# Hybrid Event Best Practices

A concise guide outlining the recommended procedures for creating a successful hybrid event. It emphasizes on the use of appropriate technology to offer a seamless experience for both live and virtual participants.

### Step 1: Planning

Define the objectives and format of the hybrid event. Select an appropriate date and time that suits both live and virtual audiences, considering different time zones. Ensure that the physical venue is suitable for live streaming and has the necessary technical infrastructure.

### Step 2: Technology Setup

Choose a reliable streaming platform that supports hybrid events. Ensure that all audiovisual equipment is professional grade and test all technology prior to the event, including cameras, microphones, lighting, and internet connectivity.

### Step 3: Rehearsal

Conduct a full rehearsal with all speakers and staff to smooth out any potential technical issues and to familiarize everyone with the event flow.

### Step 4: Engagement

Design the event to encourage interaction between live and virtual audiences. Utilize features like live polling, Q&A sessions, and virtual breakout rooms to foster engagement.

### Step 5: Content Delivery

Ensure that content is accessible and engaging for both audiences. Consider using multiple camera angles and incorporating visual aids that are visible to online participants.

### Step 6: Support Team

Have a dedicated technical support team available during the event to address any issues that may arise for either the live or virtual components.

### Step 7: Feedback Collection

Collect feedback from both live and virtual attendees post-event to gauge the success of the hybrid experience and to identify areas for improvement.

## General Notes

### Accessibility

Consider the accessibility needs of all participants, ensuring that the event is inclusive for individuals with disabilities.

### Promotion

Market the event to both live and virtual audiences, clearly communicating the benefits and instructions for participation in either format.

### Sponsor Involvement

Engage with sponsors in a way that provides them value in both the live and virtual environments, such as through digital advertisements or sponsored sessions.