


GOING HYBRID



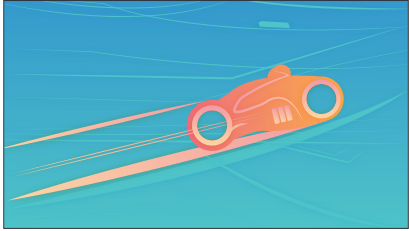

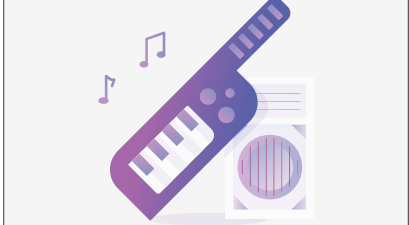
Incorporating Virtual Experiences Into Your Event Strategy



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Introduction

Nothing compares to in-person. But when in-person's off the table, how can event organizers create meaningful and impactful experiences for their audiences?

In the wake of the global coronavirus pandemic of 2020, many event professionals have needed to quickly adapt their plans to protect the health and safety of the attendees, sponsors, customers, and teams. For some this has meant postponing their events, for others this has meant canceling their events, and for others yet this has meant virtualizing their events

Virtual events are not new. But we predict that virtual events will become a more common complement for in-person events in the future. They are easier to produce, able to fill in the gaps between larger in-person campaigns, cheaper, and are capable of reaching an audience that is not restricted by geography.

We call this a hybrid event strategy. A strategy where some events are in-person, some are virtual, and some events blend both virtual and in-person elements.

This guide will start by defining virtual and hybrid events and how they differ from traditional, in-person events.

We'll then provide an in-depth guide on creating successful virtual experiences before sharing tips on how you can combine these with in-person elements for a successful hybrid experience. To help with your virtual solution shopping, we'll also include a technology questionnaire you can use to evaluate tools.

Along the way, we'll share advice from leading event experts, examples from top brands, and relevant stats to bring these points to life.

I hope you find the following pages to be a blueprint not only navigating through the current moment but also beyond.



Alon Alon Alroy

Chief of Customer Success
and Co-founder, Bizzabo



Section 1

VIRTUAL, HYBRID, IN-PERSON

An Event by Any Name

Before we dive into best practices, we'll first review the power of events—regardless of the format they take. We'll then discuss virtual events, hybrid events, and how they compare.

Understanding the Power of Events

Leaders across organizations understand the power of having that event touchpoint—whether in-person or virtual—as part of a larger marketing program. In fact, **85%** of marketers in leadership roles have identified in-person events as critical for their company's success.¹

While events will need to change both in the near and long term to adapt in evolving emergency circumstances, the value of in-person events remains steadfast. In a recent study by TOPO, a research and advisory firm acquired by Gartner, **63%** of event marketers surveyed plan to move to digital conferences or events.²

Regardless of the content provided in an event, the power of in-person extends beyond the event agenda, keynote, and sessions. The value lies in the connections and serendipitous exchanges between people and the ability to meet someone face-to-face.

Right now, event organizers are creatively finding solutions to turn event content, activations, sponsor and networking opportunities into something new.

For many companies, events are critical to generating new leads and sales pipeline. For instance, the majority of markets in tech (98%) believe in-person events can have a major impact on achieving primary business goals. In the media industry, 97% of marketers believe events are critical for achieving business goals. More broadly speaking, the majority of marketers are investing at least 21% of their marketing budget on live events.

Event marketing and the power of in-person have a history of being the most important marketing channel for business and we're optimistic of how the industry will work together to forge innovative solutions.



"We're seeing that the events are still the primary driver of marketing results. Events touch almost every single opportunity that progresses and ultimately closes. So it's a great place to be, and it's a great way to lean in and to provide business results. And that's why I love it so much."

Colleen Bisconti, VP of Global Conferences and Events, IBM

1 2020 Event Benchmark and Trends Report, Bizzabo

2 2020 Coronavirus (COVID-19) Impact Survey, TOPO (Gartner)

What Are Virtual Events?

Virtual events allow event organizers, speakers, attendees, and sponsors to interact remotely through a virtual environment. While webinar and virtual conferencing tools have been around for a while, innovative approaches and tools are more closely aligning in-person event goals to the virtual channel.

A few examples of virtual events include DocuSign Momentum and Atlassian Summit 2020, which were initially live events reinvisioned as remote events. Similarly, Adobe Summit 2020 adapted their highly anticipated Las Vegas event to a virtual format and provided free access to all event activities to all registrants.

Webinars vs. Virtual Events

Webinars are a valuable channel for connecting with an audience but they differ from virtual events in a few key ways.

Uniform vs. Curated: First, webinars are uniform. They provide attendees with a single session to attend. If I as an attendee participate in a webinar, I am participating in a single session. Virtual events, on the other hand, can have single-track or multi-track agendas that span across hours or even days. The result is that the attendee has the opportunity to “curate” their own experience and determine which sessions they’d like to attend.

Passive vs. Interactive: Webinars can feature polls, surveys, and Q&As but the majority of webinar interaction is limited to these outlets. Virtual events feature communities where attendees can connect with one another during and in-between sessions. These same community features make it possible for attendees to communicate with speakers and sponsors, as well, as part of the greater event experience. This is in addition to other presentation tools like polls and surveys that are similarly found in webinars.

