



# Hybrid Events: The Hopin Playbook



Hybrid Events



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# What Is a Hybrid Event?

Events have always been about bringing people together.

Historically, this meant in-person gatherings like concerts or conferences — where people could share experiences and make connections.

2020 threw a wrench in that idea (to put it mildly).

Due to a global pandemic, lockdowns and social distancing made it impossible for people to do one of the most basic, human things: to gather.

But in the face of a once-in-a-century challenge, people found a new way to come together, via virtual events (also known as online events).

Through the process, we found that virtual events have very real benefits. They can accommodate much larger audiences. They can include participants from across the globe. They can provide valuable audience insights. And they are cost-efficient and convenient.

Now, as a post-pandemic world comes into view, in-person events are set to make a comeback. However, event professionals and attendees alike are eager to preserve some the advantages of online events.

That's where hybrid events come in.



## The definition of a hybrid event

A hybrid event is an event with both in-person and online elements.

It includes both:

- ✓ A live experience at a physical venue, which speakers and attendees can join in person.
- ✓ A virtual experience hosted online (usually on an event platform), where speakers and attendees can participate remotely.

In its simplest form, a hybrid event involves adding an online layer to a live, in-person event — in order to reach and engage a broader audience, no matter where they are.

However, a hybrid event is more than just a live stream.

It also involves participation. Specifically, it unlocks the ability of all **participants** — in-person and online — to engage with the content and interact with each other.

The ability for event attendees to share ideas, interact with presenters, and network with peers — all in real time — is what transforms audience members from passive spectators into active participants.



Hybrid Events



There are three key components that make an event hybrid:

The event has both in-person and online elements

All attendees (in-person and online) can interact with presenters and other attendees

The event is at least partly live

## How to use this Playbook

In this Playbook, we show how to host a successful hybrid event.

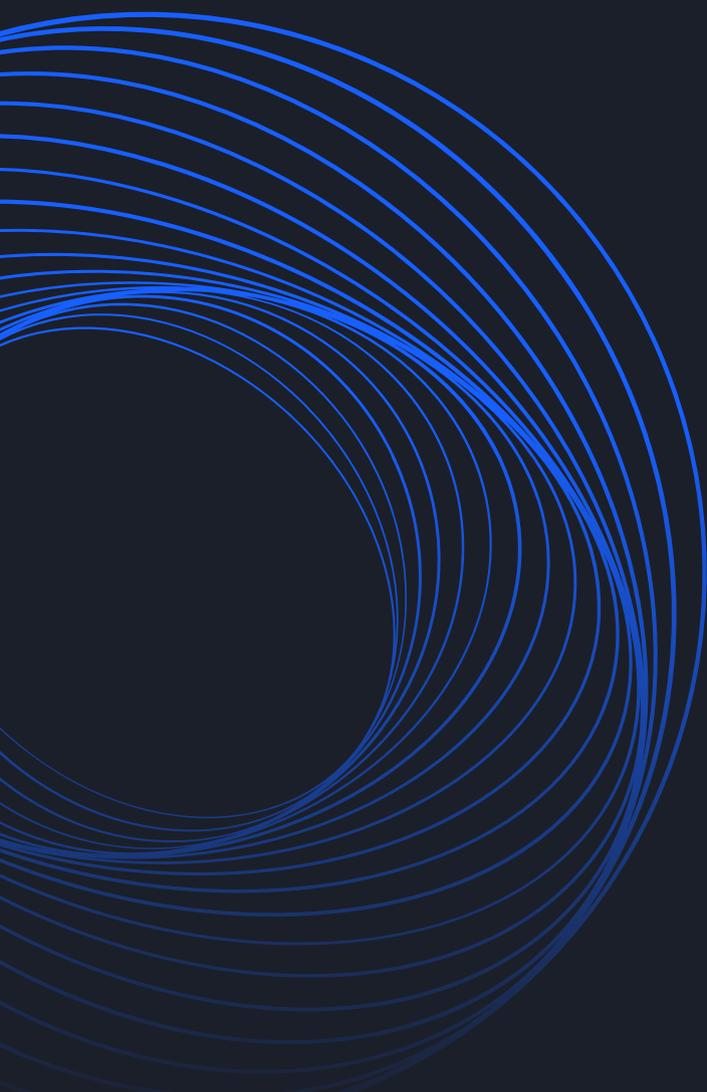
We explore the significant advantages of hybrid events — as well as the steps to take before, during, and after a hybrid event in order to realize those advantages.

This Playbook is designed for event professionals and includes actionable strategies to produce events that are high-quality, interactive, and effective for your goals.

Consult this Playbook when you are preparing for your hybrid event, and use the checklist and guidance here to help craft your own event plan.

**Let's get started.**

# The Value of Hybrid Events



## Why host a hybrid event?

Simply, because a hybrid event provides the **best of both worlds**:

- ✓ The human connection and engagement value of an in-person event
- ✓ The reach, inclusiveness, and cost-efficiency of a virtual event

Most often, a hybrid event will take the form of adding an online layer to an in-person event. In these cases, hybrid is a way to tap into the benefits of virtual events, without having to host a fully virtual event.

Here are the primary reasons to host a hybrid event.

## Hybrid lets you increase the scale of your event

For in-person events, attendance is often limited by venue size and physical resources — as well as by the ability of attendees to take time off, travel, and pay for accommodations.

Over the last year, our experience with online events has shown us that physical barriers need not stand in the way of reaching a large, distributed audience.

For example, when The Atlantic shifted its annual in-person festival to virtual, its [attendance grew 13x](#), to nearly 40,000 people.

Adding an online layer to a physical event — in other words, making it hybrid — allows you to accommodate more of your potential audience and enable more of that audience to join, so you can **dramatically expand attendance**.

For a brand, that kind of increased reach can translate to:

- ✓ Greater brand awareness
- ✓ Increased website traffic and business leads
- ✓ More revenue from ticket sales and sponsorships

Crucially, you can increase attendance without a proportional increase in overall cost.

For instance, doubling or tripling your in-person audience would require securing a larger event space. By comparison, you can double or triple an online audience at very low marginal cost.

Hybrid events dramatically expand audience size, while keeping marginal costs low — allowing you to increase the ROI on your event.

## Hybrid expands audience participation and engagement

Instead of limiting your event to people who are in (or have the resources and availability to travel to) a specific location, hybrid opens your event up to attendees — and presenters — from different geographies.

