

 Brella

Hybrid Events

THE ULTIMATE GUIDE



Brella is the world's leading networking-focused platform for hosting hybrid events. Our AI-powered matchmaking is guaranteed to bring your audience together, while giving you the accountability and data you need to make your future events even better!

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About this guide

This information in this guide is based on the collective experiences of our sales, customer success management, customer support and marketing teams. It takes into account conversations with hundreds of customers, along with key learnings from the thousands of in-person, virtual and hybrid events we have helped host.

Our goal is to provide you, as an event organizer, with an in-depth introduction to what a hybrid event is, what it entails, how to monetize it, and above all, how to engage both your in-person and virtual audiences.

The Brella team

Hosting a hybrid event?

Our most popular product offering includes hours with a dedicated customer success manager, who will help your team prep for your event, set-up the platform and provide support to you and your attendees.

Want to have a quick chat with our experts?



Book a meeting at brella.io/contact

What are hybrid events?

COVID-19 changed the event industry overnight, driving a pivot into virtual events. As society reopens, organizers are already anticipating a return to physical events. At the same time, many don't want to lose access to the wider audience and sponsor pool they had access to virtually.

The answer? **Hybrid events**, which have both a physical and an *interactive* virtual component.

The key here is *interactivity* — it's not quite as simple as setting up a camera in front of your main stage and waiting for virtual viewers to tune in.

A successful hybrid event requires both engagement and active participation from your virtual audience — you need to find a way to help them experience the event right alongside the physical attendees.

Did you know?

Hybrid events are more than just a passing fad — they have been around for decades. Sporting events in particular ([NBA](#), NFL & eSports tournaments, such as DOTA International) have made the most of the format.

A hybrid event is not . . .

- Streaming your sessions from your phone
- Sharable video on demand (VOD) *after* the event
- Putting your live audience before your online audience

A hybrid event is . . .

- A seamless integration of technology to facilitate participation between a live and virtual audience
- An experience that caters to all audiences in a viewer-friendly way
- Putting your online and live audience on the same level

**Do you have
what it takes to
host a hybrid
event?**

Don't forget to check out our [blog post](#) on the necessary skills for hybrid events.

Why should you go hybrid?

Adding hybrid events to your portfolio is a cost-effective way to engage the best talent and sponsors who can help you address the constantly changing needs of your audience.

Read on to learn more.

Ask a Brellaneer

I believe hybrid is the new normal. No attendee wants to attend an event without a digital extension, and no one should limit their business growth by only focusing in-person events.

Event organizers have more digital solutions available than ever before to extend the physical experience and enable more relevant connections.

Consider event sponsorships. What could be a better offering for sponsors in hybrid events than global reach? Companies make huge investments to optimize their SEM and SEO to get the same reach that one hybrid event can offer.



Saija Portugal

Key Account Manager

**Thinking of
going hybrid?**

Book a *free consultation* with one of our in-house hybrid event experts by visiting brella.io/contact

Why should you go hybrid?

Increased reach & attendance

Going virtual helped expand the reach and attendance of many events, beyond geographical boundaries and timezones.

Hybrid events take this one step further:

The physical component provides immense value to attendees with the time and means to attend, especially in terms of atmosphere, more spontaneous networking opportunities and a stronger sense of community.

At the same time, the virtual aspect of a hybrid event allows you to offer a much lower barrier to entry for a broader audience unencumbered by geographical borders. This allows you to reach many attendees who may have otherwise been on the fence about your event.

Ultimately, hybrid events are about empowering you to engage with both your existing audience in a way that works for them, while reaching a new audience who has been waiting for the opportunity to take a chance with your event.

Why should you go hybrid?

Higher engagement with your audience

Hybrid events allow you to take advantage of two distinct sets of engagement opportunities tailored to the preferences of your attendees in each medium (virtual and in-person).

Let's take the recent NBA and NFL seasons as examples.

In-person attendees got to experience a socially distanced version of the action live, complete with engaging halftime performances etc.

Virtual attendees got to experience unique activities, such as special virtual sessions with players, play analyses, slo-mo, replays, and much more that worked to drive engagement up even further.

Likewise, by carefully considering the attendee journeys at each stage, you can craft optimal event engagement opportunities to ensure that all attendees feel involved and appreciated — regardless of their physical location.

Why should you go hybrid?

More powerful sponsorship opportunities

Sponsors benefit greatly from hybrid events. The *why* is quite simple — double the impact. Sponsors can have both a digital and a physical presence, meaning more opportunities to get in front of their target audience and drive business.

Let's look at a simple example:

- **Prior to an event:** They can virtually connect with registered attendees who would be potential leads and clients, scheduling meetings either virtually or at the event
- **During the event:** They can meet with these attendees, while simultaneously connecting with curious booth visitors, and networking virtually.
- **After the live event ends:** The virtual experience can continue, and sponsors can continue to network, engage and interact with attendees flocking to watch replays of sessions they missed live.

All in all, this means that sponsors get longer and broader exposure to their target audience. However, sponsors can be wary of investing in "new" things. Our section on sponsorship will help you convince them!

Greater scalability, agility and flexibility

Imagine this: Your biggest in-person event of the year is coming up in a few days. The venue is booked, your marketing machine is chugging along — life is good. Then, one of your social media posts blows up without warning, and you get a huge influx of sign-ups; far more than your venue (and budget) can comfortably handle.

You have two options:

- **Reject the excess sign-ups**, and miss out hosting your most successful event ever
- **Scramble to try and accommodate the excess sign-ups** by raising your budget, securing more space and creating more printed resources etc. in the short space of a few days.

Rapidly scaling a hybrid event is much simpler, should you see a sudden spike in demand.

If you are using a platform like Brella to power your hybrid event, you can simply request and pay for additional resources to scale up your virtual presence in a matter of minutes, as opposed to negotiating with a venue or attempting to expand your physical footprint.

Why should you go hybrid?

Relevant data & greater accountability

Going hybrid can help take a lot of the guesswork out of your event, and increase accountability to sponsors.

For example, many hybrid events hosted with Brella made extensive use of our unique AI-powered matchmaking features for both in-person and virtual attendees.

This means that you can accurately track things like the number of meetings set-up, engagement and interactions with sponsors, down to the exact connections an individual attendee has made.

This data, combined with the rest of the analytics pertaining to booked meetings and interaction with platform elements (like virtual booths) can provide organizers and sponsors with a previously impossible glimpse into the overall performance of their events.

Did you know?

You could also segment the data by audience type (in-person and virtual), to gain an understanding of the unique factors that make each group tick.

Why should you go hybrid?

Address the changing needs of your attendees

We've now seen how hybrid events benefit you as an organizer. However, the best possible reason to consider a hybrid event is *because it addresses the rapidly changing needs of your audience.*

A year of virtual events, and lingering anxiety about COVID-19, even as society starts to open up mean that people's preferences have changed. We have all discovered that we can learn and engage with new people virtually. Business can happen outside the office, and we can still have wonderful experiences from our computer screens.

As such, not offering that virtual component to an audience used to its convenience will only serve to alienate them.

Hybrid events empower you to agilely balance your needs as an organizer, with the needs of your audience — while giving you some additional accountability, flexibility and convenience.

Greater things are coming to the event industry, and hybrid events will keep your organization at the forefront of that change — riding the wave, instead of drowning in its wake.

Need more convincing?