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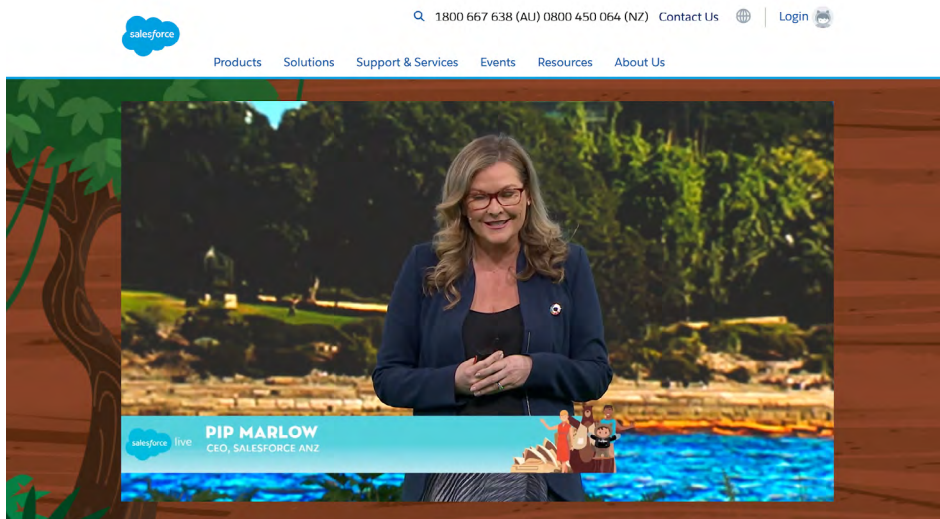
A virtual event is a gathering that allows event organizers, speakers, attendees, and/or sponsors to connect virtually through a digital environment.

Webinars	vs.	Virtual Events
Uniform	vs.	Curated
Passive	vs.	Interactive
Similar Experience	vs.	Unique Experience

Similar Experience vs. Unique Experience: Because a virtual attendee has the opportunity to curate their own experience and interact beyond a single session, they are able to create their own unique event experience. By this same coin, event organizers can better learn about the preferences of their attendees by analyzing their journey across a virtual event. The resulting insights can help organizers send more nuanced follow-up messages to attendees and better tailor both virtual and in-person experiences to their audiences.

Virtual Event Case Study **Salesforce World Tour**

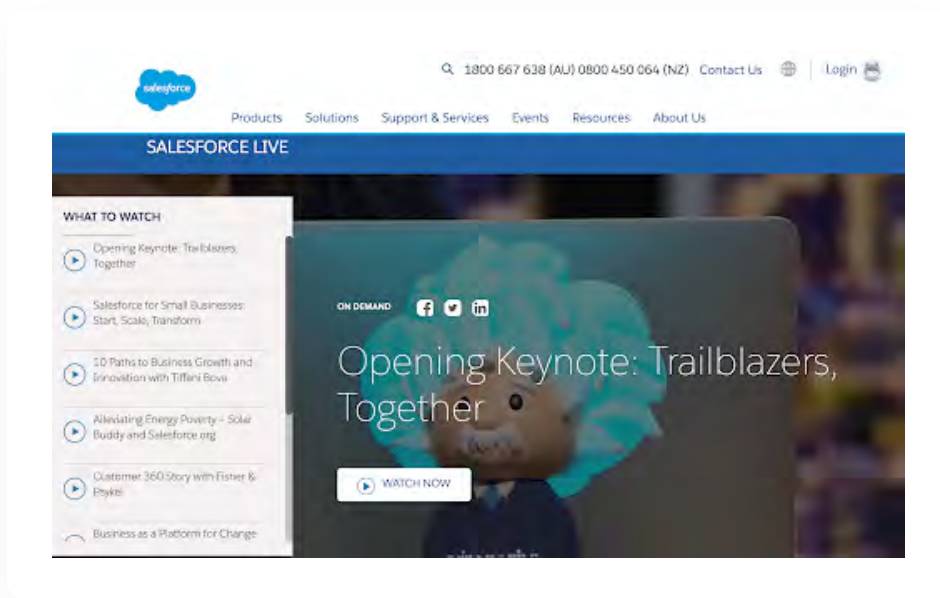
In response to COVID-19, Salesforce quickly pivoted their Sydney World Tour in-person event to a hybrid event format. The organizers created an engaging program of broadcasted virtual content that featured many elements of a traditional in-person event including production design that had speakers and panelists presenting from an event floor environment. There were also virtual consultation rooms and live product demos.



Source: Salesforce

Pip Marlow, CEO of Salesforce ANZ, broadcasts her live keynote speech for attendees and directly addresses the COVID-19 outbreak that has propelled the team to move the in-person event to a virtual format. The production quality shows the same level of careful detail as an in-person event.

Once the live hybrid event concluded, the Salesforce team created an easy to navigate on-demand library for attendees to view recording sessions from the World Tour Sydney 2020 as shown below.



Source: Salesforce

To recap, some advantages of virtual events include:

- Amplifying the reach of your event to a wider audience
- Increasing brand visibility
- Enabling attendees to interact with your event content anywhere at anytime
- Facilitating more digital 1:1 interactions and community engagement
- Reducing event production cost and by extension the cost per lead
- Capturing additional data points (such as the attentiveness of attendees during a session) that would otherwise be difficult to capture at an in-person event

What Are Hybrid Events?

Hybrid events allow event organizers to bridge the divide between in-person and virtual events. While in-person events are unique in delivering personalized experiences, activations, and captivating content—a hybrid format allows event organizers to extend the reach of in-person to a virtual audience by leveraging a variety of tools without having to add extensively to their event production costs.

