part of something. Give them all a chance to participate and engage in dialogue. Provide one-on-one opportunities for them to connect. Craft engaging networking opportunities.



SHORT FOR KNOW YOUR "WHY".

Yes, you probably had a game plan pre-Covid and even during Covid. But it's very likely that game plan has irrevocably changed. This is the most perfect time to create a new one. We tell all of our clients to celebrate the opportunity to reinvent. So sit down with your leadership, your team, and your customers -- and look at your market, your brand, your message, and your reasons with a fresh lens. Marry the why to the how -- and document it to use as your roadmap.



BALANCE IN PERSON AND VIRTUAL AUDIENCES WITH DELIBERATE INTENT.

Whenever we get into a discussion about hybrid events, people tend to look at it from a very lopsided point of view. It isn't just about streaming the content from your in person event to your virtual audience -- so it isn't just about bandwidth or filming in person presenters using green screen technology and getting that content on the net. You've got to think about the reverse engineering of it. How do you bring your virtual audience into the live event? Think about in person emcees and virtual panels -- or a way to bring your virtual audience together with your in person audience visually via some really cool audience technology out there -- or curating 1:1 meetings between virtual and in person attendees. There are dozens of ways to do it. You just need to be deliberate about how.



RELY ON EXPERTS.

This is a shameless plug now for creative agencies (not just TBX!). We've done 70 virtual events since July 2020. We're no longer new at this (well in the case of TBX, our leadership has been producing hybrid events for more than 15 years so we weren't at all new at this in 2020). There are some incredibly talented people and organizations out there who can make your vision a reality. And what is amazingly and refreshing different is that you have unprecedented access to thought leaders who have been meticulously honing a new craft this past year. We're not locked into platforms or technology solutions so we can collectively fire on achieving your specific "whys". And these same people can help you navigate production partners, venues with great hybrid solutions and solid safety protocols, your on-site requirements for everything you need for a hybrid event, and provide on-site support to seamlessly connect the two audiences. There is absolutely no reason to go it alone! And with a great "Y", anything is possible.



INNOVATE EVERYTHING.

What a great chance you have to look at your events through a different lens, to refresh, renovate, rethink, and renew. Take the time to inspect every aspect of your in person and virtual events and determine what you can do to create the most memorable experience possible. From registration to food to networking to content delivery to special events, you can deftly create a remarkable experience.



DARE TO BUCK THE STATUS QUO.

It's a brand new world out there. And an unprecedented time for the event industry which hasn't changed in ages. You have the incredible gift of looking at your events through a different lens, to refresh, renovate, rethink, renew – and to reenergize our industry. One of the incredible opportunities we see in all of this is carving about what events look like for GenZ as their expectations and behavior around events is far different than you might imagine. (We'll be pushing more on that later). In a nutshell, carpe diem! It'll save your future!

For more information or just to brainstorm, give us a nudge!
www.totalbrandexp.com