Explore the [benefits of hybrid events](#) in greater detail through our blog post

The tools & mindset you need to succeed

What do you need to host a successful hybrid event? Well, much of the tech you've used for virtual events will still be relevant for hybrid, so you don't need to throw everything you've learned out the window.

However, just as the pivot to virtual required a new mindset, you need to approach hybrid events with a fresh mind and a clean slate.

We'll cover the two essentials to help you succeed in your task:

- **The right tools.** You have your dream event, and the right tools will make it a reality. Instead of looking for tools and then making a plan, have a clear understanding of your event goals first, then look for the tools that will help you achieve them.
- **The right mindset.** Hosting a livestream of your live event is not a hybrid event. A hybrid event connects both physical and virtual participants to create an experience that is greater than the sum of its parts. It requires an open mind and a willingness to learn - but you have that already, don't you?

The tools

While your event will dictate which tools you use, these are essentials in any toolkit, no matter the size or format.

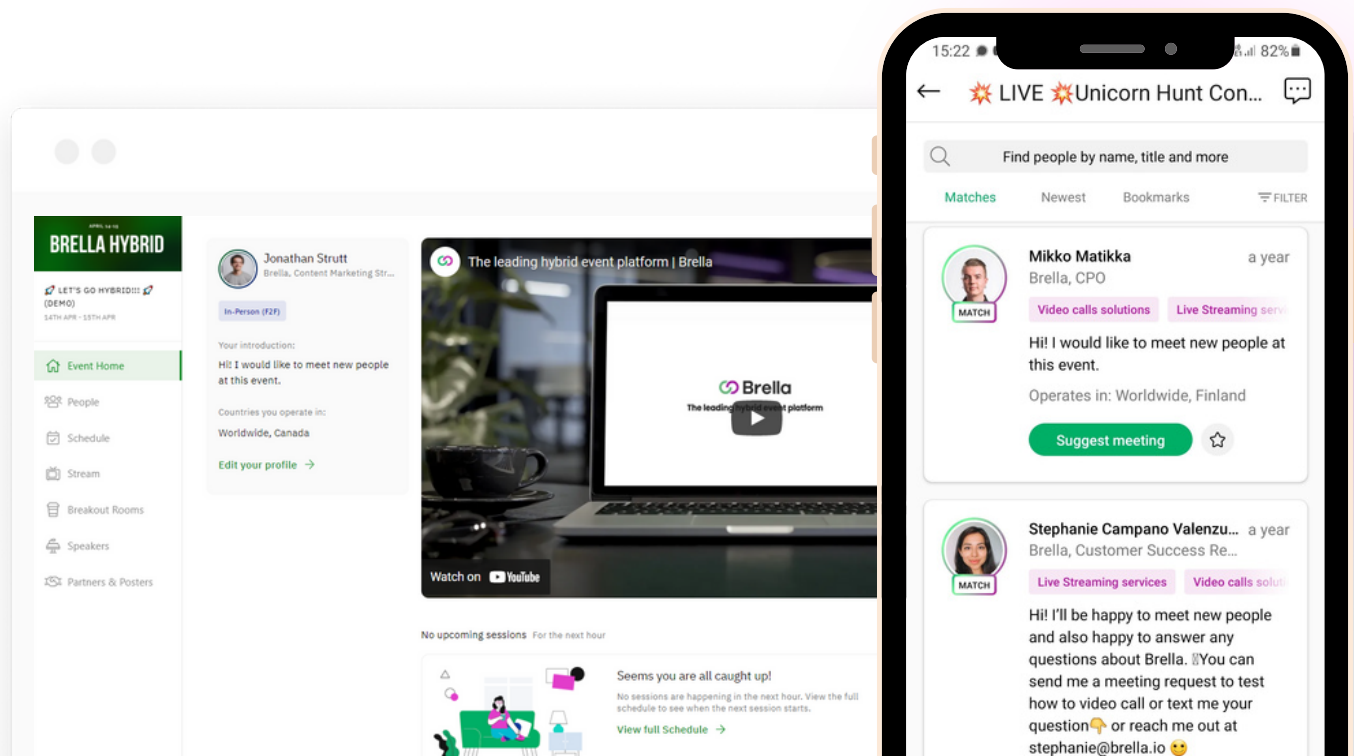
Hybrid event platform

If you've used virtual event platforms, good news - you're already familiar with hybrid event platforms. The only difference is these platforms offer a mobile app or responsive web version so physical attendees can join from their mobile devices.

The platform you choose is at the heart of your event, so we strongly recommend taking your time to pick the right one for your needs.

Having the *right* features can make all the difference to your event. Some hybrid event platforms have the following tools built into their platform, so make sure you ask your provider about:

- Connecting physical & virtual attendees
- Driving leads and meetings to sponsors
- Setting up and hosting livestreams



The tools you need to succeed

Networking and matchmaking tool

Your physical attendees have coffee breaks and serendipity to rely on, but what about your virtual attendees?

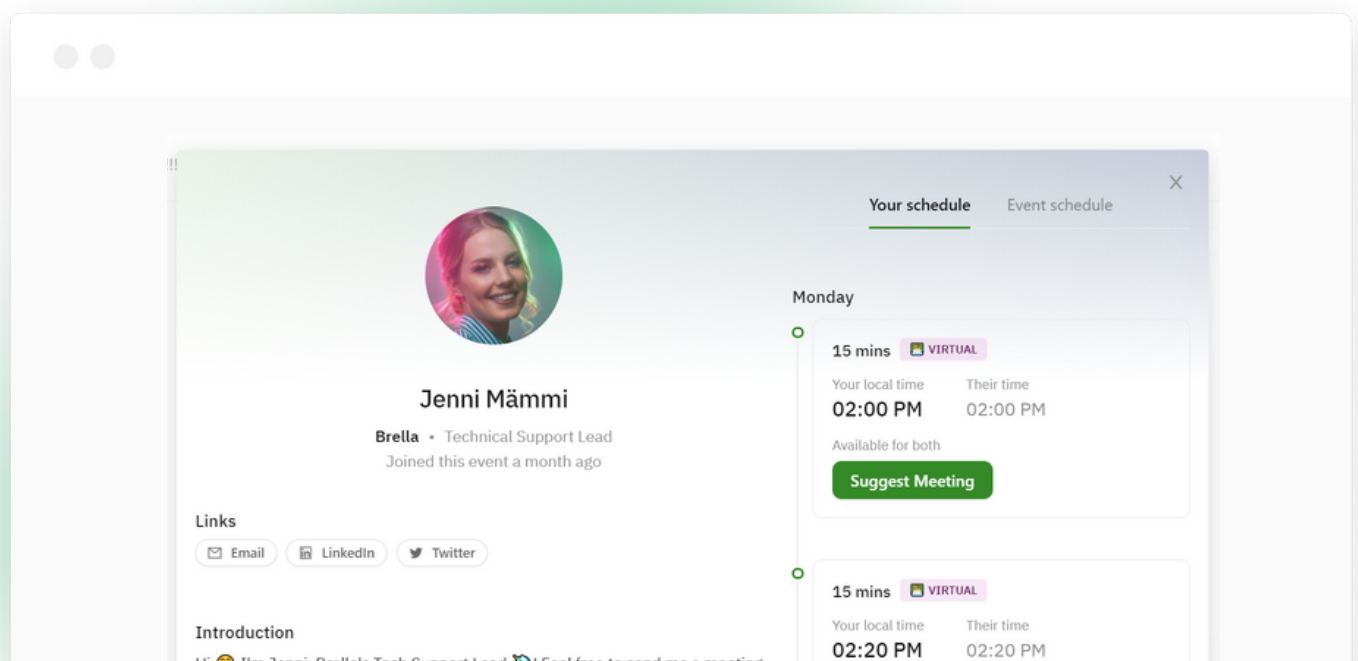
A **networking & matchmaking tool provides** your audience with a simple and easy way to have relevant, contextual meetings.