This can include live streaming sessions, adding virtual Q&A and polling, creating virtual breakout rooms, chat and networking, and extending a library of on-demand content.

By leveraging the features of virtual tools, in-person event organizers can broaden the number of attendees they reach in an engaging and impactful way.

hy·brid e·vent

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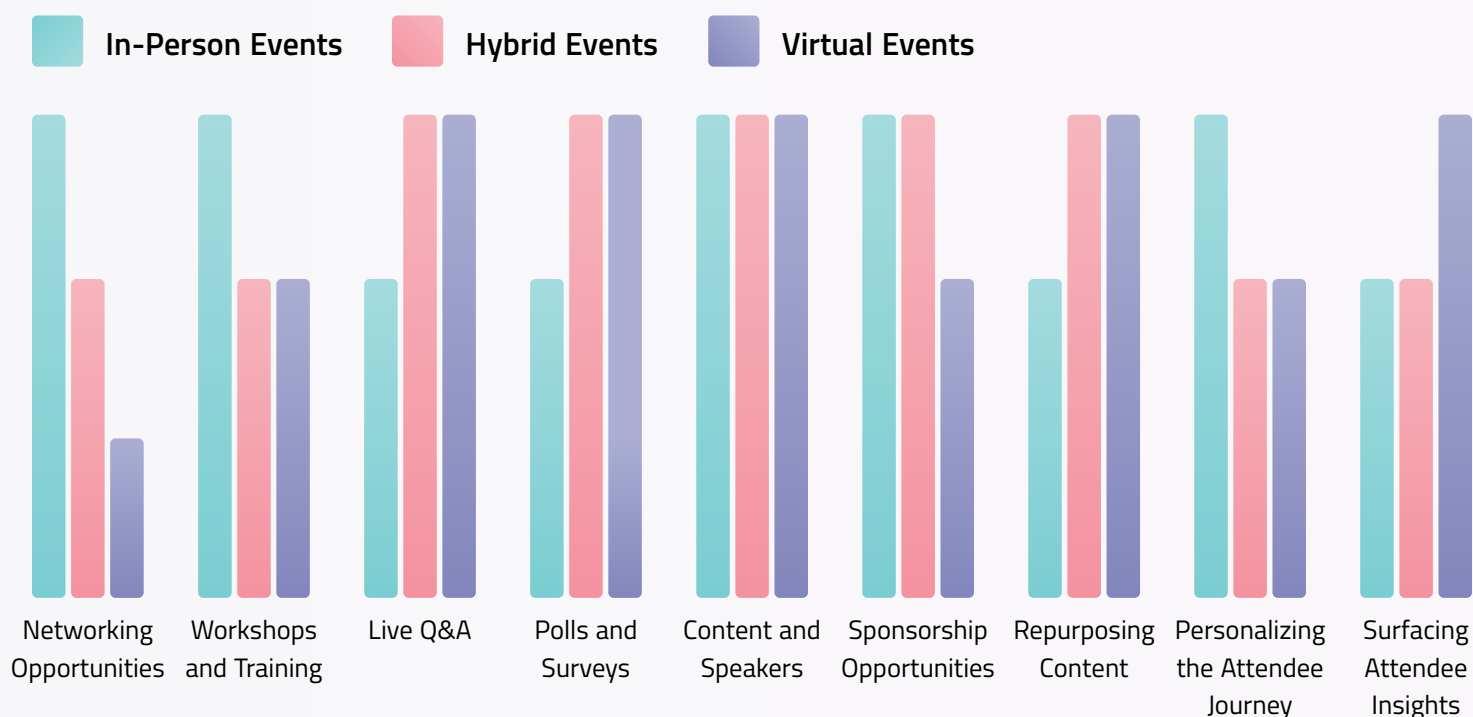
An in-person gathering that incorporates elements of a virtual event such as live streaming, virtual networking, and virtual Q&A.