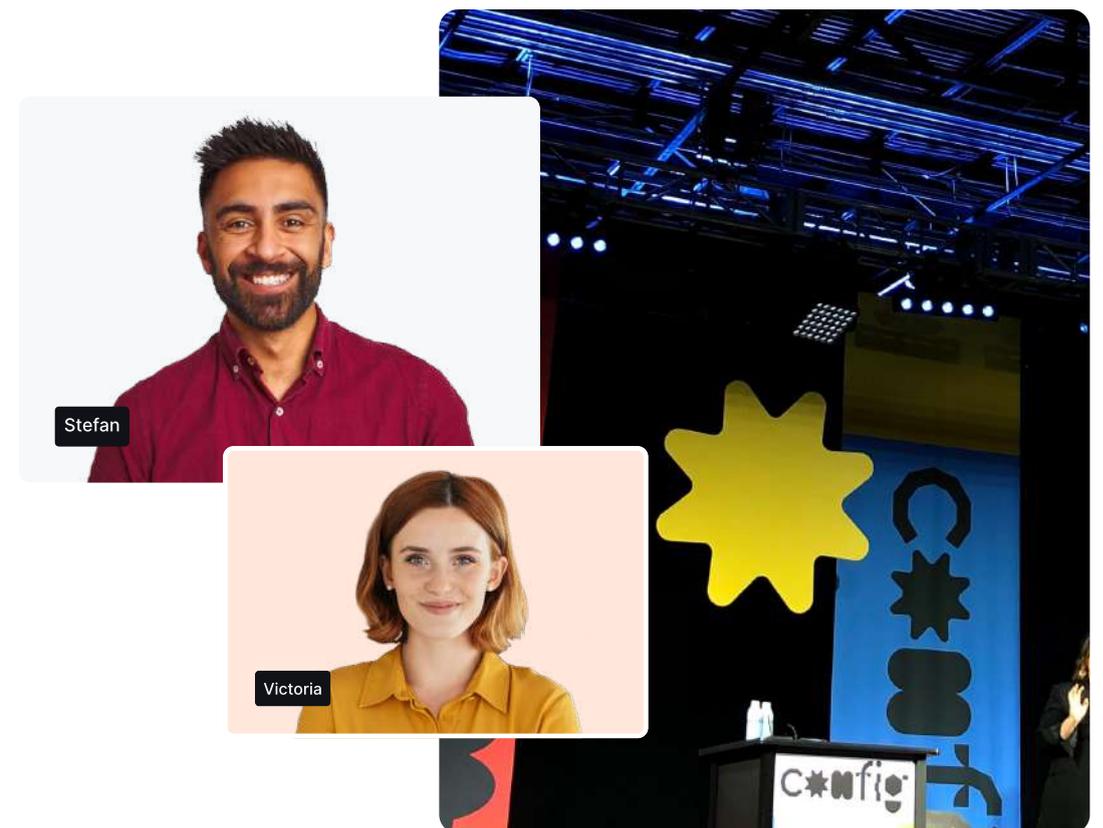
This greater inclusivity helps enrich event content and conversations with a diversity of perspectives.

Providing an online option also helps enhances accessibility — making your event more welcoming of individuals with disabilities or other physical/health barriers.

In addition to expanding participation, hybrid events transform the nature of audience engagement.

A key advantage of hybrid events is that they allow all attendees — in-person and online — to communicate with each other and with presenters:

- ✓ Online participants (meaning, both presenters and attendees) can engage with other online participants
- ✓ Online participants can reach out to and communicate with in-person participants — and vice versa
- ✓ In-person participants can find and connect with other in-person participants, via the online event platform



Note that last bullet. Not only do hybrid events make it possible for online and in-person audiences to interact — they also elevate the overall in-person experience, by making it easier for in-person attendees to find and network with each other.

Hybrid events open up a multi-directional flow of ideas and information that enhances the experience for both in-person and online attendees.

## The importance of a virtual event platform for hybrid

A virtual event platform is the bridge between the in-person and online experiences.

Not only does it provide an online destination for your event, but it also unlocks the different types of engagement that make hybrid events so powerful.

An event platform like Hopin allows all participants (in-person and online) to engage with the content and interact with other participants—via video Q&A, 1-on-1 video networking, polls and surveys, public chat, private messaging, and other interactive levers.

## Hybrid centralizes your event data and provides audience insights

A major advantage of hybrid events is the ability to maintain all your event content and data in one place — namely, an event platform.

When you use an event platform like Hopin, hybrid events can allow you to access online analytics on how attendees engage with your event, including the sessions they join, how long they stick around, the topics that drive engagement, etc.

This information can help you better understand your target audience, so you can optimize future events — as well as marketing and broader business strategies going forward.

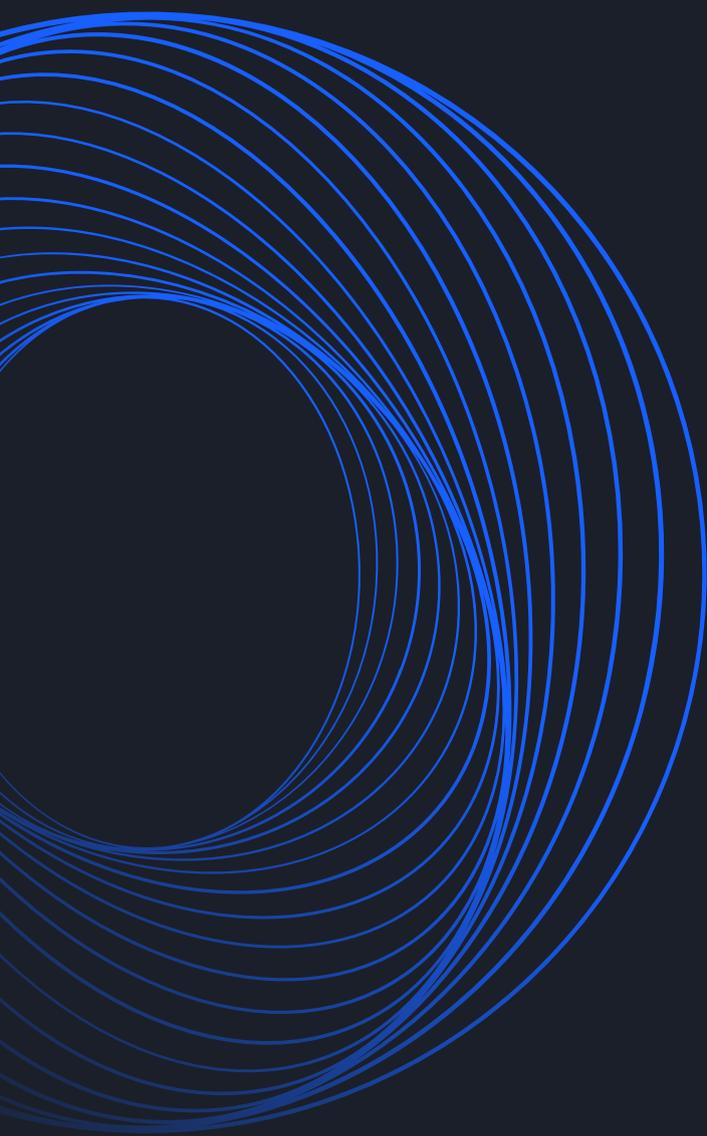
Adding an online layer to an in-person event — making it hybrid — can give you access to audience data for your remote audience, but also your in-person audience (e.g., when in-person attendees use the event platform to interact with content or attendees).

Moreover, an event platform like Hopin can also maintain your event leads and registration data as well as video recordings of your event sessions.

Other benefits of hybrid events include sustainability (comparatively smaller environmental footprint), community building (the ability to nurture audience in between events), and flexibility.

Learn more about the value of hybrid events from Lauren Sommers, Hopin's VP of Corporate Marketing, in ["8 Reasons Why the Future of Events Is Hybrid."](#)

# The Hybrid Event Checklist



Hybrid events may pack a lot of punch — but realizing its significant advantages depends on solid preparation.

In this chapter, we provide a checklist for the essential tasks you need to complete in order to plan and execute a successful hybrid event.

## Event overview (3-6 months before event)

### Set your goals

- ✓ Ask: What do you want to accomplish with this event? Why host this event? What value can you provide your audience?
- ✓ Determine qualitative goals (e.g., brand awareness, lead generation, revenue, etc.)
- ✓ Identify quantitative KPIs (e.g., # registrations, # attendees, # MQLs, \$ influenced pipeline, etc.)