Some also offer **user groups** to further tailor the experience for various attendee segments. These also give you excellent insights into the networking propensity of your live & virtual audience.

From our data, we've seen that adding quality networking to your event raises satisfaction, engagement, and even improves ticket retention.

Did you know?

Creating quality networking experiences is a topic we're super passionate about, and [we have more material](#) on our blog.



The screenshot displays a user profile for Jenni Määmi, Technical Support Lead at Brella, who joined the event a month ago. Below the profile, there are links for Email, LinkedIn, and Twitter. The main interface shows a meeting schedule for Monday, with two 15-minute virtual meetings listed. The first meeting is at 02:00 PM, and the second is at 02:20 PM. A 'Suggest Meeting' button is visible for the first meeting.

Day	Duration	Meeting Type	Your local time	Their time
Monday	15 mins	VIRTUAL	02:00 PM	02:00 PM
Monday	15 mins	VIRTUAL	02:20 PM	02:20 PM

Livestreaming tools

These can be free streaming services, like YouTube or Twitch, or paid services like Vimeo.

It also includes the equipment needed to stream, like microphones, cameras, greenscreens and more.

As you evaluate different livestream tools, we strongly recommend looking into AV crews who are experienced in livestreaming. It's much more complicated than setting up a camera and hitting 'stream', so you can save yourself a ton of stress by partnering with someone who knows what they're doing!

Need a hand?

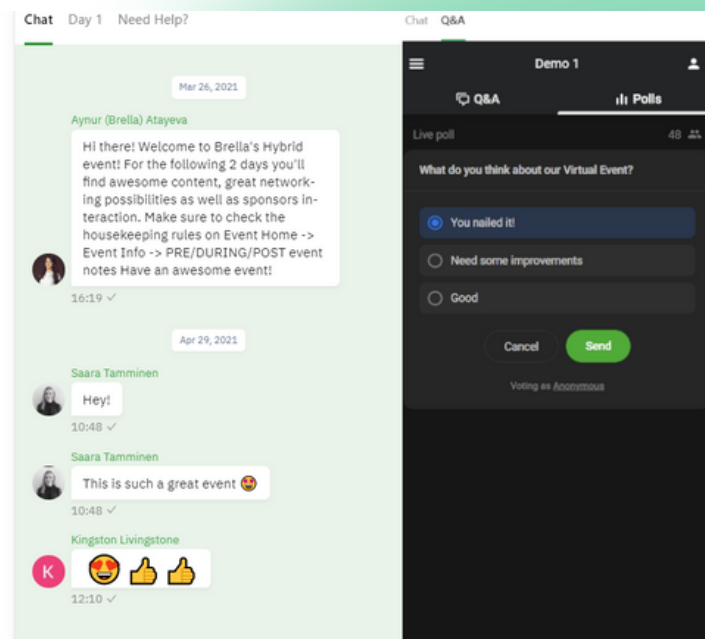
Finding a quality AV crew can be a challenge, but we've had the pleasure of working with many different partners. [Have a look](#) at our list!

Participant engagement tools

These tools add an essential element of fun and interaction to keep your attendees engaged.

They range from live polling to speaker Q&A and much more. Sometimes hybrid event platforms have engagement tools included, which can reduce your costs, so be sure to ask your provider.

No matter which tool you choose, make sure you evaluate how the tools work when participating both virtually and live. While your virtual attendees will most likely participate via a laptop, your physical attendees will use their mobile device. So make sure to test the tool(s) you choose.



The mindset

No matter where we are, our desire for knowledge and connections doesn't change. We still want to learn, we still want to meet new people and we still want to share an incredible experience with others. However, sometimes life gets in the way of these opportunities.

Which is why hybrid events are essential - you can offer your audience a wonderful experience and a strong feeling of connection even when they can't participate live.

So what should you expect as you prepare your hybrid event?

Attendee education should be at the forefront

Proper attendee education is paramount – Keeping attendees informed can have greater benefits beyond reducing the number of emails to your support team.

We've measured results from thousands of events, and found a clear difference between events who created a clear communications plan and those who did not – attendee engagement was, on average, nearly 20% higher.

**Need
inspiration?**

Explore how other events educated their audiences:

- [Attendee FAQ for joining their platform](#)
- [A summary of the event platform and why to join](#)
- [Video tutorial on virtual networking](#)

Patience is of the utmost importance

Be patient with your sponsors, speakers and attendees - These new opportunities are new to your sponsors as well, and it may take some time to educate them on the great potential waiting for them at your hybrid event.

And trust us, there are some HUGE returns waiting for them.

Most likely, you will need to take a hands-on approach to coaching and onboarding your sponsors to your hybrid event. No matter the sponsorship package, hybrid sponsorships benefit sponsors who are active in the platform and understand what it's capable of.

**Need
inspiration?**

Many tactics for bringing your sponsors up to speed lie under the umbrella of customer success, and [we have an excellent primer](#) on our blog.

Experiment, evaluate, repeat

Be willing to experiment – The greatest thing about hybrid is there is so much room for creativity and experimentation.

We are desperately waiting for noteworthy activations - maybe your event will crack the code!

Here are some examples of great hybrid events to inspire you:

Case study: Austrian Wine

The organizers used Brella to facilitate live contact from the participants in Moscow to the growers in Austria, either through 1:1 calls in private video meeting rooms, or through live chat at virtual booths, complete with documentation and technical specifications.

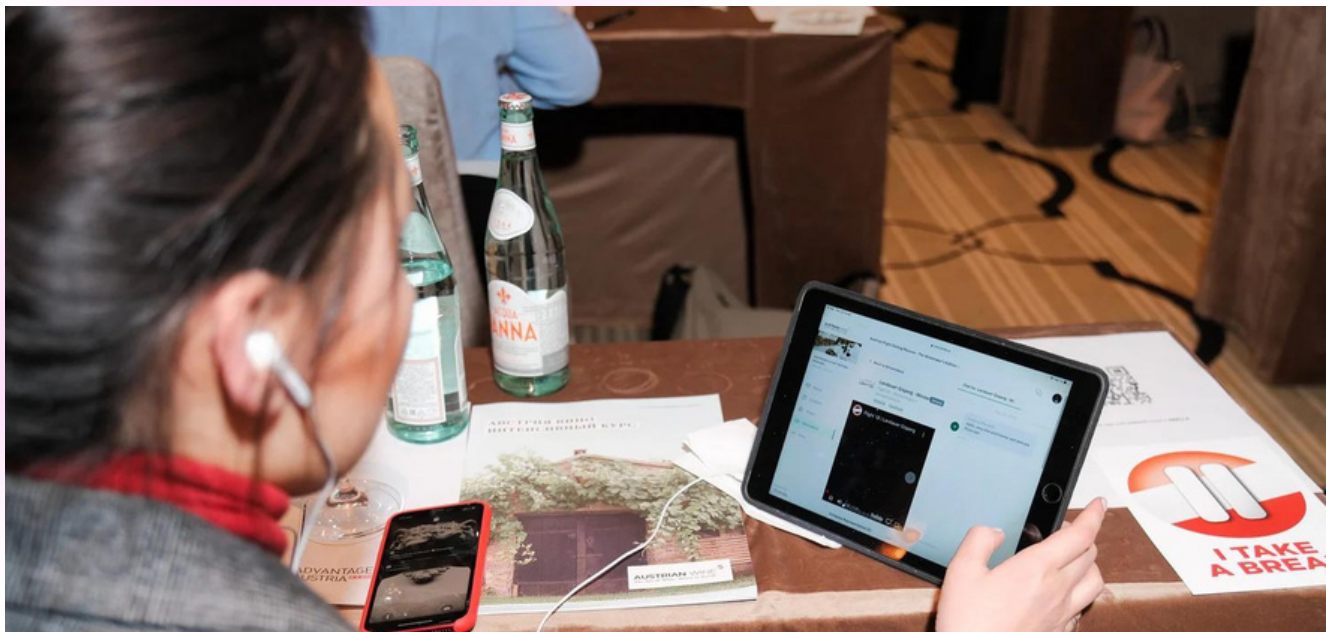
Attendees loved Brella, giving a CSAT score of 100, with 78% responding 'very satisfied'.