In-Person vs. Hybrid vs. Virtual Events

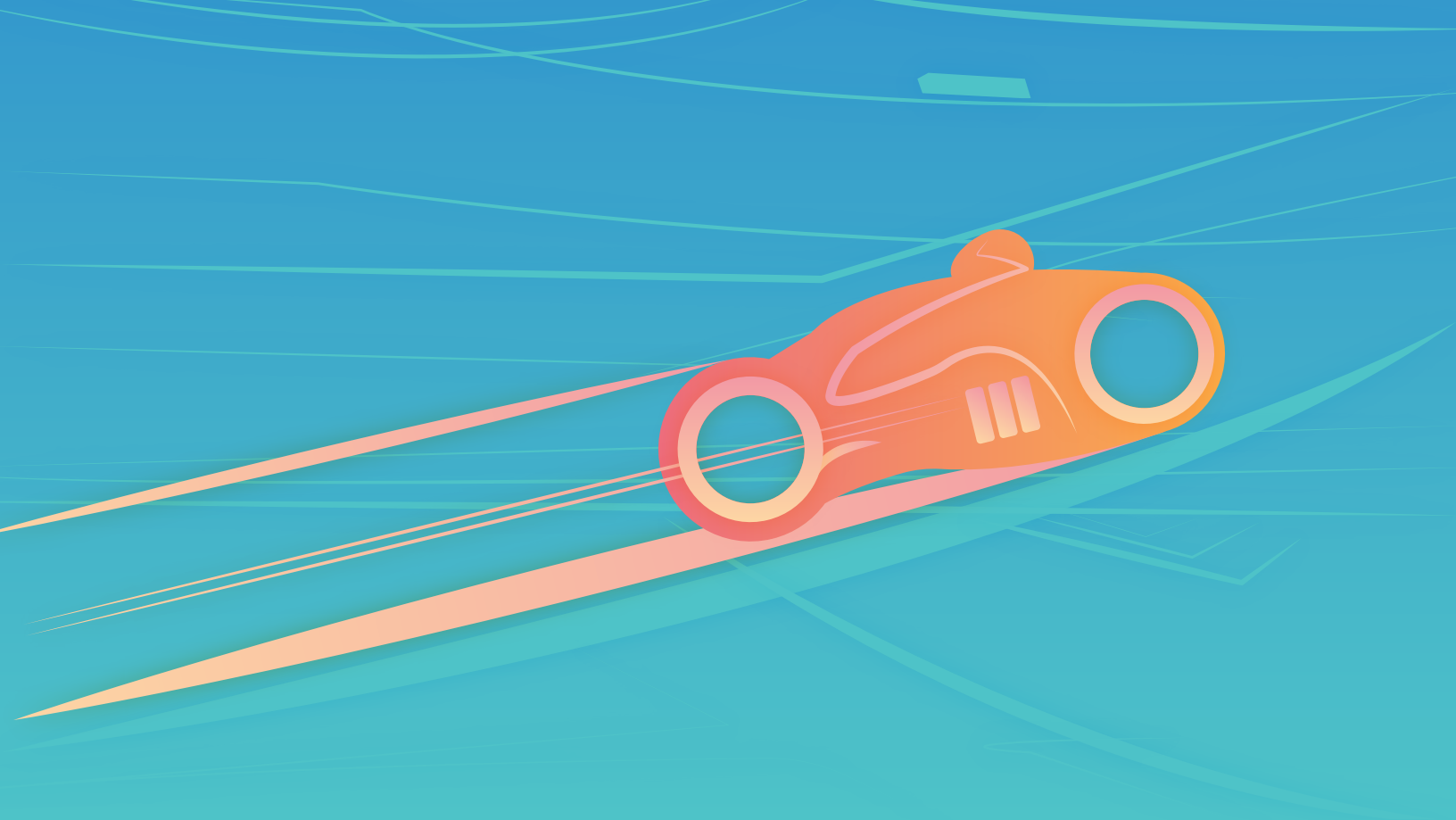
The below chart approximates the unique strengths of in-person, hybrid and virtual events. As you can see, hybrid events capture some of the best strengths of both in-person and virtual events.

Comparing In-person events, Hybrid Events and Virtual Events



To recap, some advantages of hybrid events include:

- Extending the reach of your in-person event to a wider audience
- Amplifying your speakers, sessions, and event content
- Getting the best of both in-person and virtual experiences
- Repurposing existing event content
- Lowering the costs of event production
- Adapting to changing circumstances



Section 2

GOING VIRTUAL

Launching a Successful Virtual Experience

Before we discuss best practices for hybrid events, we'll first need to discuss how to master the virtual experience. We will cover how to find the right audience for your virtual event—including who on your team, your organization, and who among your partners can help you identify and attract the right attendees.

Next, we will discuss how to design your event for a virtual audience based on your audience's needs. We will then cover the strategies you'll use for gaining alignment across your organization and with your key sponsors.

Finding Your Audience

Just like with in-person events—successful virtual events are predicated on determining a target audience and filling the (virtual) room with them.

In determining your target audience, you'll first need to identify the goal of your event.

Common event goals include:

- Brand awareness for products and company
- Prospect relations, lead generation, and sales acceleration
- Customer relations, education, and retention
- Community building
- Revenue generation from ticket sales or sponsorships
- Employee relations, education, and retention
- Recruiting

Once you've narrowed down the goals of your event, it's time to consult other stakeholders—both internal or external. For instance, your organization's leadership, your sales team, and your event partners may all have input on targeting a specific audience. Likewise, these different stakeholders can be invaluable in helping you drive registrations from that audience.



"If we look at the event from that human perspective, we say, 'Okay, who is this audience that's going to be there, what story are we trying to tell them, and what are we asking them to do?'"

**Helen Stoddard, Head of
Global Events and Experiential
Marketing, Twitter**

Here are some examples of how you can collaborate with internal and external stakeholders:

Collaborating with your Executive Leadership

In preparing your event, your executive leadership will be a great resource in helping to align business goals, mission statements, and key personas you want to attract. Consider asking your leadership team for help using their networks to find relevant audience members, speakers, or guests who would contribute or get the most from your virtualized event.

Collaborating with your Sales and Field Marketing teams

Your sales team is an incredible resource. They hold 1:1 relationships with their book of business and can provide direct feedback and pain points from your prospective customers.

Similarly, your field event managers have relationships with prospects and customers that can help you identify the right people to bring to your event.

Collaborating with your Customer Success and Customer Marketing team

Your customer success managers, account managers, and customer marketing team can help you identify user groups and communities, power users, fans, and customers that regularly engage with brand content and company programs. Enlist your customer-focused teams to help you source not only attendees, but speakers, panelists, and influencers that can amplify your event's reach.



"What I really tried to encourage in our supplier partner community is you are the expert in your field, how would you do this? I will tell you where I want to go, you tell me how to get there."

Heather Henderson Thomas,
Sr. Manager, Strategic Ops &
Event Experience, Cisco

Collaborating with Partners who have a shared goal

If your hybrid event includes partners like sponsors, exhibitors, and your vendors, leverage their expertise to identify who in their existing customer and prospect database would be a good match for your next event.