### Define your audience

- ✓ Develop target audience profiles/personas: including primary and secondary audience info, roles, demographics, needs, pain points, think/feel/do attributes, etc. (e.g., audience may be global event organizers from tech, media, and education industries)

### Determine your budget

- ✓ Create a preliminary budget to set parameters
- ✓ Update and adjust as more details become available

### Confirm stakeholder alignment on goals, audience, and budget

- ✓ Identify key leaders/stakeholders

## Event planning (3-6 months before event)

### Build your event team

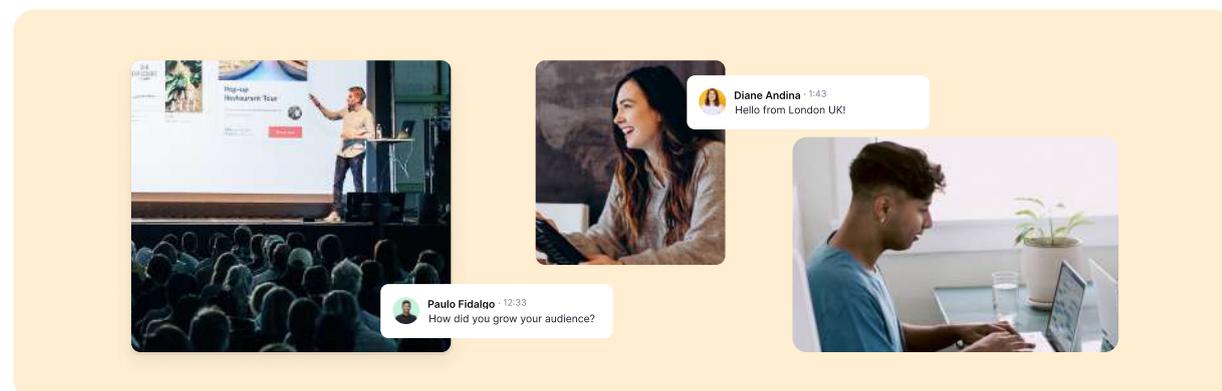
- ✓ Consider functions such as:
  - Communication and coordination within your team and with partners, sponsors, speakers and attendees
  - Marketing for social media, press releases, and partner marketing
  - Copywriting for landing pages, event descriptions, and email
  - Event production and design
  - Data analysis for KPI tracking
  - Technical support for attendees and speakers
- ✓ Take diversity into account: A team comprised of a range of backgrounds and perspectives can often surface new ideas and help guard against blind spots that can affect the success of your event
- ✓ Source agency to support planning and execution (if needed)

Set regular meeting with relevant team for alignment and progress

### Source event partners and sponsors

### Choose an event subject/theme

- ✓ Conduct research to determine what topics resonate with your audience (e.g., keyword search volume, survey customers, ask industry experts, etc.)



### Define event program and type

- ✓ Internal or external
- ✓ Audience size
  - In-person audience
  - Online audience
- ✓ Type of event (e.g., conference, trade show, fair, training, etc.)
- ✓ Type of sessions to include (e.g., keynotes, panel discussions, fireside chats, workshops, demos, tours, etc.)
  - Determine in-person experience for each
  - Determine online experience for each
- ✓ Engagement opportunities during overall event and individual sessions
  - For in-person attendees
  - For online attendees

### Craft event title, pitch, and description

### Determine event date, time, and length

### Book speakers, presenters, and guests

### Set ticketing and pricing structure (free, paid, ticketing tiers)

- ✓ Determine pricing packages, including for in-person and online attendance

### Decide formats for virtual experience (i.e., all live, simulated live, or pre-recorded)

### Select physical venue

- ✓ Covid Release and General Liability forms for onsite participants
  - Outreach to local authorities to obtain the most up-to-date information on Covid operating status and restrictions
  - Build a Covid-safe onsite plan according to local rules

## Select virtual event platform

- ✓ Evaluate solutions using criteria including:
  - Scale (e.g., how many attendees can the platform accommodate)
  - Multiple virtual rooms, such as stages and breakout areas
  - Ease of use
  - Cost
  - Interactive features (e.g., video, chat, polls, etc.)
  - Networking features
  - Registration and lead management
  - Payment processing
  - Support
  - Branding options
  - Sponsor experience
  - Event analytics
  - Video production
  - Integrations with existing tools
  - Payment
- ✓ Implement 1 month before your event

**Develop event branding** (e.g., logo, tagline, visual assets, physical venue design, online environment visuals, etc.)

## Event production (1-3 months before event)

### Determine event program

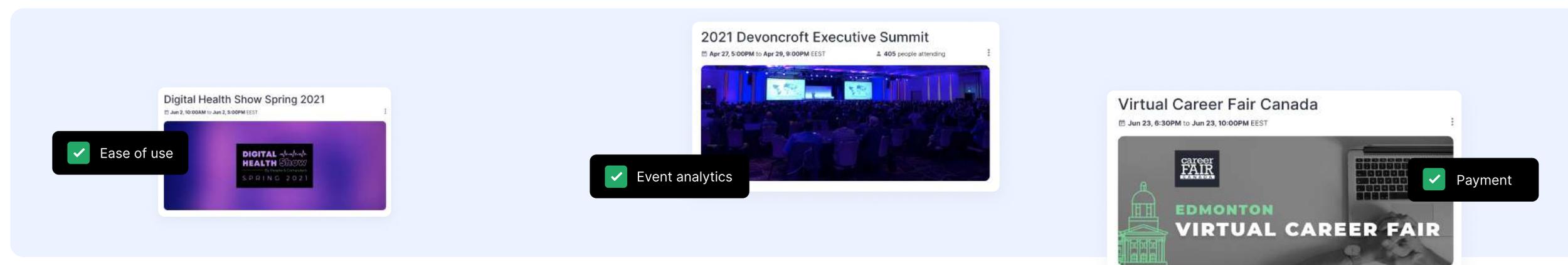
- ✓ Schedule sessions (i.e., in-person, online, and both)

### Create event landing page and registration (via virtual event platform)

**Set up and customize your online event environment** (e.g., rooms, branding, etc.)

### Sponsors

- ✓ Determine sponsorship/exhibitor plan for in-person and virtual experiences
  - Create sponsorship packages including for onsite and online
- ✓ Create a sponsorship contract with agreed upon Terms and Conditions from your legal team
  - Obtain signatures
- ✓ Provide sponsors/exhibitors with setup instructions for in-person and online (including detailed instructions on how to ship materials)
- ✓ Equip sponsors/exhibitors with promotional toolkits and ask them to promote the event to their networks/customers



## Event tech

- ✓ **Onsite A/V**
  - For in-person audience
  - Live streaming for online audience
- ✓ **Virtual event platform mobile app setup**
- ✓ **Onsite power and electric**
- ✓ **Strong internet connection at physical venue**
- ✓ **Onsite tech** (e.g., badge scanning, QR codes, event feedback, etc.)
- ✓ **Covid health and safety screening**

## Promotion

- ✓ **Create an audience acquisition/marketing plan**
  - Consider channels such as email, social media, paid ads, press releases, influencer marketing, partnership co-marketing
- ✓ **Launch plan** with a CTA driving audience to event platform/website with registration
- ✓ **Include Covid-safe protocols and information** (where applicable)
- ✓ **Set up and decorate your physical event venue**

## Content

- ✓ **Create content narrative** for overall attendee journey
  - Focus on quality over quantity, and variety
- ✓ **Produce event content** (e.g., pre-recorded video content, activations, slides, etc.)
- ✓ **Outline live event content**
  - Prep moderators, speakers, and presenters
- ✓ **Provide onsite and online tech team** for troubleshooting

## Audience engagement

- ✓ **Create online engagement touchpoints** for before, during, and after the event
  - Consider interactive levers like video, surveys, polls, chat, networking, Q&A, games
- ✓ **Determine onsite engagement opportunities**
- ✓ **Provide participants clear instructions** for participation via the online event platform
- ✓ **Monitor and moderate online audience feedback, questions, and ideas** in real time
  - Share back audience input with speakers and presenters to inform the content, in real time