” *Technically perfect, no interruptions and chat-feature enabled instant communication.*

” *Good talks, good video and sound quality - interesting topics for the target group.*

Curious about this event?

[Get the full story](#) on how Austrian Wine's hybrid event successfully connected winetasters with winemakers



Case study: Junction

Creating different hubs takes a ton of coordination, but it is possible through a strong reliance on community and a healthy network. And while each hub managed their event differently, Brella was the essential link for them all, ensuring all 11 hub events were united.

Hybrid experiences are new to everyone, but attendees had some excellent feedback for the event.

- ” *The app was very intuitive and cool looking. Also, it was perfect for a hackathon, since it integrated everything we needed: chats, info about challenges, streaming, etc.*
- ” *Everything worked perfectly!*

**Curious about
this event?**

[Get the full story](#) on how Junction hosted a global event with eleven global hubs



Sponsorships & monetization

Sponsorships form the bedrock of monetization for many events — hybrid or otherwise.

Hybrid events can allow you to unlock greater value for sponsors, while accessing a much wider pool of sponsors, unconstrained by geographic and venue-based limitations.

However, the virtual component of a hybrid events can present unique challenges when it comes to securing sponsorships and delivering value to sponsors — at least in the short term.

So, be patient, keep calm and focus on reminding sponsors that a hybrid event with you means:

- Provable return on investment (ROI)
- More opportunities to engage with attendees
- Access to a broad marketplace full of qualified and relevant leads

The best part here is that all of the above are easy to showcase!

Ask a Brellaneer

I'm confident that Hybrid will take the sponsor lead generation experience to the next level. Hybrid will provide a perfect combination of digital and face to face which will ultimately lead to the best possible results.

The digital component will enable measurable lead generation already before the event starts and reach a wider audience they weren't able to reach before.



Ville Vanhala

Head of Customer Success

**Consult an
expert**

Book a *free consultation* with one of our in-house hybrid event experts by visiting brella.io/contact

Common objections from sponsors

Hybrid events are the 2nd major paradigm shift for the event industry in less than a year. This can be an especially upsetting notion for sponsors who were previously accustomed to a purely in-person status quo that hadn't seen major changes in decades.

Let's get down to some objection handling.

Hybrid events won't get enough physical attendees

The virtual component of the hybrid event will cannibalize valuable in-person attendance to sponsor booths — This is a common concern that stems from people's primal fear of the unknown. Your first instinct might be to leverage an existing relationship, or convince your sponsors to blindly give it a shot.

Hold your horses!

The above approach might work, depending on your relationship with the sponsor organization, but most businesses trust data over blind leaps of faith. This is excellent news for you, because the data is on your side (and it's even more powerful than the Force)!

Hybrid events are already proving to be a goldmine for event organizers and sponsors alike, with 23% reporting increased participation in events that follow a hybrid event, and a healthy 65% reporting no changes in live attendance numbers.

In addition, platforms like Brella allow the virtual part of the event to continue long after the physical event ends, providing a cost-effective way for sponsors to continue engaging new prospects, and nurturing existing prospects for an extended period of time.

Tracking interest is problematic

The virtual aspect of a hybrid event makes it hard to accurately track interest in our booth — This was a common concern echoed by sponsors during the advent of virtual, and now hybrid events.

In reality, sponsors get access to a wealth of analytics and data through virtual and hybrid events than they would at a purely physical event. The best part is that they don't need to do any extra work to collect these analytics. Most modern event platforms collect, aggregate and process this information in the background.

For example, Brella allows event organizers to track all attendee actions throughout the platform. This includes everything from who visited which sponsor booths, to how they engaged and interacted with various elements within the booth, and their 1:1 interactions with sponsor representatives. Organizers can opt to share this information with their sponsors with one click using our handy export features and CRM integrations.

In addition, if your event uses Brella's AI matchmaking to help physical attendees make better connections as well, this information can be aggregated and combined with the virtual data to provide sponsors with a comprehensive visualization of their results.

Poor lead quality & difficulty in engaging leads

The quality of virtual leads is questionable / it is harder to convincingly present our offerings to these leads –

Live events allow sponsor representatives to do two key things:

- Visually observe the crowds that pass through a booth, and proactively engage potential prospects in a conversation
- Rely on intuition to gauge the seriousness and quality of potential prospects

As a result, many sponsors are (rightfully) anxious about losing this lucrative stream of high-quality leads when it comes to virtual and hybrid events.

Many event platforms offer varying levels of features targeted at translating, and in some cases enhancing the sponsor experience within a virtual space. The key to navigating this objection is to pick the *right* event platform that appeals to your particular sponsors.

Watch out for “all-in-one” platforms, with lengthy feature-lists, as they may offer a sub-par experience across the board, making future sponsorship sales even harder. Go with a platform that provides your target sponsors with a pleasant and efficient experience.

Is Brella the right option for your event?

While we could plug Brella as a *magic solution*, the reality is that sponsors' needs change based on vertical, and most importantly, the type of event.

For example, Brella's particular feature-set is the gold standard for hybrid B2B conferences, expos and trade-shows, where networking and 1:1 interactions play a large role. Our sponsor-oriented features revolve around in-depth analytics, and dedicated microsites ("booths") at the virtual heart of your event, almost like a marketplace. In addition, our unique AI matchmaking features can help facilitate the best meetings, both in-person and online.

**Sponsors asking
for better leads?**

[Check out our blog post](#) on how to drive more high-quality leads to your sponsors

Crafting the best sponsorship package

The most important thing you need to consider is where your attendees will be and how your sponsors can get in front of them. This is ultimately what all sponsorships (physical, hybrid or virtual) boil down to - you, the organizer, providing key players access to a targeted audience at a premium.

When putting together a sponsorship package for a hybrid event, it's also important to keep the unique selling points (USP) of this type of event in mind: that you are offering your sponsors a powerful physical *and* virtual presence, engineered to offer greater accountability through analytics.

What's in a good sponsorship package?