Collaborating with Speakers

Your speakers are the marquee attractions to your virtual or hybrid event. Set them up for success by not only aligning their session content to their expertise, but by also tapping into their earned audience of fans, professional networks, and key contacts who will resonate with their message. Create engaging collateral that your speakers can use to market your virtual event and also offer special promotions that allow them to incentivize their network to join your event.

As you look to tap into different partner resources, stay aligned on the types of organizations, roles, and attendee personas that match your event experience. Additional details in the sections to come.

Designing Virtual Experiences for Attendees

Your virtual experience can be likened to a broadcast television show. You have your host, guests, production crew, and a captive audience to set the stage.

Your content is essential to keep viewers engaged and coming back. However, it's the chemistry between your speakers, guests, and viewers that elevates the experience for all.

Let's start with your viewers - the event attendees.

While virtual events and webinar technology have both existed for many years, in-person event organizers may be concerned about what this new territory means when adjusting to the expectations and needs of attendees.

Fortunately, the strategies that make event organizers successful with in-person events—delivering exceptional experiences, attracting the right audience, and aligning with different stakeholders—is just as relevant in a virtual environment.

Steps To Design Attendee Experiences:

- Identify Attendee Needs
- Personalize the Experience
- Align with Team Members
- Setup Event Speakers for Success
- Keep Attendees Engaged



"[Every] decision that we make through programming, attendee engagement or event flow, how we're moving people through a given convention center or hotel is very thoughtfully planned. We want to make sure that we are a step ahead of any anticipation from our attendees."

Karren Meritt, Head of Owned and Operated Events, LinkedIn

Some of the challenges facing event organizers who are building virtual events include:

- Using different tools and technology for both in-person events and virtual events
- Creating a richer virtual experience that isn't just a webinar
- Creating opportunities for attendees to network with one another
- Broadcasting events of any size with any number of speakers
- Capturing important analytics related to your virtual event

To create an amazing event program in a new format, it is critical to first take feedback from your most important audience: the attendees and customers.

Identify Attendee Needs

Designing the perfect virtual experience starts with your attendees.

Event organizers and event leaders understand the synergy and unique opportunities in-person events bring. It's important to understand all the different reasons you attendees come to your event.

To identify your attendee's wants and needs, you may find it helpful to have answers to the following questions:

What are my attendees looking for in this event?

When repurposing event content, what formats are most valuable to attendees?

What discussion formats are the most engaging for my audience?

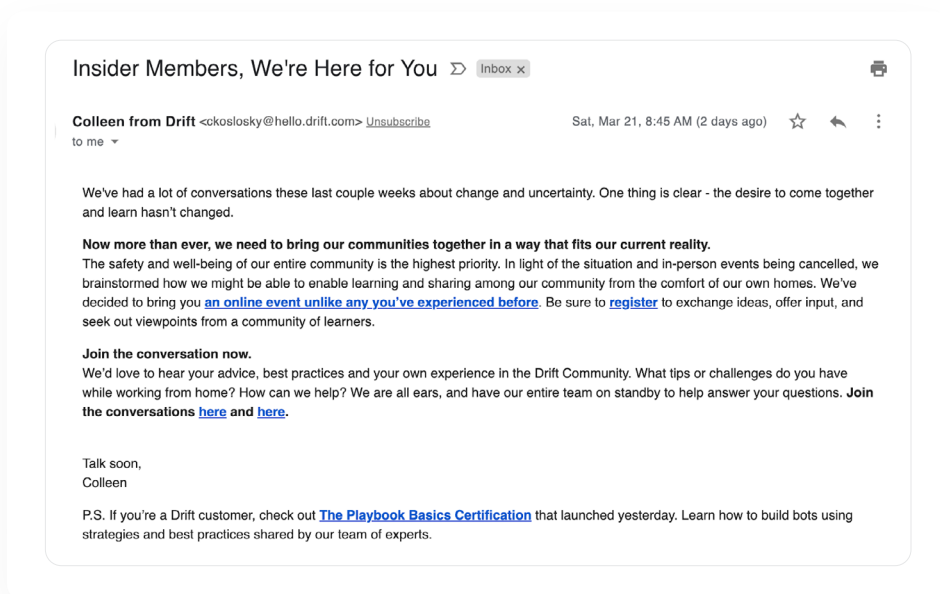
How can this event make my attendees successful?

How you deliver these questions to attendees will vary.

For instance, you may have existing information on the preferences of your attendees pulled from previous event or CRM data. Alternatively, your editorial team may be able to provide guidance on trends that they are seeing for your audiences.

One of the most straightforward ways to get answers to these questions is to just ask.

For example, Drift sent an email to the Drift community outlining the current state of affairs with the coronavirus outbreak regarding the number of event cancellations and postponements as well as Drift's decision to move their RevGrowth 2020 event to a virtual setting.



Source: Drift

In the email, Drift asks community members for their feedback regarding best practices and challenges on working remotely and how they can help. The email includes links to the Drift Insider Community board allowing members to open up and share their thoughts.

Just like Drift, you can also create channels where attendees, customers, and community members can reach out to you directly to talk about their challenges.

Personalize the Experience

One of the greatest advantages to a virtual event is that you don't have the same venue restrictions of an in-person event. This means you can attract as wide or as small an audience as you prefer, breaking the barriers of physical space. With the ability to bring an especially large audience together comes the responsibility of delivering an experience that speaks to the needs of your attendees.

Tailoring Outreach and Follow-up

There's a saying that an attendee's event experience starts long before they show up at the event. With virtual events, that's more true than ever before.

