

A Simple Guide for Hybrid Events

Technical solutions

Our second hybrid event provided new learnings. We used what we learned about **communication** from our first hybrid event and the knowledge the white paper it generated.

However, this second edition, provided a new important learning, which was unforeseen personnel changes. We suddenly had team members who could not attend. A side effect of the pandemic is also more last minute cancellations and changes. Our plans for online engagement was therefore less than we hoped, and unfortunately we did not succeed in getting people to interact much online.

Food for thought: Remember a hybrid event means you are doing live broadcast, and that is very different from a normal event. Make sure you do it for the right reason - will it increase ROI for your key stakeholders. Otherwise, there is a world of other opportunities to consider.

The online world is a matter of personal preference

Another piece of learning we took from this event was about personal preferences. Online platforms have a high degree of co-determination from the participant side. The problem is, you do not know what your participants know or see.

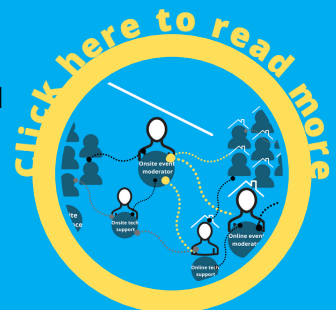
- *Do you prefer to see the slides or the speakers?* Because you really cannot see both well on a small computer screen. We asked, different preferences. But you, the Zoom user, can split the screen.
- *More instructions and a code of conduct beforehand.* We are not confident they will be read or followed, but we will try until we find the best way to do it. We will have it ready to send as a link in the chat for the ones who did not read it.
- *Online engagement is difficult, ask beforehand if they want it.* Sometimes letting your audience listen is also okay. Breakouts in small groups, 4-5 is still the best way - that has not changed from a physical meeting to an online.

A side note

The people in the room, still expect the normal level and although they understand things are different, their preferences do not change to how they feel the physical event should be and the level of execution.

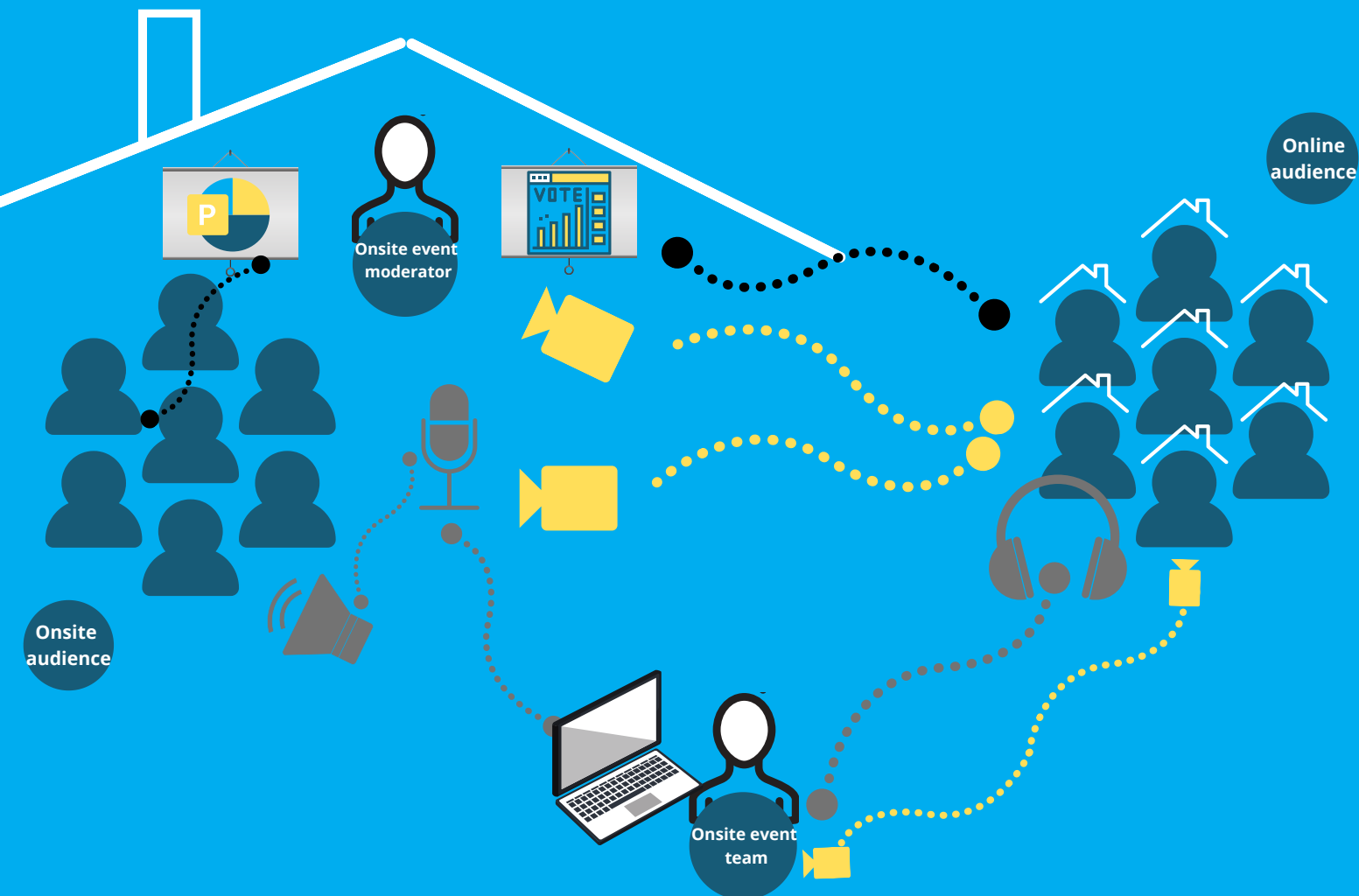
The principles of the simple guidelines for communication still stand