Two booths, a single cohesive experience

The humble booth is at the heart of the sponsorship experience. You can either offer all of your sponsors both a virtual and a physical booth, or provide a choice between separate “virtual”, “physical” and “full hybrid” sponsorship packages.

Brella lets you create “virtual booths” themed to match sponsors' brand identities. Attendees can interact with elements within the booth to understand your sponsors' offering. In addition, your sponsors can showcase demos, live chat with attendees, and more.

This means that:

- You can offer different categories, sizes and prices to accommodate all your exhibitors and sponsors.
- Your sponsors will be prominently displayed on the main navigation to attendees, and the top sponsors will show first.

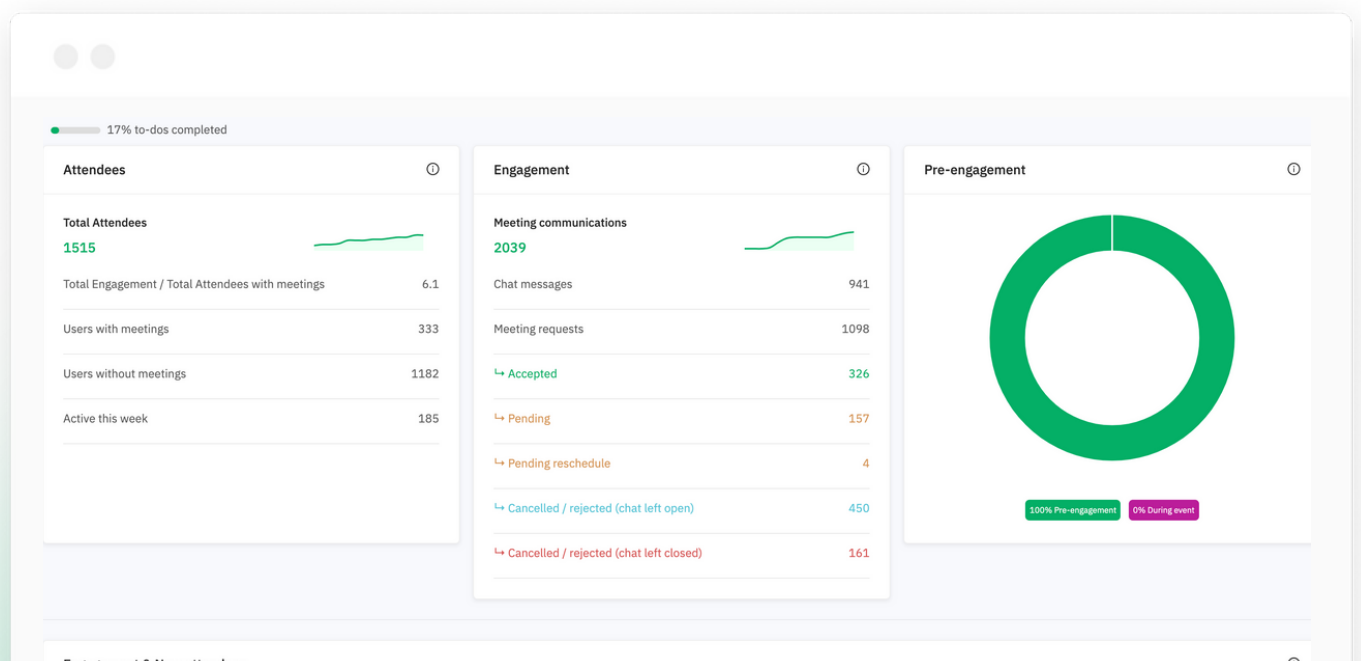
The screenshot displays a virtual booth interface for Brella. At the top, the Brella logo and name are visible, along with a 'Host' button and social media links (Website, Facebook, LinkedIn, Twitter). The main content area features a video player showing a presentation titled 'Brella's Event Platform in 2 minutes'. The presentation includes a line graph, a 'Meeting Stats' overlay showing 74 attendees and 82 meetings, and a '3%' progress indicator. The interface also features a chat window on the right with a message from Aymur (Brella) Atayeva: 'Welcome to Brella's booth!' and a list of company representatives at the bottom, including Jonathan Strutt and Daniel Hunt.

Detailed analytics

Data is the oil of the modern world, especially to sponsors who are looking to justify their marketing budgets to shareholders and management!

Brella collects detailed analytics from our matchmaking features, as well as from virtual booths — including attendees' engagement with various visual elements in the booth, and information about engagement for all sponsor representatives.

It's easy to offer Brella's default data to all sponsors by default. However, you can differentiate your offerings for top sponsors by exporting Brella's analytics data to any major CRM (it's a simple operation), and providing top sponsors with aggregated information comparing their performance to other sponsors, and across other events they have sponsored for you.



Sponsored matchmaking

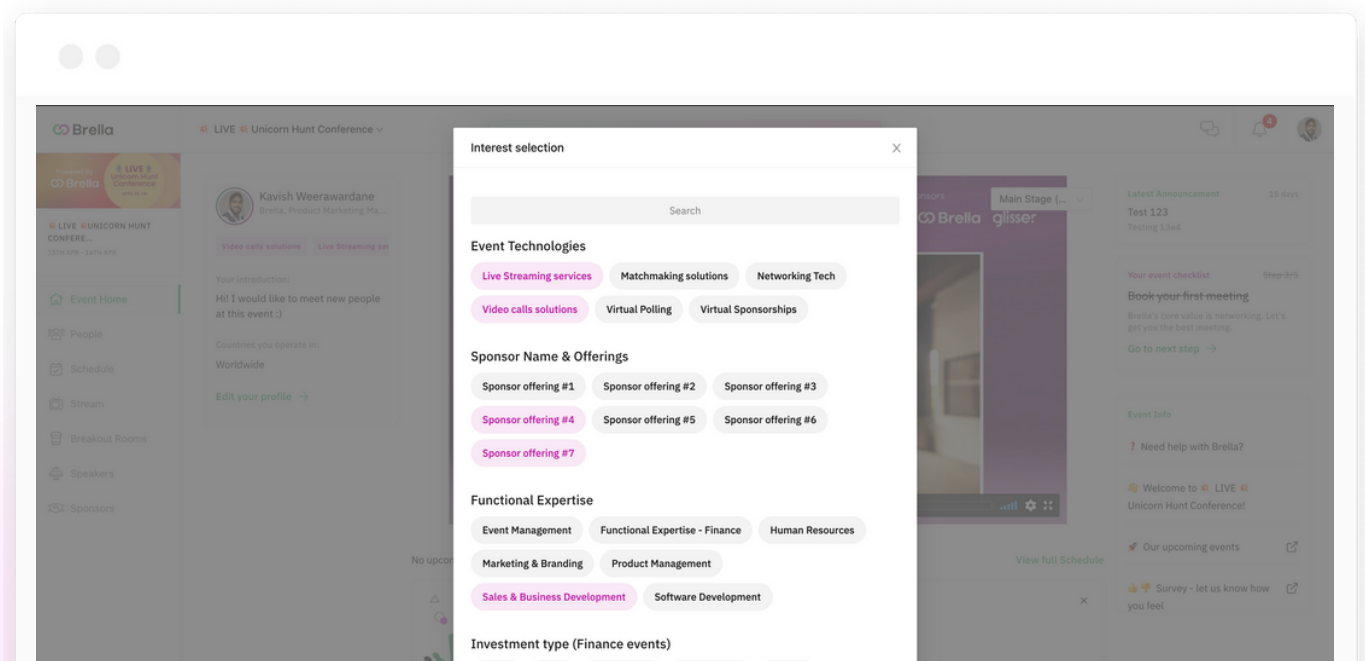
Brella's AI-powered matchmaking revolves around customizable “interests”, and predefined “intents”. Attendees can select an interest, and their intent surrounding it, which our AI will use to pair them up with suitable matches.

