

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<br>together | 18 |
| Pump up virtual engagement.                        | 11 | Consider multi-venue hybrid<br>events   | 19 |
| Make video content look like TV                    | 13 |   |    |
| Feature high-quality hybrid<br>event production.   | 14 | Covid Safety                            |    |
|  |    | Make event check-in<br>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.

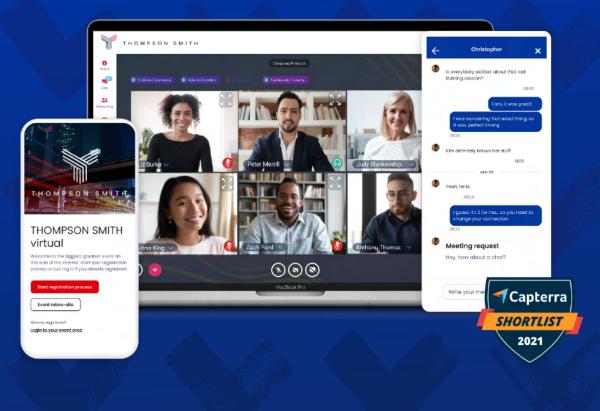




# Ready to Learn More?

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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