## Post-event

### Celebrate with your team!

### Review event analytics in your event platform

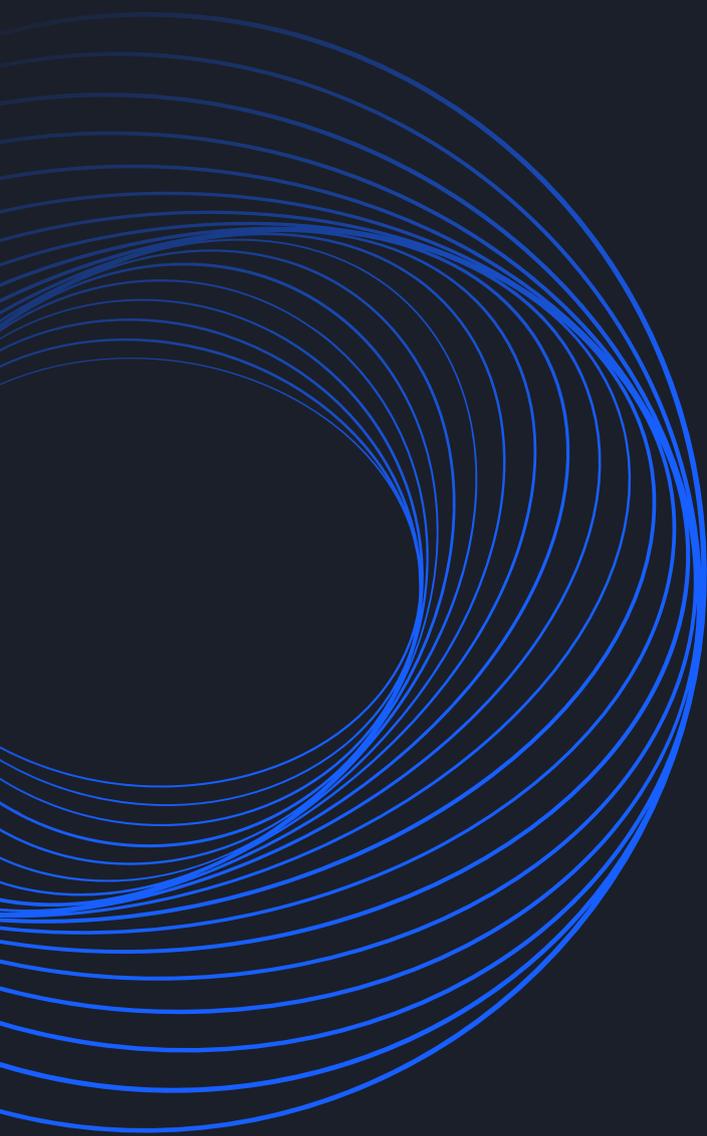
- ✓ **Measure success against your event goals and KPIs** (e.g., attendance rate, NPS score, demographic breakdown, ROI, etc.)
- ✓ **Share lead data and insights with marketing and sales teams** for follow-up
- ✓ **Track conversions** of event attendees into customers after the event

**Follow up with speakers, sponsors, and partners** (e.g., thank you notes, provide recordings, share data, etc.)

### Nurture event audience to build community

- ✓ **Attendee follow-up, networking, and engagement**
  - Provide event recaps to attendees (e.g., key learnings and takeaways; links to resources, downloads, or recorded sessions)
  - Send thank you emails
  - Share post-event surveys
- ✓ **Repurpose event recordings** for organic and paid content marketing, including as gated, on-demand content

# Planning: Before Your Event



With hybrid events, you will follow many of the typical steps that come along with setting up a virtual event and an in-person event — with a few key differences.

These differences involve the elements where your in-person and virtual experiences intersect—allowing both onsite and online attendees to easily engage with event content and interact with presenters and other attendees.

In this Chapter, we outline the unique planning steps for a hybrid event.

## Set up your event website

While you may be tempted to create two unique event promotion and registration landing pages for your in-person and online audiences, you should create a single destination for both. Here's why:

- ✓ **Provide a consistent experience:** With hybrid events, you don't want to make virtual attendees feel subordinate to your in-person attendees. This discourages people from buying virtual tickets and defeats the purpose of running a hybrid event in the first place. Instead, if you provide a consistent, engaging experience for all attendees, online attendees will be an integrated part of the event experience from the start.
- ✓ **Save time and budget:** Using two unique websites for event promotion and registration requires a greater time commitment because you will need to build the site, maintain it, and update the content regularly. Plus, it will likely require additional budget.
- ✓ **Keep your data in one place:** Two websites means two separate data sets. That means more work down the road when you try to combine and cross-reference your results and data. A single event registration website ensures all of your data is in one place. You can easily see what percentage of registrants are virtual versus onsite. You can easily measure total ticket sales. And you can easily export data to share with your leadership team, sponsors, and partners.



One promotion and registration website simplifies the entire hybrid preparation stage, while still allowing you to promote the unique benefits of both the in-person experience and the virtual experience.

To differentiate your physical and virtual attendees, you might create two ticket types — a virtual ticket and a physical ticket. You can then charge unique prices for your virtual and physical attendees and track total registrations and ticket sales for each type of attendee.

Or you can **create multiple ticket tiers** for in-person and virtual attendees and provide unique benefits for each. Here's an example of ticket tiers:

- ✓ A limited-access pass for virtual attendees
- ✓ A limited-access pass for onsite attendees
- ✓ A full-access pass for virtual attendees
- ✓ A full-access pass for onsite attendees

Your limited-access pass might give virtual and physical attendees the ability to join certain areas or sessions only. Meanwhile, a full-access pass could provide both virtual and physical attendees access to the entire event. This is a useful strategy if you want to provide multiple options for people with different budgets.

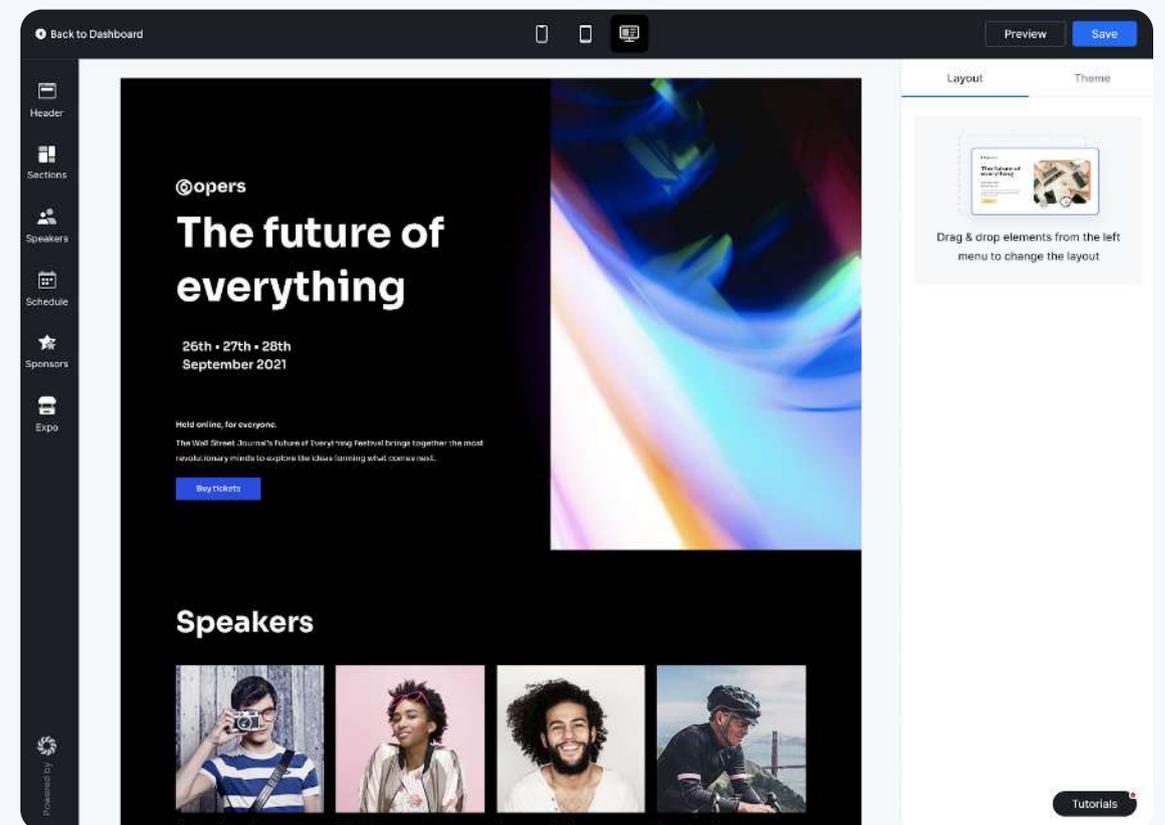
How do you handle registration at your physical event? Simply register and sign in onsite attendees by referencing a list of your physical event ticket holders. Most virtual event platforms like Hopin make it easy to export a list of registrants by ticket type.