All of your sponsors can search by interest and intent to preemptively book meetings with prospective leads, but you can sweeten the deal for top sponsors by offering them the option to add their business offerings as interests in your matchmaking.

This means your top sponsors could find attendees willing to:

- Buy their services
- Invest into their company
- Work for them

We recommend limiting this option to a few top sponsors, in order to reduce clutter on the matchmaking screen for attendees and allow you to charge a premium for this service.

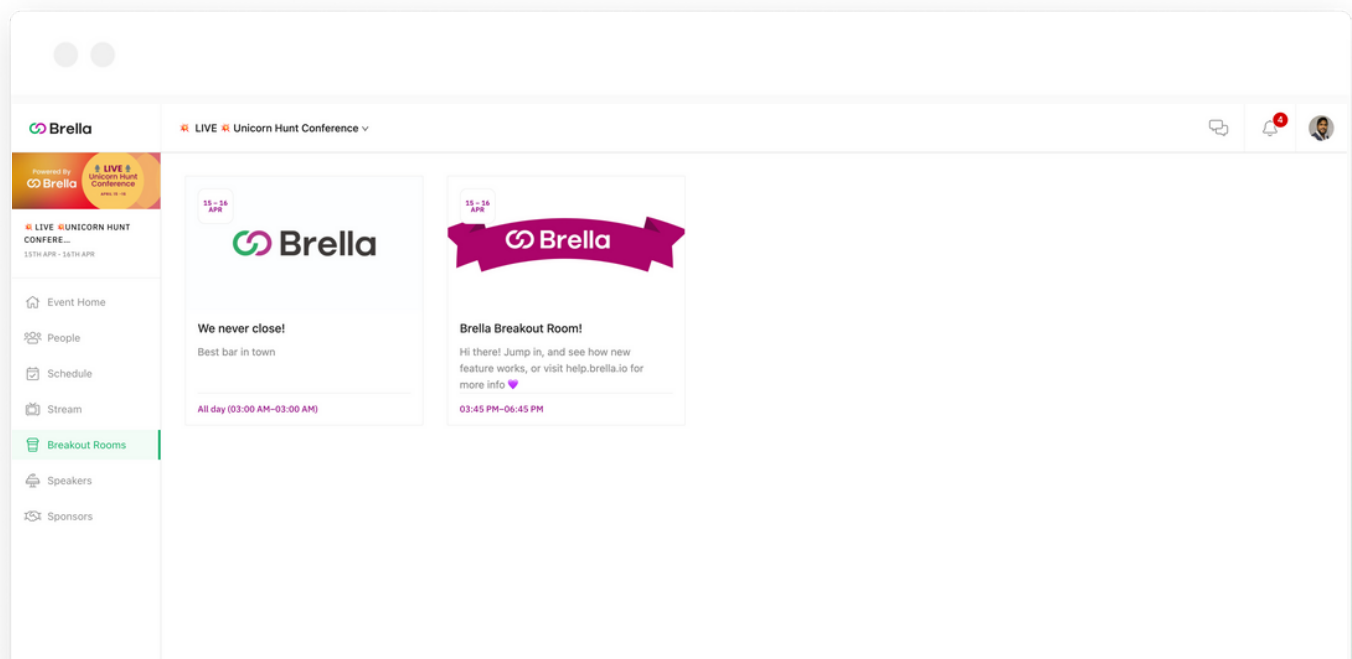


Sponsored content

Sponsored content is a perfect way for sponsors to get involved and in front of your attendees. They can provide quality domain expertise, showcase product demos, or simply sponsor a session.

Instead of passively waiting at booths (virtual or physical) for leads, you can empower sponsors to take the initiative at your event and get in front of their target audience. A few possibilities include:

- **Encouraging them to sponsor a session on a relevant topic** — An easy way to get their name out there while providing value to your audience. Sponsoring a session also means getting their name in the schedule.
- **Offering sponsors the opportunity to sponsor a hybrid breakout session** — This is the perfect, slightly more intimate setting in which they can showcase their products, drive relevant discussions and nurture prospective leads.



Building effective networking experiences

At its simplest, hosting a hybrid event is like building a bridge between your physical and virtual audience. There is a gap or divide between the two, and it's up to you to help them cross it.

Facilitated networking is one of the easiest ways to build such a bridge.

When your physical and virtual audience can interact with each other, it keeps them engaged with your event. And our own data shows that facilitated networking can improve ticket retention, reducing your customer acquisition costs.

Let's cover the essential steps for creating effective hybrid networking experiences.

- Offer a matchmaking service for all participants
- Provide separate meeting areas for physical and hybrid meetings
- Educate your attendees on hybrid meeting best practices
- Leave transition times between meetings
- Keep networking open after your event ends

Offer a matchmaking service for all participants

A matchmaking service (or networking tool) is key to organizing relevant networking experiences for hybrid events.

A matchmaking tool smooths the process for all participants by offering a relevant reason to meet, most often through common interests. Some matchmaking tools can even match attendees based on the goals they want to achieve.

Looking for a job? Now you can find who is hiring in your field. Need to find a new vendor? You can see who is selling the solution you need.

Once you find a relevant match, you can schedule a meeting and take the meeting directly in the tool. No need to send calendar invites back and forth.

They have immense benefits for virtual attendees, as they provide essential context and give a reason to meet. However, they also benefit physical attendees - and benefit you too.

**Want smarter
matchmaking?**

[Discover the magic](#) of our AI-powered matchmaking tool on our website

Case study: Nordic Business Forum

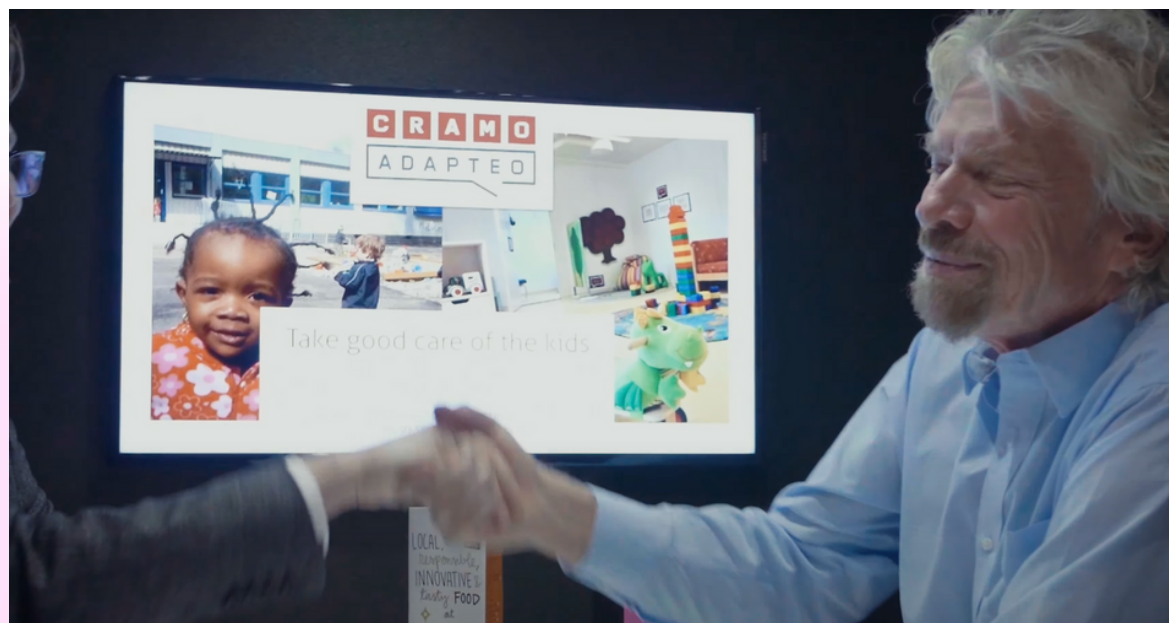
Nordic Business Forum, one of the leading business seminars in the world, conducted a study and found that attendees who participated in their matchmaking service (in-person) were nearly 50% more likely to return the following year.

