

## Venue Considerations

Do you have enough tech table space?

Is there access to reliable and stable internet?

Do all mission critical systems have backup power?

Your virtual platform is a venue too. How will your in person and virtual attendees interact with it?

## Pre-Production

If you want to keep your virtual attendees engaged, make your event shorter with tight transitions

Hybrid events are in many aspects two events and require additional planning

Your event must start on time. Virtual attendees will not wait around if the event is not starting on time

What time zones are your virtual attendees in? Ensure the event times are appropriate for them

## Presenter Considerations

Rehearsals are a must!

- ▶ Many presenters are not experienced working with both remote and in person presenters
- ▶ Timing is everything to ensure remote attendees stay engaged

Do your presenters need IFBs? This will allow your host to hear remote presenters clearly

How will the presenters see Q&A and chat from all attendees?

Consider using teleprompters. These will allow your in person presenters to be engaged with remote attendees

## Audience

Understand who your primary audience will be, either in person or virtual. While both are important, you need to focus on one.

For some portions of an event, it may make sense to break up the in person and virtual attendees

Breakout rooms are often best when virtual attendees meet with virtual attendees and in person with in person

Timing is very important especially for the virtual audience. Slow transitions feel slower to virtual attendees

How will your in person attendees access Q&A and chat functionality?

## Budget

Plan for additional preproduction time when planning your event

Pre recorded content will add additional cost

Quality graphics should be considered in your budget. They will create a more polished experience for the attendees

Hybrid events require some additional technical labor to operate

Additional lighting and cameras may be needed and can impact the budget