TEXAS A&M AGRILIFE

Tips, Tricks & Hacks for Hosting Hybrid Events

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Webi-what?

Teams Meeting

Real-time event with full access to chat and ability to see all presenting/attending event.

Teams Webinar

The same format (real-time) as a meeting but you can segment into presenters and attendees. Also lets you set up simple registration forms for event attendees.

Teams Live Event

Live (but delayed) where producers decide on what content is viewed by attendees. Q&A is the only option for attendee interaction.

Hybrid : What does that mean?

Hybrid event:

An event that uses a combination of in-person and digital elements, tailored to each audience for optimal experiences.

Live and on-demand

What elements of the event are live-only, live-streamed and and/or on-demand?

Interactive Experiences

How do you provide opportunities for online attendees to engage? Chat, Q&A, polls, etc.

Attendance

How do in-person and virtual participants "attend" your event?

To consider:

Audience size, venue, technology, access, outcomes, content purpose, and content re-use.

What it's not

- Camera in the back of the room
- 1-way
- Back up recording
- 1:1 replacement

What it can do

- Democratizes the event experience
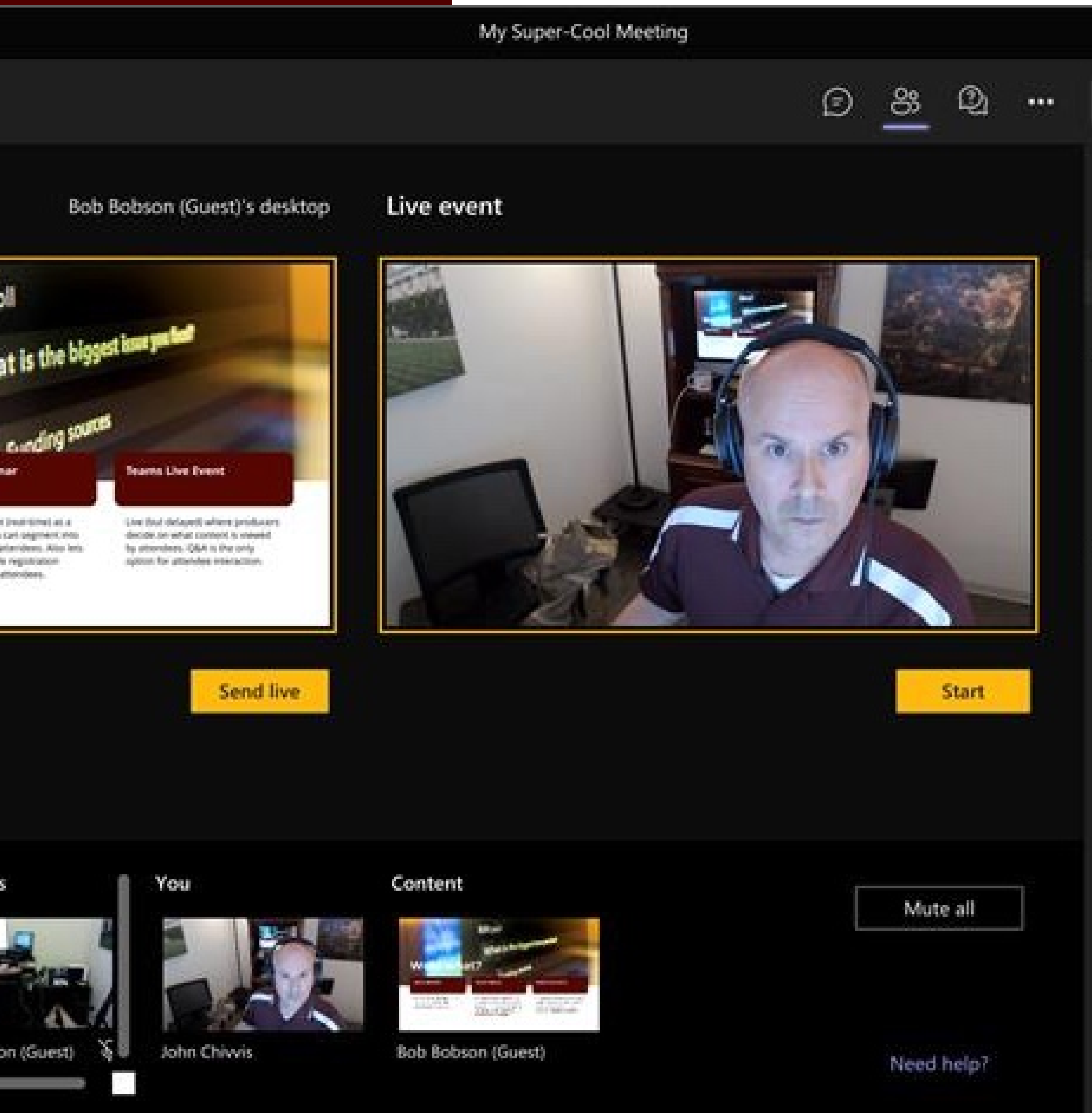- Expands reach
- Extends content "shelf-life"
- Reduces risk

Audience Engagement

Hosting

- Host v. presenter v. expert
- Set the rules
- Troubleshoot
- Work the room(s)

Tip: Split duties between host(s), producers and support

Producing the Event

- Audio & video
- Live v. "simulive" v. recorded
- Runs of show, run-throughs
- Public chats v. private chats

Tip: Consider using extra cameras, phones, and accounts to add production value.

Quality Production +
Quality Experience =
Successful Event

Engagement

- Decide on the level of engagement ahead of time.
- Base engagement on audience, time and technology.
- Be up front and remind audience.