And exhibitors gained so much value from the matchmaking service that they were 3x more likely to return.

A proper matchmaking service will save you and your attendees a ton of headache, provide an incredible experience and increase your audience retention rate.

Curious about this event?

[Get the full story](#) on how Nordic Business Forum got amazing returns on their matchmaking efforts with Brella



Customer quote: Nordic Business Forum

Networking is a top priority for our customers since that's what drives growth and business in the end. Brella has been very valuable for us in order to facilitate networking and matchmaking, whether our event has been run offline, online or as a hybrid event.

We made a study comparing data from our two previous main events.

There was a significant difference in the retention of those customers from the previous event to the second one if they had meetings via Brella.

The difference was 18 percentage points higher in ticket retention, while ticket retention for exhibitors was 3x higher for those who had meetings via Brella and those who didn't.



Hans-Peter Siefen

Co-Founder Nordic Business Forum

**Want smarter
matchmaking?**

Experience the success of the Nordic Business Forum in their own words through this three minute video.

Provide separate meeting areas for physical and hybrid meetings

This can take some logistical finesse, but it's essential for high-quality meetings.

Separate meeting areas for both physical and hybrid meetings will simplify the experience for your attendees and make it more enjoyable.

Some matchmaking tools can even provide meeting locations for attendees, minimizing the back-and-forth. All attendees have to do is show up to their assigned spot.

For hybrid meetings, host them in a quieter area away from the main networking area. This will ensure peaceful meetings for everyone.

And to simplify the networking process, use **user groups** to segment your attendees by how they plan to attend. This improves the networking experience, as attendees will understand who is attending virtually versus in-person.

Educate your attendees on hybrid meeting best practices

We're all more proficient in video conferencing tools than we'd ever imagined (or hoped). But despite our experience, we still forget to mute (or unmute) ourselves.

Helpful reminders on virtual meeting etiquette will go a long way, especially for your physical attendees. Here are some helpful tips for both you and your attendees.

- **Ensure Wi-Fi has bandwidth for your meeting** — Encourage your participants to keep internet use to a minimum while having meetings. And make sure you check with your venue provider that the wi-fi is stable, as your attendees will need it!
- **Get into a proper environment** — Good lighting can do wonders. Avoid having bright backgrounds behind you and try to keep your face well-lit (but not too brightly). As well, reducing the reverb in a room improves audio quality.
- **Use headphones and a mic** — Both participants should use headphones and a mic when having a meeting. This improves audio quality and ensures their conversation doesn't disrupt others.

Leave transition times between meetings

These are good practices for both virtual and physical attendees to your hybrid event.

If your hybrid meeting room is separate from your in-person meeting area, attendees can be late as they run back and forth.

And while your virtual audience doesn't need to move, they should. Remind them to take periodic breaks to stretch, grab coffee, or rest their eyes.

Offering even 5 minutes between meetings will help everyone have a small break before they show up for the next one. It also allows some buffer time for participants who are having a great discussion!

Keep networking open after your event ends

Why should the conversation stop with your event? The experience can live on long after the final session has ended.

The best part of hybrid events is that the networking can continue online once the live content stops. So if you feel as though your audience will leave too soon, create networking days after your event! This can reduce the stress of your participants too, as they can focus on the content and worry about meeting others later.

Planning & delivering great hybrid content

Content planning for hybrid events is complicated. However, by breaking it down into manageable chunks, you'll quickly build up a solid content plan.

First, you need to determine what's the best way to present your content, and that starts with your attendees. How do they plan to attend? For example, if a vast majority will attend virtually, you may not need many speakers presenting at your venue.

Alternatively, you can start with the content you want to provide, then create tickets around that. For example, you can create a VIP experience by hosting live speakers and limiting in-person tickets to create scarcity.

Your virtual attendees can still take part in the livestream and virtual networking, but they'll miss out on the in-person experience.

You can also use **user groups** to define which content can be accessed by specific ticket types, allowing for greater flexibility.

No matter which avenue you take, there are some common scenarios to consider.

Ask a Brellaneer

All of our customers are amazing event organizers who always think how to ensure the best possible experience for their events' participants. Especially when it comes to the content delivery and seamless perception.

Bringing hybrid concept into the light, one might wonder how would the logistics look like and what would be the best practices for that. Well, after several comprehensive discussions and observations we (Brella & Customers) realized that it's always easier for attendees to digest instructions and content once they know exactly what they need to do at each stage.



Aynur Atayeva

Customer Success Manager

**Planning your
first hybrid
event?**

Book a *free consultation* with one of our in-house hybrid event experts by visiting brella.io/contact

Effectively planning your content

Let's look at the three main scenarios you need to consider when planning your content for a hybrid event. You can opt to either have fully virtual content, fully live content or a mix of both.

Speakers presenting live at the venue

If you decide to have your speakers present at the venue, you need to ensure your livestream is engaging for virtual attendees.

A professional AV & livestream crew can help, but if you plan to manage the streaming yourself, make sure you have multiple camera angles. A single view that never changes becomes boring, so you can easily add a lot of dynamism by simply switching between different shots.

Live speakers are a great option if you expect more in-person attendees than virtual. However, this can increase your costs due to speaker fees and accommodation.

Either way, don't ignore your virtual audience. We recommend having a moderator who gathers questions and feedback from your virtual audience and shares these with the speaker.



Virtual speakers only

Alternatively, you could have only virtual speakers. As we covered earlier, this can reduce your costs and flesh out your lineup.

However, presenting your virtual speakers in an engaging way to your physical audience can become a struggle. To avoid this, we recommend communicating clearly to all attendees how they can attend the session, whether virtually or in-person. Will you stream the session live at the venue, or do they need to watch on their own devices?

Again, it's good to have someone from your team dedicated to monitoring the polling software or live chat and directing questions to the speaker. They can be either online, or an MC at the venue who asks questions directly to the speaker.



A mix of virtual and live speakers

The third scenario is a mix of virtual and in-person speakers. This is a truly hybrid approach, and naturally requires the most thought and planning.

Again, clear communication is vital. Your attendees need to understand whether they're virtual or live, and how they can join. In addition, speakers need to be coached on best practices for presenting to a hybrid audience. A moderator is especially helpful here, as this allows the speaker to focus on their presentation and not worry about missing questions.