For your online attendees, an event platform will handle providing the appropriate access to stages, sessions, and more.

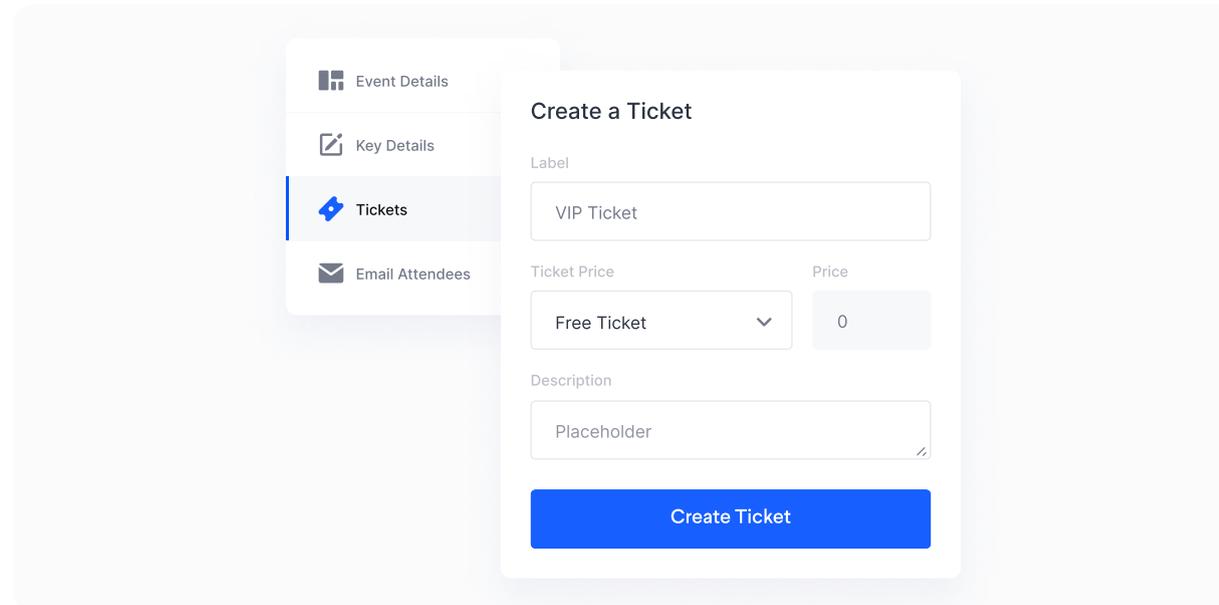
## Hopin event registration

With the Hopin event platform, organizers can easily set up an event registration website to:

- ✓ Promote your event by showcasing agenda, featured speakers, and booths
- ✓ Collect, track, and manage registrations, and accept payments from your virtual and in-person attendees

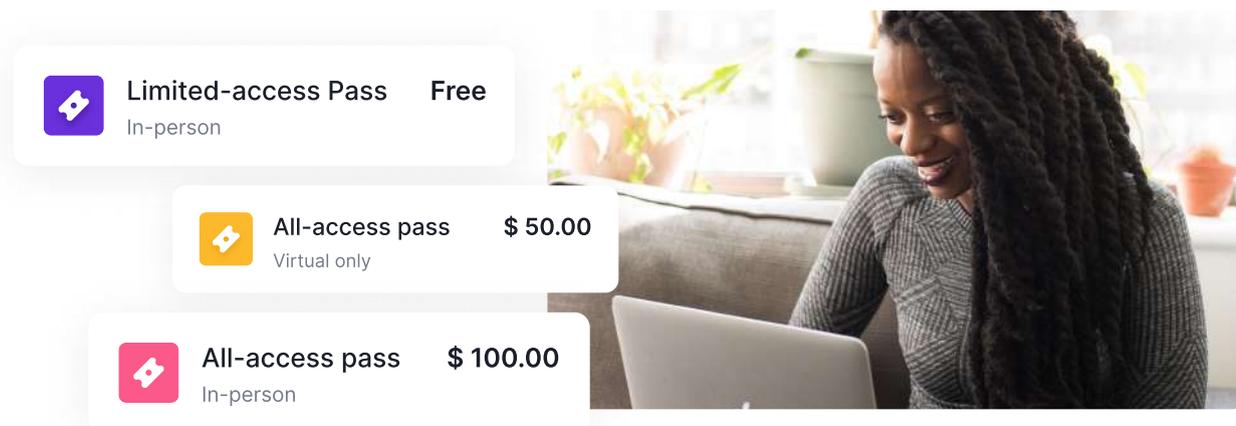


Organizers can create different ticket types and prices for both onsite and virtual attendees:



## Select your live streaming solution

Should you live stream your in-person event content? The answer is a resounding yes. Audience participation is what makes an event, an event. And the ability to engage with content in real time, is what unlocks the opportunity for meaningful audience interaction.



Indeed, the most immersive and effective hybrid events give online attendees live access to the same sessions as in-person attendees.

Here's why:

- ✓ Online attendees can ask speakers questions, participate in chat, and provide feedback in real time
- ✓ Live content gives in-person and online attendees the opportunity to discuss learnings and takeaways
- ✓ It creates a sense of community and excitement in virtual and in-person attendees, to be able to participate in an event simultaneously

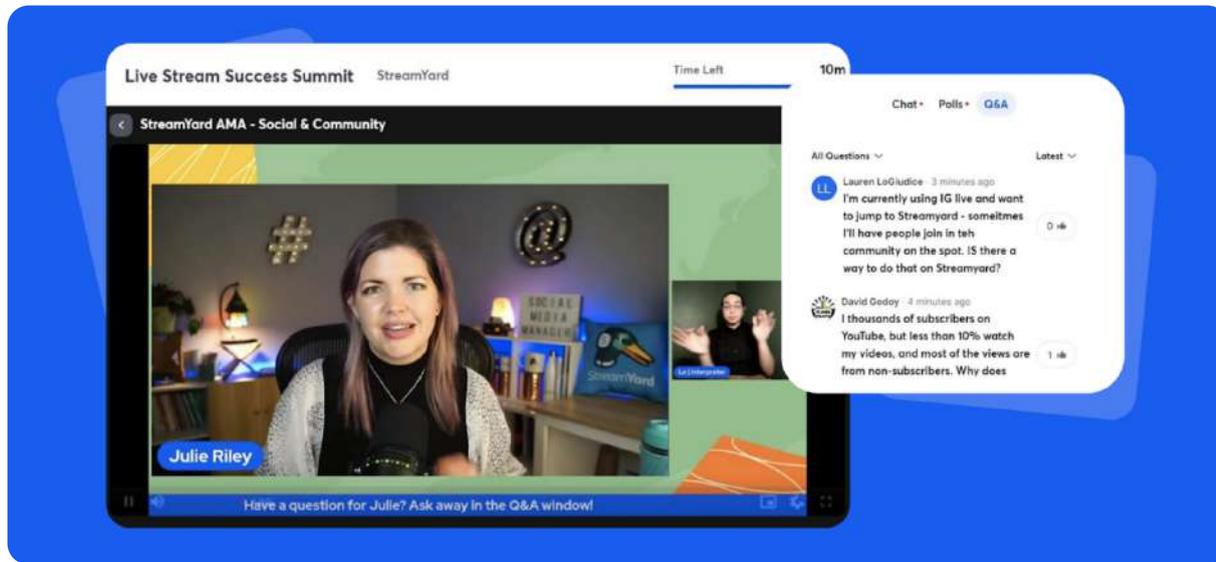
Providing live, unified content to all attendees — regardless of whether they join in-person or virtually — can bring a vast, global audience of people together in one moment.