→ **Tip: Use multiple communications platforms to increase interactivity**
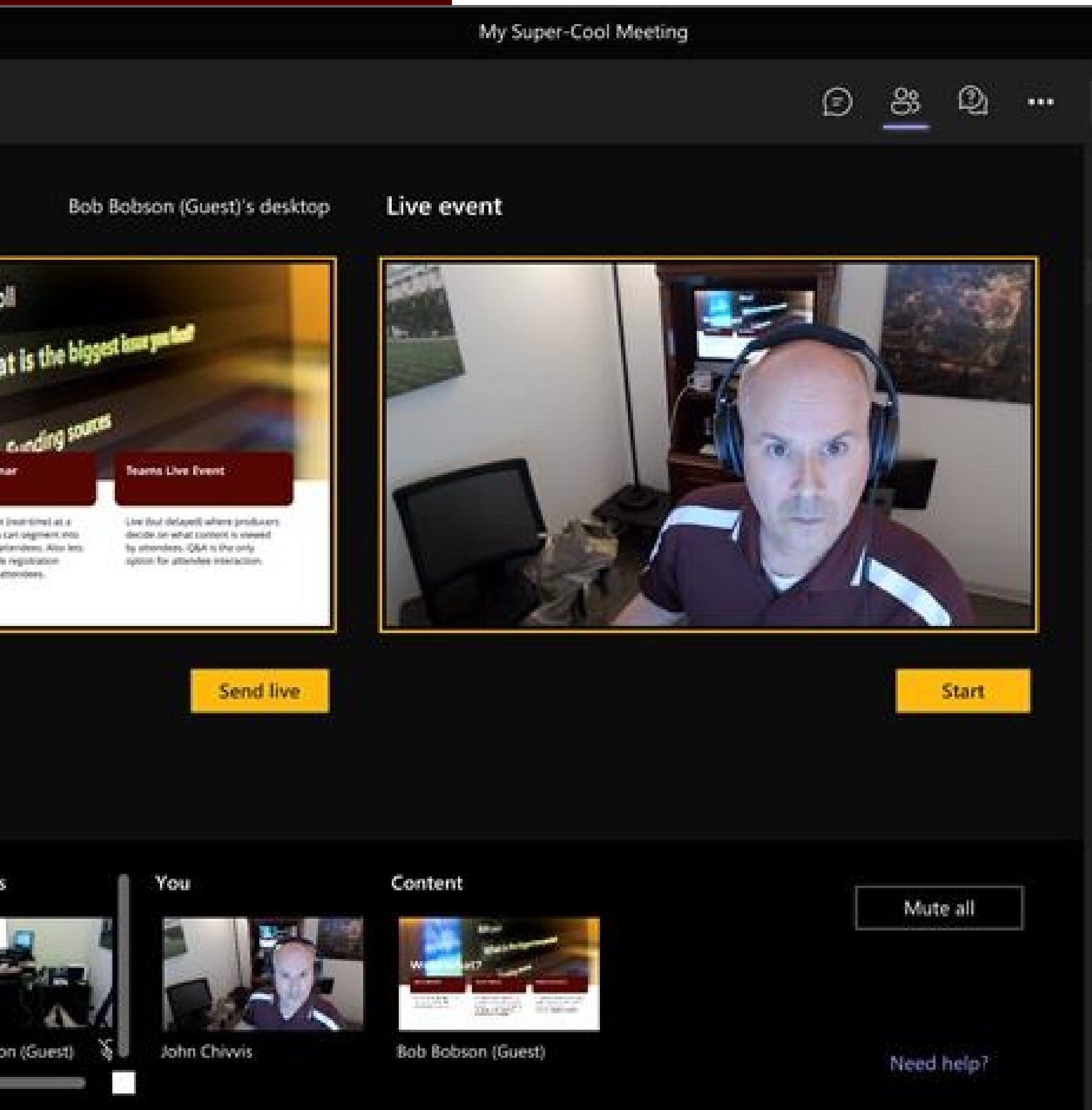
Audience Interaction

- Video and audio interaction
- Networking, polling, Q&R
- Q&A, (public, private and how handled)
- Acknowledge the audience.

Tip: Take advantage of in-application tools or add-ons to increase interaction.

Online attendees expect
a quality experience.

Hybrid attendees expect
an equivalent experience.

Experience

- How do in-person elements translate virtually: e.g., networking, Q&A/Q&R, swag?
- How do you to make those connections?
- How do you make them feel valued, that you care about them?

Cut your time online.

Online presentations are different than in-person presentations. 60 minutes should become 45 (or 30 and 15 minutes of Q&A).

Maximize the Experience

- Make sure everyone can be seen. Cameras on!
  - Consider using multiple or AI/Smart cameras.
- Clean audio for all parties.
  - Minimize side conversations.
- Don't share the screen unless you need to.
- Maintain eye contact with both in-person and virtual attendees.
- When responding to questions, etc., be remote first.
- Think about your audience's needs/plans. This is key when it comes to accessibility.

Pre- and post-event

→ **Transmedia**

Reach them across web, email, social and interconnect them all.

→ **Compelling verbiage**

Titles need to be more compelling and more descriptive.

→ **Content re-use**

Think about how you can re-use event content to further reach and impact.

Quick Hits

- Slides
  - No large amounts of text.
  - Visual + readable = retention.
- Audio

- Camera(s) location.
  - Full and in frame.
  - Engage the audience.
- Background
  - Good lighting and not distracting
  - Minimize use of virtual backgrounds

Q&A