

Hybrid Events

Here's how having both live and virtual components can heighten visibility, generate interactivity and increase participation before, during and after your next live event.

Live

- Face-to-face networking helps forge strong connections
- Live events allow you to observe visual cues from presenters and other attendees
- Conferences put you in direct contact with potential clients and customers
- Live events promotes creativity & innovation
- Provides a showcase for sponsors
- Build on relationships and foster long-term opportunities
- Offer social and sightseeing opportunities for out of town attendees

Virtual

- Include invitees that can't make it to the live event due to:
 - scheduling conflicts
 - budget / monetary concerns
 - travel / accommodation logistics
 - physical barriers
- Offer a comprehensive online resource of material
- Encourage on-demand learning and retention
- Monetize virtual attendees and increase your ROI
- Build an online community
- Increase accessibility
- Provide a platform for sponsors to further sales opportunities
- Get full analytics including usage reports and viewing statistics
- Capture precious moments and video document your event for years to come

Hybrid Tips

Give your live attendees free access for on-demand viewing after the event (giving them even more value for their money) while offering virtual attendees a discounted rate for viewing online.

Conferences usually conduct various, often concurrent breakout sessions throughout the day limiting the amount of sessions that one can attend. With on-demand recordings, attendees can view all sessions on their own time and their own pace.

With one of our moderators behind the scenes, we can field questions and comments from your real-time virtual attendees during Q&A sessions. Showing the value of both types of audiences and combined how they can elevate discussions and collaboration.