

Hybrid Event Technology Checklist: 18 Ways to Optimize Hybrid Events in 2022

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Your Platform		Hybrid Event Networkin	g
Keep hybrid events simple	7	Connect in-person and online attendees.	10
Attendee Engagement		Use Al to personalize the	17
Make virtual attendees a core part of the program.	10	attendee journey	
		Bring like-minded attendees together	18
Pump up virtual engagement.	11	Consider multi-venue hybrid events	19
Make video content look like TV	13		
Feature high-quality hybrid event production.	14	Covid Safety	
		Make event check-in contactless	2
		Connect in-person and online attendees.	2

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Exhibitors & Sponsors

Add value to sponsorship packages

Quantify hybrid event ROI for sponsors

Maximize ROI (cont.)

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Leverage hybrid event data to 33 prove ROI

Maximize ROI

Drive ongoing engagement and e-commerce

- Leverage scale, repackage content 30
- Optimize hybrid event outcomes

Registration & Marketing

Deliver a consistent user experience, start to finish

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Introduction

Hybrid is the future of meetings and events.

You can easily see why.

For starters, this model gives attendees choices. They can gather at a venue to network, do business and enjoy the experience. Or they can take part from home, using a computer or mobile device.

What's more, government restrictions and company travel policies keep changing. In-person events may not be an option for your entire audience for some time.

Hybrid events help you manage uncertainties. You're planning both virtual and in-person experiences. If conditions change and people can't travel, you can switch on a dime to an all-virtual event.

Hybrid offers other benefits, too. This format can expand audiences, create new revenue streams, drive ongoing engagement, and more.

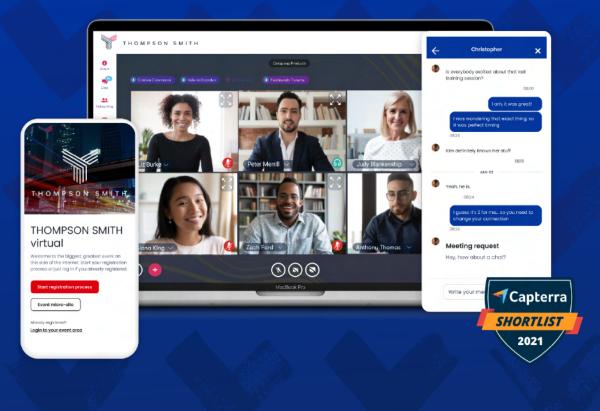




Ready to Learn More?

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

Schedule a Demo







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