Do all sessions need to be open to both virtual and physical audiences?

Every session doesn't need to have both virtual and physical participants – You can opt to host different sessions and tracks for virtual and live audiences, which would simplify the logistics for you, and lessen the burden on speakers.

For example, you could host interactive breakout rooms and roundtables for physical participants during the virtual sessions, and provide the content on-demand after the event.

Communicating your content plan

Once you've decided on how to host your content, creating a solid communications plan is essential.

Across in-person, virtual and hybrid events, our data clearly shows that creating and following a strong communications plan increases attendee satisfaction and engagement by nearly 20%.

Let's look at the key steps you need to follow before your event, during your event and after your event.

How does a comms plan elevate your content?

- You help attendees purchase the right ticket for their needs.
- You increase session attendance and reduce drop offs by clearly articulating how to join.
- You set expectations and help attendees prepare, improving satisfaction and engagement.

A clear communications plan smooths the event journey for your attendees by providing them with information that is relevant, timely and helpful.

Pre-event

- **Clearly mark what tickets have access to on your website,** and remind attendees in their registration & confirmation emails
- **A few weeks before your event,** send a welcome email to introduce the platform you will use and detailed instructions on how to make the most of it
- **As your event draws nearer, send periodic emails** reminding attendees to create their event profile, connect with other participants, bookmark the sessions they wish to attend – anything that will help them engage with your event and each other!



Virtual Shake-Up 3.0 begins tomorrow!

We're so excited and can't wait to see you all!

Here's a short checklist to help you prepare for the event:

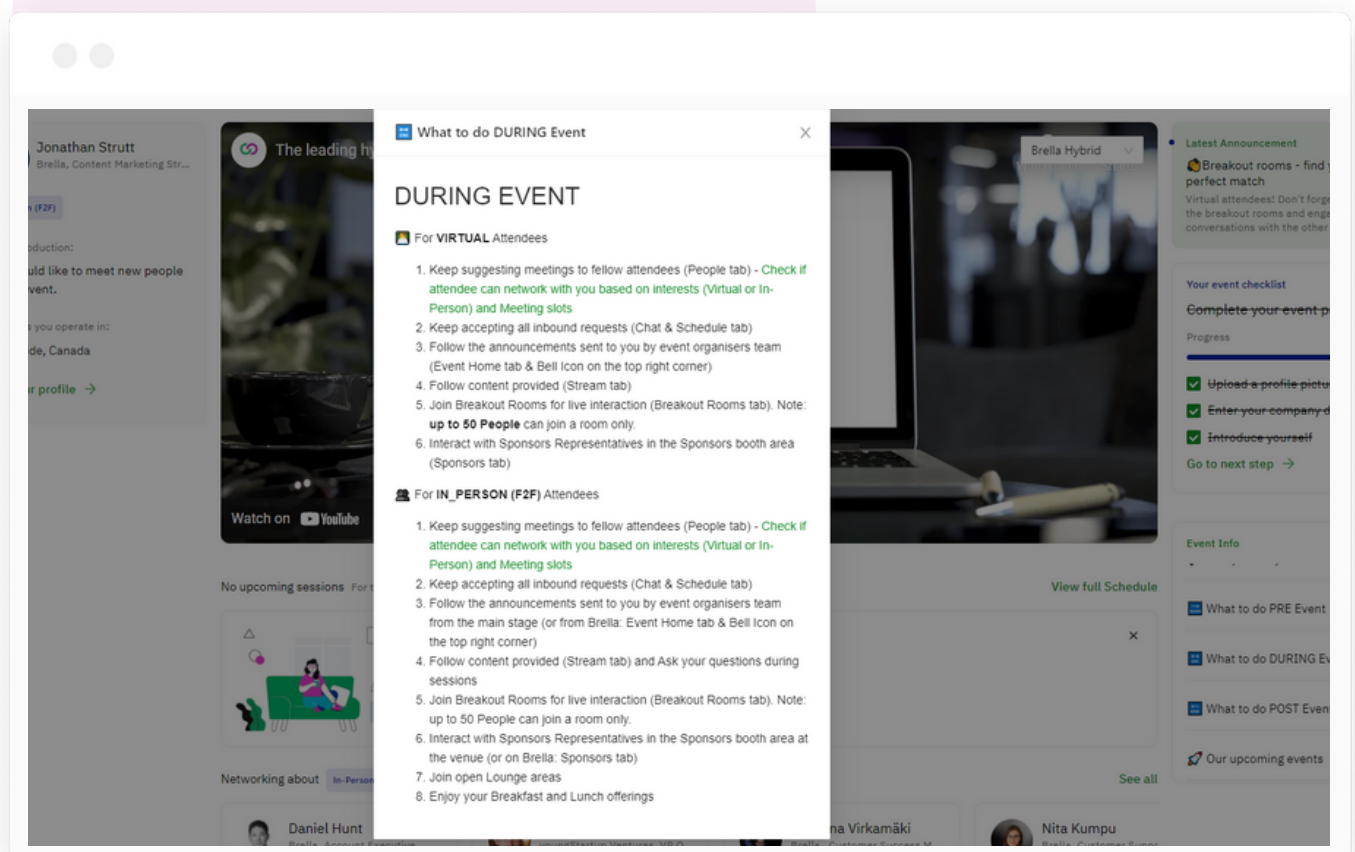
- [Join Brella here to view all sessions live and on-demand](#)
- [Create your networking profile](#) to see who's attending
- [View the agenda](#) and bookmark your favorite sessions to receive reminders before they start

Even if you aren't able to make it live, **we strongly encourage you to join Brella as it will be the only place to watch the content on-demand.** So save your seat - it takes 30 seconds to join!

Can't wait to see you on **March 24th, 11:50 AM ET!**

During event

- **Use push notifications in your event platform** to remind attendees of sessions and inform of any changes to the agenda
- **Participate in your livestream chat** to encourage attendees to ask questions, and explain what happens after the session ends (there's always someone who asks about the slides)
- **Create a checklist for virtual and in-person attendees** to guide them through the optimal event experience



Post-event

- **Send a friendly email thanking attendees for attending.** It's not just good manners, but also offers a great opportunity to provide them with a short post-event feedback survey
- **Send information on how to access on-demand content,** especially if your event had simultaneous streams. You can also promote sponsors who still have their (virtual) booths open
- **Provide key takeaways from the sessions as a summary,** either separately, or together with your on-demand content

That's a wrap!

Thank you for attending Virtual Shake-Up 3.0! It was a magical two days, and it's all thanks to you 😊

We'll be adding all content in Brella on-demand soon, and all the session links can be found in Brella or in this email. In the meantime, how were your meetings? Make sure you follow up with your new connections before the weekend!

Here are our top takeaways from Day 2:

- **It's not the number of people coming to your event, but how you create the conversations between them.**
- **Mastery over your domain and a commitment to excellence will set you apart from the others**
- **Trust in government and institutions is at a all-time low - but there is a light at the end of the tunnel, and events have a huge role to play in rebuilding that trust**

And one more thing to ask of you - if you would like to see more events from us, if you have any ideas on how to improve, or something didn't work quite how you expected, [let us know here!](#)

Thank you!

Access all content on-demand here: <https://next.brella.io/join/vsu21>

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DESERVES THE BEST.



Brella

An event platform built around intelligent matchmaking and networking.

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