

The Association Planner's Guide to

Hybrid Event Engagement



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Introduction

At first glance, canceled events and vanished revenue streams could have likely caused serious financial distress to many associations by late 2020. Luckily, this was not the case. The push toward digital upheld the relevance and value of those organizations; better yet, it established a new channel for engaging prospects, existing members, sponsors, and exhibitors.

As organizations return to in-person events, explore hybrid formats or stick to virtual-only, associations face critical decisions. At the same time, their goal remains the same: provide learning opportunities and community connections for members while delivering lasting value to partners and most importantly, retaining vital funding.

So what does that look like in a yet-another new environment?

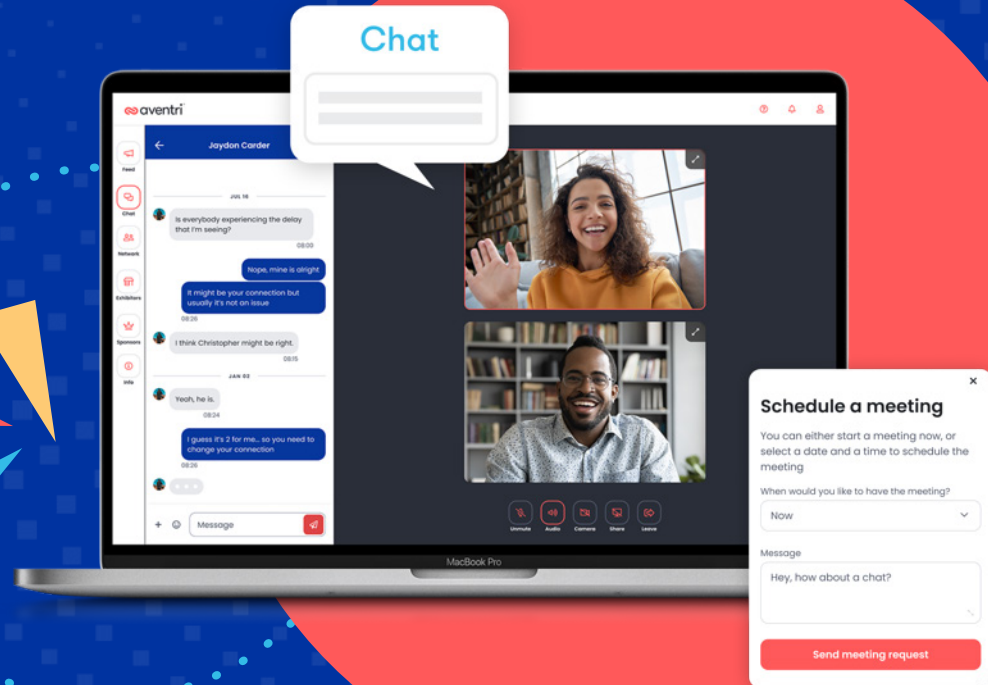
In this guide, we delve into how associations can create valuable experiences for members and partners that go beyond a landing page — or even a handshake. It's time for a hybrid event strategy that involves the best of both worlds for a truly engaging event experience.



Ready to Learn More?

Schedule a demo today to see how Aventri can help you Connect Better and start creating unforgettable meetings and events.

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