Tailor your initial outreach and pre-event communications to the industry and persona of your target contacts. Likewise, tailor follow-up communications based on the experiences of your attendees. If an attendee registered for a specific session, left a piece of feedback, or scheduled a virtual consultation with a member of your team it can be worthwhile to mention that in the follow-up message.

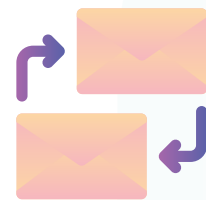
Leveraging single-track events or multi-track events

For a more targeted virtual event like a field marketing event, road-show, or user conference, you may prefer to create a single-track agenda with curated content for a specific industry, professional role, or problem.

For broader events like a trade show or summit, you may prefer to leverage a multi-track agenda that is curated for different industries, audiences, roles, or topics.

Creating communities

Breakout rooms and workshops help attendees to digest session content while networking with peers. Re-create the in-person experience by separating sessions into break-out rooms where smaller groups can interact through video conferencing, chat, networking tools, or whiteboarding features.



Align With Team Members

Earlier, we talked about aligning with your team to help define and find your event audience.

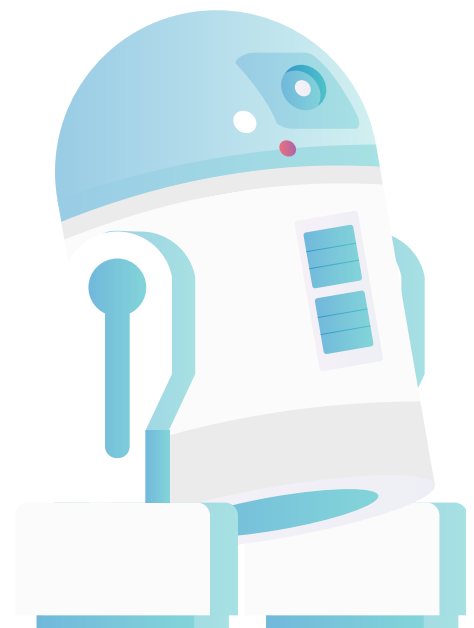
When designing the virtual experience, a big part of event success lies in the collaboration of multiple stakeholders including: event teams, marketing, sales, and product organizations.

Your sales team should work to customize their outreach to prospects and their book of business to attract the right audience of potential customers to join your virtual event.

Your marketing team will be building the entire creative experience, the agenda and content, as well as weaving in ways to communicate the right messages at the right time to the right people.

Your product team may be brought in specifically for new product releases or to bring more technical resources for customers and users. Find ways that they can enter the virtual experience (and discussion) to keep your audience engaged.

Just like an in-person event, your team orchestration and collaboration will determine how successfully you can market, produce, and connect with your audience.



Setup Event Speakers For Success

Once you've found the right areas of interest for your audience, designed the relevant content and creative assets, and invited the right audience, your next step is to find the speakers, panelists, and guests.

Typically, finding the right speakers includes sourcing from a pool of industry thought leaders, customer advocates, executive leaders, sponsors, and influencers.

The key in a virtual environment is setting them up for success. To do this, you must guide them in the nuances of translating the in-person experience into a virtual format.

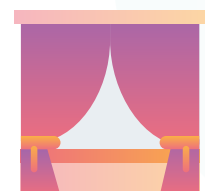
We've broken down the steps for successful speakers into two categories: first, we review steps you can take to make speakers successful and second, we've created a pull-out list of best practices your speakers can do when presenting during your virtual event.

Three Keys To Set Speakers Up For Success:

Provide technical instructions for presenting virtually. If your speakers are specifically recording or broadcasting from their homes they will likely need specific instructions on how to get the best result. This may include providing them with video conferencing equipment, instructions on how to maximize the quality of the broadcast, access to your virtual platform, and instructions for navigating your virtual platform.

Prepare them for presenting virtually. If your speakers are recording from a studio or live stage set-up, make sure they are informed of best practices for speaking virtually, including tips for keeping their presentation engaging.

Establish virtual rehearsal time. Give your speakers the chance to get familiar with the flow of their session and the unique elements of running an event virtually up by scheduling rehearsals beforehand. In this way, you can prep your speakers on best practices and identify any potential technical issues before going live.



Second, provide your speakers with helpful tips and tricks that allow them to shine. Here are some of our best practices for speakers delivering their sessions in either a hybrid or virtual format.

The below tips will help your speakers participate effectively in presentations, panels, and one-on-one discussions that take place virtually.

The Virtual Speaker Check-List

- ☐ **Start with a hook.** A great way to get your audience engaged is by starting with a personal story, quote, or relevant statistic.
- ☐ **Create a story arc to your session.** Make sure your session material has a clear beginning, middle, and end. Closing your session with a call to action for the audience also allows them to take your message beyond the session.
- ☐ **Pause.** Intentional pauses in your speech or session allows the audience to pay closer attention to each word that's said. It also adds additional gravity to the message.
- ☐ **Stay concise.** Always be mindful that a virtual channel opens your audience up to more distractions. Keeping session material and content concise will help them better digest the topic and message.
- ☐ **Practice.** The best way to be prepared for your session is to practice your material.
- ☐ **Authenticity.** Personal stories help your audience get a personal connection to the session content and to the speaker. A more conversational tone also helps create more connection with the audience.

Take Care of Your Attendees

The quote on the right provides a window into how to anticipate the needs of your attendees at an in-person event, but this same idea of taking care of your attendee's baseline needs is also relevant to virtual events.

