

Meeting Resilience through Hybrid Events

When will we go back to “normal”? **And what will “normal” look like?** Two questions being asked about life in general but also very specifically about live events. Late in Q2 seems optimistic and September seems to be increasingly recognised by event professionals as more credible. However, the answer is very much going to depend on the sector, size of event, origins of the audience and also choice of location and venue. From the Covid-19 get go, most of our corporate clients have understandably had safety at the top of the agenda. This ‘safety first’ approach is unlikely to change. However, after a year of Zoom, we all know the advantages of F2F so want to return there soon. But what are the options?

The resilient approach to planning for **a safety first return** to F2F is the use of the **Hybrid Meeting** model. This adopts the advantages of virtual meetings: increased scale and reach as well as reducing the barriers to access and being kinder to the planet; with the personal engagement, hands-on structure and networking benefits of F2F.



Hybrid doesn't mean using your normal venue and just putting a camera at the back of the conference room and streaming images to the internet. Hybrid events are like two simultaneous events, with distinct experiences for the two audiences, with different setup and tech requirements. However, a truly successfully hybrid event links both audiences together with common elements. Preparation can take more time and resource with the need for a separate focus on the two audience experiences. **Content delivery needs to suit each audience** with shared common content in key areas and audience specific content in others. While content may be curated separately the outcome needs to be a common community feel of one event.

Pairing a smaller, higher profile live event with a content rich on-line event will be more resilient at a time of continued uncertainty but still enable objectives to be achieved.

Talk to the High 5 Events Team about how to build meeting resilience into your event plans for 2021 and how best to adopt the Hybrid Event format to deliver your objectives.

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