



BROADCASTING EVENTS ONLINE

Tips to Take Your Meeting Hybrid

The first time you try anything; there can be a lot of uncertainty. This guide will offer ideas on how to create success the first time out.

Step One: Goal Setting

Determine your business objectives for creating a hybrid event. Without a solid objective and goals before you start planning, you can easily get off track with the options and opportunities available.

According to the 2014 VEI Digital Benchmark Study, the most common objectives are to:

- Expand reach and audience
- Serve constituents by providing education to those who cannot attend the physical event
- Drive attendance to our next physical event
- Make better use of event education by making it available online
- Generate revenue
- Establish our organization as the leading education provider for our industry
- Increase international attention/interest in our education and organization
- Market our products

Step Two: Event Design

Keeping your objective in mind, determine the best way to engage your target audience to reach your goals.

Consider the following about your audience:

- What's their motivation for attending...CPDs? Professional development? Ask yourself - is what we are sharing essential information to their success?
- What's their attention span – can they only spend 4 hours online or will they spend 10+ hours?
- Are they a visual audience – will they need a TV-like experience with video or will audio/ppt be enough to meet your objectives?

Next, consider the following about your objectives:

- Should you include only the keynotes or are breakouts necessary to meet your goals?
- Is one of your objectives revenue generation? Have you considered all the options for how to do so? Refer to our guide on how to generate revenue from hybrid events.
- Do you need to create additional content at your meeting in order to meet your goals?

Finally, how will you create an experience focused on engagement?

- Plan to prep your speakers to include the remote audience with polls, q & a, or even just by welcoming and addressing them.
- Consider if you would like a chat alongside the presentations. This could be an open chat with a facilitator to keep people engaged with the content and to encourage idea sharing among the participants.
- Consider additional ways to keep people engaged like a remote audience-only session, a virtual MC, interviews and more. Even the type of music you play for the attendees before a session can be vital to the experience.

Step Three: Planning

Your AV, streaming partner, registration, and ease of use need true attention to detail in order to ensure everything works perfectly.

Registration

Make sure the company that you are working with can create a simple registration that tracks the data that is necessary to your event and analytics, in addition to tracking behaviour throughout the event. Examples of data to track include time in show, presentations watched, and most popular presentations. This type of intelligence can give you a great overview of how the event went, regardless of what the evaluations say. Another tip is to make it as easy as possible for people to enter day of show – some platforms require the user to register via their system to ensure a smooth entry. Using your F2F registration could create complications day of show, so work this through with your provider well in advance. Also, one of your team members should watch any emails or questions from people having issues accessing the content and immediately address them.

Teamwork

Your team is critical to your success. Your AV provider and streaming/platform partner should have several conversations in advance to ensure the right equipment is ordered, the right bandwidth is there, and the all electrical and set up is planned well in advance.

Make sure you talk through alternatives to save costs – rather than having a roaming camera to use in multiple rooms, a stationary camera in each room might actually be cheaper and easier. Always ask – is there a better way to do this? Is there an alternative to save costs? If you plan to capture content, plan ahead to ensure the equipment and support you need is ready to go.

Testing

Testing is critical to success. Test everything to ensure the platform works from registration to streaming content. You can test everything once before you leave for the show, but ensure that onsite before the event begins you have set aside time to have lighting, camera, and audio tested through the actual stream of the show.

Step Four: Marketing

For marketing ideas, read our GigTV Tips & Tricks – Marketing a Hybrid Event

Step Five: ROI/Reporting Back

Measurement is one of the critical ways we can ensure that 1. We met our goals and 2. We are approved for a hybrid extension next year.