Be proactive and prepare your virtual experiences to the needs and expectations of virtual attendees.

For example, you may want to consider the following:

5 Tips for Maximizing Virtual Attendees Engagement

As you design your event experience, here are some best practices to keep your virtual event fresh and vibrant.

Shorten Your Event

While sprawling tradeshow and user conferences benefit from all day or multi-day event agendas, virtual events benefit from a shorter format. Keep in mind that remote attendees have lots of distractions to navigate and will be more likely to focus in short bursts.

Create Housekeeping Rules

To maintain organization during your virtual event, it's important to establish a set of rules for attendees and speakers. This includes instructions on how to participate in live discussion, how to ask questions, and how to communicate technical issues.

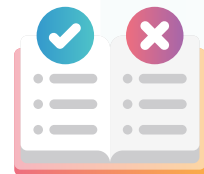
Include Q&A Sections

A great way to help attendees absorb event content is to designate time at the event of a session for an open Q&A. This allows in-person or virtual attendees the chance to connect with presenters and speakers.



"People like to be really comfortable. When you're trying to serve a wide audience, people have homogenized needs along those lines. They need a place to sit, they need power, they need this, that and the other. For example, no matter how much we spent on the food, we couldn't get it right. So we just stopped doing it. People never told us that they were mad at us for not serving food. They were just upset with us when we did it incorrectly."

Joey Hinson, Director of Operations, TechCrunch



Create an On-Demand Library

Whether or not your attendees can attend virtually or in-person, give them an additional option to stream your content at a later date. This library can be gated or ungated.

Make it Interactive

To weave more layers of engagement into different sessions or between sessions, give attendees the opportunity to engage in more serendipitous ways like Session polls | Direct Messaging | Whiteboarding | Games | Contests and Spiffs



Virtual Events Best Practices

To recap, designing an exceptional virtual attendee experience includes many facets. Thankfully, event organizers are familiar to most of them. As a summary, here are the steps you need to broadcast a successful virtual event.

Identify your attendees needs first so you can prioritize what parts of the experience are important and curate your event content accordingly.

Determine whether you want to target a smaller audience or broaden your scope with a wider audience in order to deliver the most value virtual event content. Leverage either single or multi-track events.

Align with your team members on your event audience, target personas, and messaging to enhance communication between teams, encourage collaboration, and ensure the entire event experience adheres to your expectations.

Setup event speakers for success by arming them with the tools, tactics, and needed rehearsal time to put on a fantastic show.

Keep attendees engaged by setting expectations, scheduling time for Q&As, promoting 1:1 connections between and during sessions, and allowing them to access on-demand content at any time.



Section 3

HYBRID EVENTS

Complimenting In-Person with Virtual

We've reviewed the power of events and how to successfully launch a virtual one. In this section we'll learn how to combine in-person and virtual elements for hybrid events. We'll cover general best practices before reviewing how to find the best virtual solution for your event needs.

While virtual events provide a unique venue for marketers to stretch their creative muscles, hybrid events offer the unique opportunity to bridge the best of both worlds. As we reviewed earlier, event organizers can leverage hybrid events to extend the reach of their in-person experience to a virtual audience. Weaving the two experiences together also provides greater flexibility in how each attendee can connect and engage with event content.

In this section, we'll review best practices and tools for creating successful hybrid experiences.

Best Practices for Your Hybrid Event

A hybrid event will leverage the best practices of your in-person experiences whether it is a summit, user conference, roadshow, or internal meeting. Your speakers, sponsors, agenda, and activations will still captivate your in-person attendees—with the benefit of a virtual dimension.

Here are some best practices for adding a virtual layer to your in-person events.

Broadcast Live Event Sessions

Broaden the reach of your event sessions by including broadcasting capabilities to your live event. Reduce the physical barriers to access your keynote speeches, panel discussions, and product releases. Be sure to address both in-person and virtual attendees to keep all audience members engaged.

Unlock Virtual or Exclusive Content for Virtual Ticket Holders

Create a complimentary or separate virtual track for virtual event ticket-holders. Deliver the same impactful event experience wherever your attendees are.

Create Community Through Virtual Breakout Rooms

Replicate some of the most meaningful experiences for attendees by creating virtual rooms for smaller groups to interact. Include a moderator to help organize the discussion and field both questions and technical issues.

Allow Attendees To Access Content Anywhere

Regardless of where attendees are it's important to allow them to access event content anywhere and across devices. Leverage event technology that empowers attendees to access event content and your event community from across the conference halls or on their mobile device.