After we published our first white paper on the topic, we have been asked to speak for other associations on this topic. Before each event we used Slido to ask them about hybrid and their current challenges, this worked really well for engagement at to introduce an extra platform like Slido.



The overall message is that you have to limit the amount of platforms you use at each event. Preferably all in one, or have one extra, but remember that some attendees might never have used them before. The number of speakers will also increase the level of difficulty accordingly.

Click the yellow circle to read our first white paper, about communication at hybrid events.



Technical setup for hybrid events

Black: Visuals

Grey: Sound

Yellow: Video stream

Things to consider & questions to ask

- *Can you afford to fail or adapt on the spot?* There is a reason why AV companies charge you large sums of money. You pay for their skills and security more than hardware.
- *What can you ask of your speakers?* To use their iPhone to feed their own sound into Zoom? That alone, could cut your budget in half.
- *How will your audience react?* Not all audiences are understanding towards the level of difficulty and wont understand mistakes.
- *Reach out to friends in other industries that do similar things. Especially music, film, TV or sport events. They have brilliant ideas.*
- *Are you planning several hybrid events or just one?* If more, get training, buy some equipment, try it out = build your confidence.
- *As with all event planning, confidence comes with experience.* You will need practice, not tests, but practice.
- *Do you have enough people on your team?* Expect more changes later than before.
- *Build your own confidence with small events first.* An internal team meeting would be perfect.

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Majbritt Sandberg

Putting words that matter on the agenda
(facilitation) Putting people first (Meeting E...



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Simple hardware

Camera. A good iPhone can do the job pretty well. The end. We recommend one facing the people in the room and one for the stage.

Internet. Wired internet, ethernet, is always the best option. Get an adapter to connect to your laptop. If you are at a venue with basic AV, bring a router so you have extra outlets.



Microphones. We have 4 wireless and 2 adapters (splitter) so we can add 2 to each computer. However, not all computers will work. We therefore recommend a sound card if you need several microphones. Wireless microphone from Røde: Approx. €300.
How and why: [watch here](#).

Sound card. You get 4 outputs for microphones and it is easy to connect to both the speakers in the room and the laptop for the online audience. It will require a bit of training, but it comes with a software.
Sound card from [Focusrite Scarlett 4i4](#): Approx. €200.



Simple software

Slides. We shared the slides from the host Zoom account, and chose to "spotlight" the speaker camera. It is to switch back and forth between speakers, audience, Slido and host. Explain to the participants how to set their screen.

Engagement. Have someone in charge of Slido, if you have the resources. You get more out of it and can write new questions as they may pop-up. Our speaker for example, decided to ask one. Otherwise, get the slides before hand and prepare a range of questions and use them if it makes sense.



Limit it. Remember many attendees do not use Zoom, Slido etc very often or perhaps for the first time. Do not have too many platforms, preferably one or two.