How do you live stream event content?

First, you need to choose live streaming software. When selecting your platform, here are a few things to consider:

- ✓ Is it reliable?
- ✓ Does it allow for closed captions?
- ✓ Does it support on-screen translation?
- ✓ Will you be able to brand your live video by adding elements like your logo, colors, and a custom background?
- ✓ Will you be able to add additional context in lower thirds, like session titles and speaker names?
- ✓ Can you display attendee questions on-screen, so that virtual attendees can see them?

Here is an example of an event — the StreamYard Live Stream Success Summit — that live streamed branded, engaging content to an online audience.



Key takeaways from this example:

- ✓ It features a branded background with the StreamYard brand colors and eye-catching, textured graphics
- ✓ It uses lower thirds — speaker names as well as a CTA banner prompting attendees to submit questions
- ✓ It includes a live sign language interpreter (on the right side of the screen), who also has a lower third with the interpreter's name

In addition, StreamYard also displayed attendee questions on screen, so that everyone could see what question a speaker was answering.

## Professional live streaming within Hopin

StreamYard is a professional live streaming studio that makes it easy to produce live video content in real time. You can mix multiple live cameras with pre-recorded video to create dynamic shows. Plus, you can customize content with logos, brand graphics, and colors.

The Hopin Stage is where you broadcast to your entire event audience. It's ideal for your main content—keynotes, presentations, fireside chats, performance, etc. Up to 100,000 people can view the Stage at a time.

## The Hopin Stage supports several different types of video content:

- ✓ Built-in live video production in the backstage area via Studio by StreamYard
- ✓ Live streaming via YouTube
- ✓ Live streaming via RTMP: This is a great option for live concerts, live videos from multiple locations, and live video content with different layouts. OBS, WireCast, ManyCam, Ecamm, Switcher Studio, and other solutions can be used with Hopin to hybridize a physical event, by live streaming video from your in-person event.
- ✓ Pre-recorded content from YouTube, Vimeo, or Wistia

## Create your virtual and in-person sponsor program

One of the advantages of a hybrid event is the ability to increase sponsorship opportunities, placements, and revenue.

You are no longer limited to sponsorship packages just at your physical event location, which tend to be expensive due to printing and booth creation costs.

With a hybrid event, you can now offer virtual sponsorship options as well. These options are appealing to companies, because they reduce creation and setup costs, carbon footprint, and employee travel costs and time.

For example, the [virtual sponsorship program at the Women in Product Virtual Conference](#) was a resounding success. “Our sponsor NPS from this event was the highest one that we've ever had,” said Arianna Black, a conference producer.

Here are ideas for virtual sponsorship opportunities:

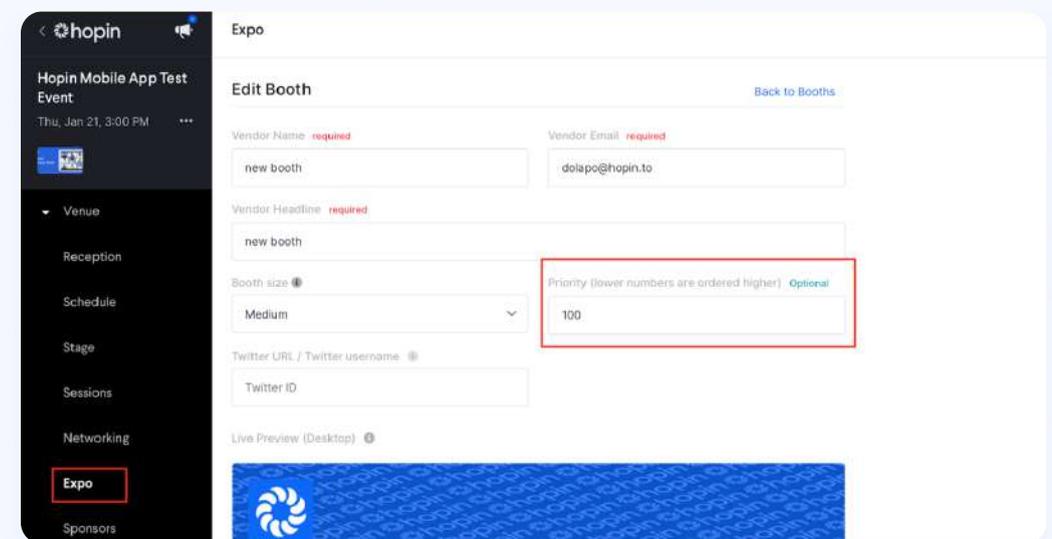
- ✓ **Promote virtual sponsors on your event website:** Add sponsor logos to your event registration and event access pages.
- ✓ **Create a virtual expo hall:** Provide sponsors with virtual booths, where they can interact with attendees, answer questions, and demo products. You can also give sponsors the option to have both an in-person and virtual booth. From their in-person booth, they can stream live content to their virtual booth visitors. Or they can offer unique content for each.
- ✓ **Live stream stage or session talks for sponsors:** Sponsors that attend either in-person or virtually can live stream their sponsored sessions to your attendees.
- ✓ **Send sponsor swag to virtual attendees:** You can offer a sponsorship plan where you ship physical sponsor swag to virtual attendees or email virtual sponsor swag to them. This increases a sponsor's overall reach.

With these virtual sponsorship opportunities (in addition to in-person ones), you can offer dozens of unique sponsorship plans for different budgets, source more sponsors, and increase revenue from sponsorships — all while providing a good experience for your sponsors.

## Sponsor options in Hopin

Sponsors are an integral part of Hopin events. Here's what you can offer sponsors:

- ✓ Tiered (Gold, Silver, Bronze) hyperlinked sponsor logo displayed prominently on the event registration page (public-facing).
- ✓ Tiered (Gold, Silver, Bronze) hyperlinked sponsor logo displayed prominently on the event reception page (inside the event).
- ✓ Sponsors can set up a virtual Expo booth to showcase their products and services, using either pre-recorded video content or a live video stream session.
- ✓ Booths have a customizable lead generation feature built-in for capturing attendee interest.
- ✓ Sponsor booths can be different sizes (mini, small, medium, and large), similar to floor space at a trade show.
- ✓ Sponsor booths can be ordered by priority so that higher priority booths are more visible at the top of the page.



## Plan and execute your hybrid engagement strategy

As we have discussed throughout this Playbook, one of the keys to success with hybrid events is enabling and encouraging your in-person and online attendees, speakers, and sponsors to interact with each other.

While it's possible this may happen organically, it's better to create a hybrid engagement strategy—a plan for how you will empower event participants to engage with content, interact with speakers, and make connections with fellow attendees.

Here are ways you can create a strong hybrid engagement strategy:

- ✓ **Networking:** One-on-one networking levels up the value of your event for attendees, as they can build relationships that result in job opportunities, learning, and valuable connections.  
Create a plan for how both virtual and physical attendees can network on video with each other during your event.  
A virtual event platform like Hopin makes this easy by providing a dedicated area in your event environment for networking. When either online or in-person attendees visit this area, they can join 1-on-1 video chats for a fixed period of time and share contact information if they choose.
  - Your in-person attendees can join the Networking area on-the-go if your virtual event platform has a mobile app.
  - You can increase participation by setting dedicated times for networking in your event agenda, promoting networking within your event chat or on physical signage at your event, and communicating the value of networking throughout your event materials.
- ✓ **Group video meetings:** At an in-person event, a group of people can spontaneously circle up and chat. Or they can schedule a time for a group meeting or networking event.