Capture Relevant Virtual Experience Analytics

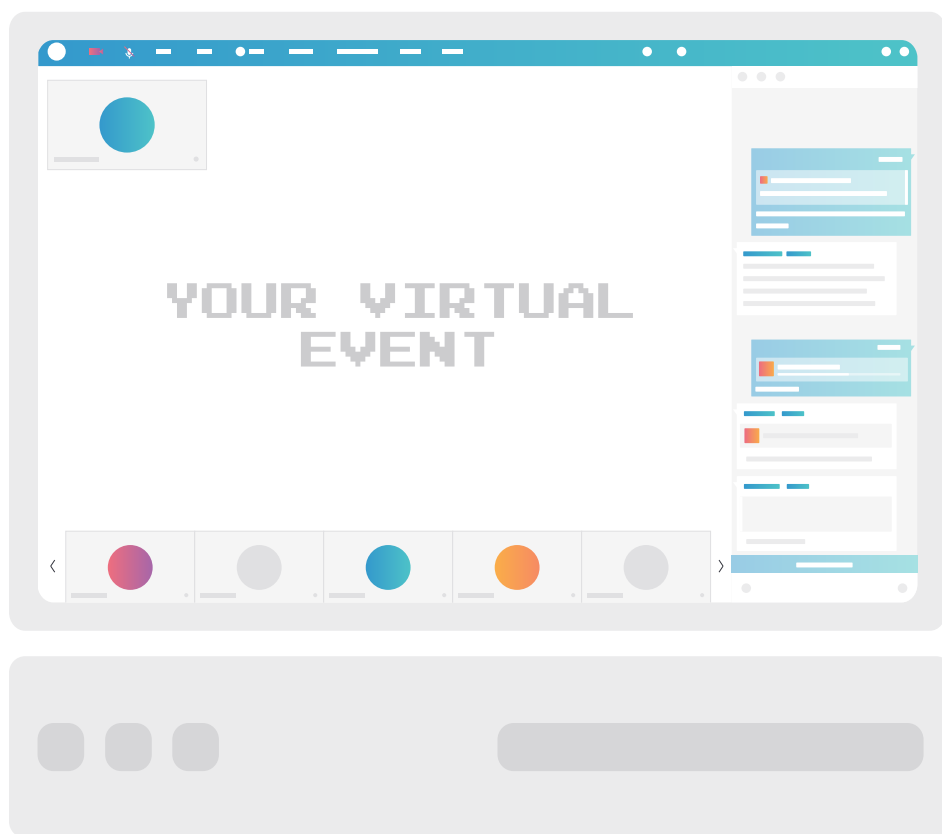
Testing and iteration are key components to your continued success. By analyzing what sessions attendees register and join and where they are attending, you can design content and event agendas that suit a variety of audiences and help you accelerate your event ROI.

Integrate Virtual Tools To Your Event Platform

As you bridge the divide between in-person events and a virtual setting for your attendees, it is equally important to operationally connect your virtual tools to your event platform. This allows for better continuity when designing a hybrid event, increasing your operational efficiency, and keeps all your data in one place.

Integrating Event Technology with a Virtual Platform

As event organizers navigate new territory with hybrid and virtual events, it's imperative to find a solution that integrates with your current event technology. We've compiled a list of virtual platforms that offer some of the best features to help your event vision come to life.



Bizzabo's Virtual Experience Solution

Powered by Kaltura, Bizzabo now offers the ability to broadcast live events and event sessions to attendees. Use engagement tools like chat, networking, whiteboard, polling, and more allow you to bring your event vision to any device anywhere your attendees are. The tool also integrates with other virtual solutions and integrates directly into Bizzabo's API for one login experience and one source of truth.



Zoom

Zoom is a platform for video, phone, web conferencing and content sharing. Zoom offers virtual breakout rooms, polling, whiteboarding, and more to deepen attendee engagement. Zoom is also a popular conferencing tool and is intuitive to use.



GoToWebinar

GoToWebinar is a webinar solution ideal for one-way presentations. Live sessions and recorded session allow event organizers to create different kinds of content. Reporting allows you to track registrants, attendees, engagement, and poll results.



On24

On24 is an enterprise webinar solution offering interactive features, analytics, on-demand libraries to give your virtual event all the tools necessary for an engaging and impactful experience.



16 Questions For Choosing The Best Virtual Platform For Your Hybrid Event

There is an influx of virtual event and webinar solutions available. To help you parse the signal from the noise, we've created a questionnaire that nails down the specifics of the organizer, speaker, and attendee experiences.

Virtual Organizer Experience

- ☐ Can I demo the product?
- ☐ Can I integrate this solution into my current event management platform?
- ☐ Can I create gated virtual sessions based on ticket types?
- ☐ Can I create multi-track and single track virtual experiences?
- ☐ Can I send automated emails through the platform?
- ☐ What analytics can I capture?

Virtual event organizers should look for solutions that cover every aspect of the virtual event experience.

Virtual Speaker Experience


- ☐ Is there a prep room for my speakers before broadcasting the virtual event?
- ☐ Can I host multiple presenters?
- ☐ Can my speakers prepare their content in advance and organize it in folders?
- ☐ Can we upload content?
- ☐ Can we create quizzes?
- ☐ Are there breakout rooms?

Focus on tools that help your virtual speaker shine and provide a more lively and memorable speaker experience.

Virtual Attendee Experience

- ☐ Can attendees access virtual events through a mobile device, tablet, or computer?
- ☐ Can attendees access virtual events and recordings on-demand through the event agenda?
- ☐ Can attendees search and filter virtual sessions?
- ☐ Are there ways for attendees to engage via chat, polls, whiteboard?

Make content accessible on a variety of channels and devices so both extroverted and introverted personalities can engage.



THE FUTURE OF EVENTS IS HYBRID

Technology is evolving to assist organizers in producing virtual and hybrid experiences that drive business outcomes. Whether or not hybrid events are familiar or new territory, we're confident that event organizers everywhere will find the right balance of in-person experiences powered by virtual and offline event tools.

In many ways, the same tactics and strategies that helped you succeed in building in-person events will make you successful in the virtual space.

Moving forward, we can expect virtual experiences to be a more prevalent complement to in-person experiences for strong hybrid event strategies. No matter the challenge, every event organizer knows that the real value of events in your greater marketing strategy is in bringing people together.

INTRODUCING BIZZABO'S VIRTUAL EXPERIENCE SOLUTION

Deliver high quality broadcasts and on-demand videos at scale
with an enterprise-grade virtual event solution.

Request Demo