- Hybrid events should give all attendees the same opportunities. An event platform like Hopin offers the ability for attendees to start group video meetings. Both your virtual and in-person attendees can take advantage of these video meetings when they enter the virtual event platform.
  - As with networking, though, you will need to promote and educate both virtual and in-person attendees on why they should and how they can do this.
- ✓ **Q&A:** The ability to ask questions of speakers and get answers is a key feature of an event. If attendees can't ask questions, they might as well be watching an on-demand video. So Q&A is table stakes for any good event. This principle applies even when hosting a hybrid event. If you only allow in-person attendees to participate in Q&A, your virtual attendees lose a powerful incentive to join a session, and it will be no surprise if your session attendance is low.
- You can give both virtual and in-person attendees the ability to easily ask questions and get answers by creating a common Q&A area. Your **virtual event chat** is a great option for this.
- You can allow in-person attendees to ask questions in the traditional way — by verbally asking them via a microphone. Just make sure to livestream those questions to your virtual attendees.
- Additionally, if your event platform supports this function, you can allow virtual attendees to join the live stream and **ask questions via video**.
- In this case, you might also consider live streaming your event video to screens at your physical event. Physical attendees might also have the option to watch the live stream via their computers or the event platform's mobile app.
- ✓ **Pre-event networking, meetings, and chat:** Unlike with most in-person events, with a hybrid event, it's easy to allow attendees to start networking before the event ever begins. Simply open up access to your virtual event platform before event day.

Your attendees — both in-person and virtual — can start making connections before the event. These relationships can make your entire event more rewarding for them, since they will already know other attendees and be able to chat together about sessions and takeaways.

- ✓ **Notes:** Collective notes are a huge advantage of a hybrid event. While at most in-person events, attendees jot down individual notes on their computer or in a notebook, at a hybrid event, your virtual and in-person attendees can all share their notes with each other in an area for shared virtual notes.

If an attendee misses a session or an important takeaway, they can use common notes to read about what they missed and fill learning gaps.

After the event, the virtual collective notes are a valuable asset for both virtual and in-person attendees. They can review the notes at their leisure to recall important information. This is an inexpensive way to add extra value for your attendees and bring them together to build community.

A shared Google or Notion document is an easy way to provide your attendees with an area for collective notes.

- ✓ **Parties and games:** Don't let your in-person attendees have all the fun. If you have a DJ at an evening event party or live music, make sure to stream it live to your virtual attendees.

You can even stream video of virtual party participants to your physical party to create a more immersive experience for attendees.

Streaming your in-person parties can be a benefit for in-person attendees, too. After a long day of attending sessions and networking, they might not feel like attending the party in person. Now, they can easily join the fun from their hotel room bed with a glass of wine in hand.

You can also create games that both your virtual and in-person attendees can participate in, like one of [these 7 popular event game ideas](#).

- ✓ **Hybrid community:** Offer all attendees a virtual community they can join and participate in after the event — like an event Facebook Group or Slack Channel.

This is yet another way you can encourage in-person and virtual attendees to build relationships and give attendees access to relationships with like-minded people from around the world.

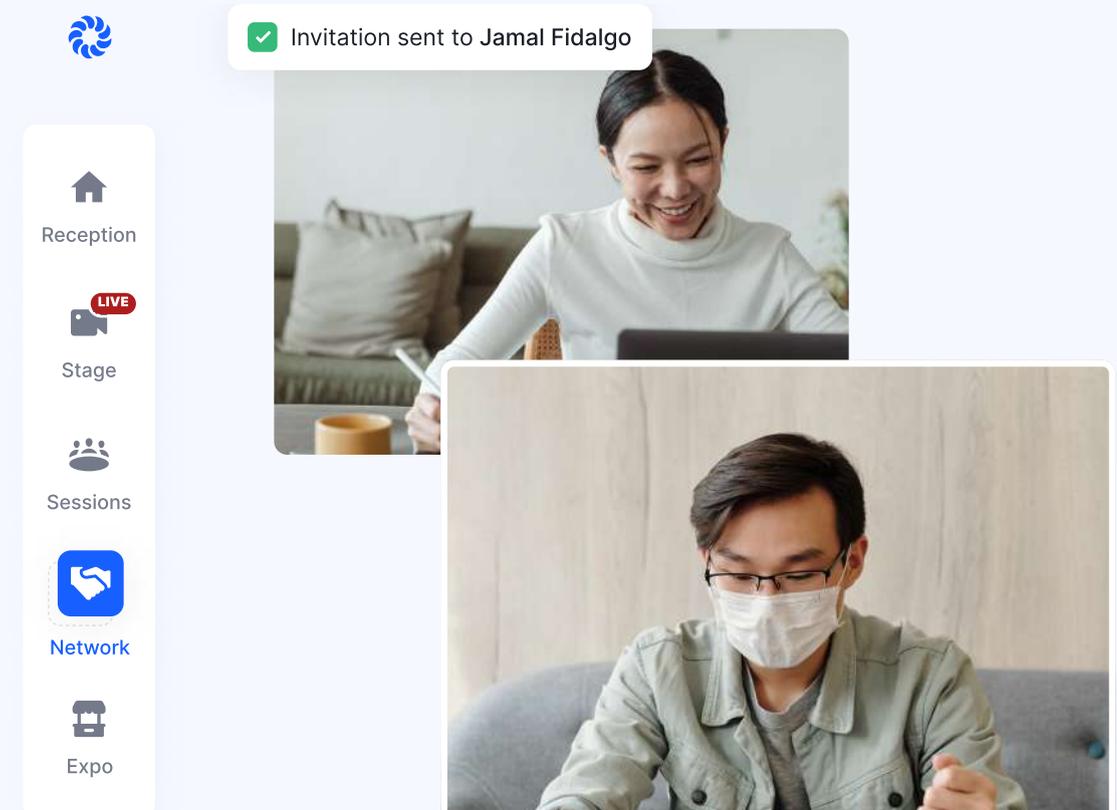
At your first hybrid event, you may choose to start slowly by selecting and implementing one or two of these ideas.

Remember: You don't have to do everything at once!

The key is to provide at least a couple ways for your virtual and in-person attendees to interact and build community with one another.

## Hopin engagement tools

Hopin allows all participants to engage with one another—no matter if they join in real life or remotely—via video Q&A, group video meetings, 1-on-1 video networking, group chat and polls, surveys, direct messaging, and more.



## Build and execute your integrated hybrid promotion strategy

In our recent Guide, we describe [five ways to promote and market a virtual or hybrid event](#). We won't rehash these points in this Playbook.

Instead, we will explore the unique ways to promote a hybrid event.

Here are two important tactics to consider when marketing a hybrid event:

- ✓ **Mention the unique benefits of attending virtually versus in person:** Your event website is the perfect place to do this. You can create a separate ticket landing page where people can see ticket types and learn about the unique pros of attending virtually versus in-person.

You could also mention these differences in a frequently asked question (FAQ) landing page or on a section of your event website homepage.

You can also write unique—one for virtual attendees and one for in-person attendees—ROI justification letters or swipe copy that attendees can use to persuade their organizations to give them permission to attend and reimburse ticket costs.

- ✓ **Segment your marketing:** If your physical event is in San Francisco, people in Melbourne may be highly unlikely to attend. If that's the case (and you can pull data from prior events to back it up), consider segmenting your marketing based on leads' locations.

Let's say your event is in San Francisco. You can send segmented emails to people in the United States highlighting your in-person event—while sending segmented emails to people outside the U.S. promoting your virtual event.

Alternatively, you can pay for ads targeted by location and follow the same segmentation strategy.

## Hopin integrations

Use Hopin's integrations with tools like Marketo and HubSpot to create segmented marketing campaigns for both your in-person and virtual attendees.

### Increase productivity and engage attendees

Our tools and apps save your team precious time and help you create memorable experiences for your attendees



#### Make registration seamless

Easily import and export attendee info from your online registration tools, CRM, or email software to streamline your event.



#### Keep your audience engaged

Make your event more interactive with quizzes, Q&As, and more to drive attendee engagement and satisfaction.



#### Boost team productivity

Supercharge your team's workflow and save hours of time by connecting your tools directly in Hopin.



#### Cvent

Social media

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).



#### Mailchimp

Conference

Connect Hopin to your Mailchimp instance [Read the Mailchimp integration documentation](#).



#### Salesforce

Communications

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).



#### Marketo

Communications

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).



#### Hubspot

Communications

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).



#### Interprefy

Security

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).



#### Snapbar

CRM services

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).



#### Zapier

Cross-app integrations

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).

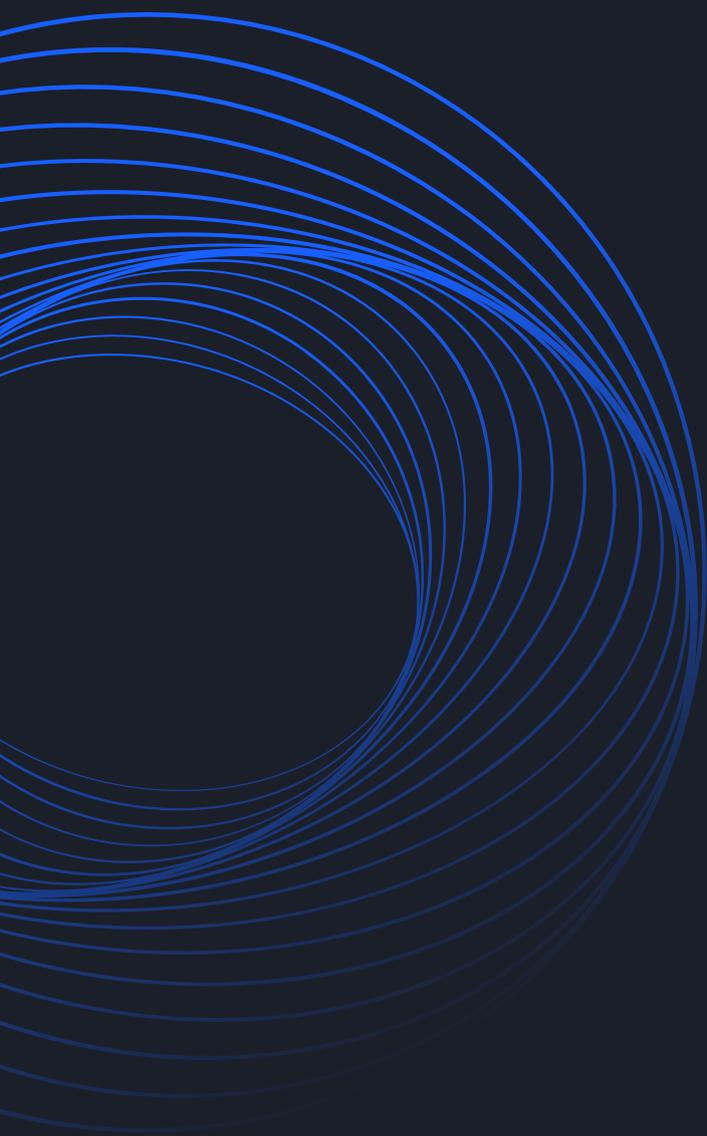


#### Miro

Cross-app integrations

Connect Hopin to your Typeform instance [Read the Typeform integration documentation](#).

# Execution: During Your Event



When the big day arrives, what should you expect?

As many event managers have never run a hybrid event, in this Chapter, we will explain how to successfully execute your hybrid event strategy.

## How to increase real-time audience participation

In the previous Chapter, we explored how to build a hybrid event engagement strategy and surface engagement opportunities throughout an event.

But planning is only half the battle. On event day, it's crucial that you facilitate your event in a way that encourages people to engage with one another. Here's how to do that:

### Form a team of moderators

Moderators are the connective tissue between your online audience and your event speakers and presenters.

They will prompt your online audience to participate (for example, by asking questions in the chat); monitor audience activity; and share audience questions, ideas, and feedback with speakers.

You should consider two moderation teams—one specifically for in-person attendees and one for online attendees.

Moderators facilitate interaction and increase engagement at hybrid events by:

- ✓ Surfacing in-person and virtual attendee questions and prompting speakers to address them: This is how you can open a two-way dialogue between speakers and attendees, making attendees participants in the event, rather than mere spectators.

- ✓ **Inviting virtual attendees to join via live video to ask questions:** This is a level up from chat. It allows attendees to meet speakers and talk to them face-to-face over video. It gives presenters the opportunity to hear the tone of questions and to see whether or not attendees understand their answers.
- ✓ **Inviting in-person attendees to ask questions:** Again, you should strongly consider live streaming in-person questions to your online audience over the event platform. This way, virtual attendees can remain involved in the conversation.
- ✓ **Watching out for negative or inappropriate comments and stopping trolls from disrupting the live event:** If an attendee is acting inappropriately, a moderator may remove them from the event entirely. If they are leaving negative feedback in chat, a moderator may just respond to their comment and try to resolve the issue.
- ✓ **Communicating important messages including instructions:** Moderators on your virtual team can communicate through chat or pinned chat messages, which are highlighted at the top of chat feeds. Or they can communicate via live video. While in-person attendees can see these updates within the virtual platform, you should also consider having signage or projectors with instruction slides at your physical event that communicate these messages too.

## Communicate with speakers, sponsors, and partners

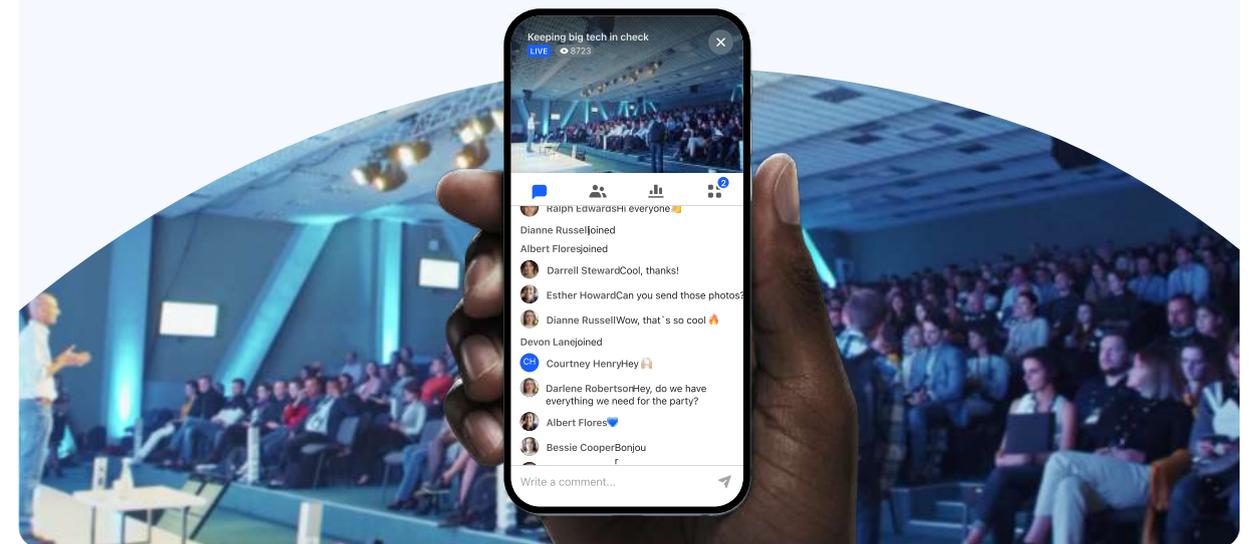
Since moderators may be busy during the event, you should consider creating in-person and virtual communications teams dedicated to handling interaction with speakers, sponsors, and partners.

Your comms teams can answer questions; remind partners of the schedule; and ensure your speakers, sponsors, and partners have all the information and guidance they need to be successful.

## Event information via Hopin mobile app

Not only does the Hopin mobile app allow for easier communication between your in-person and virtual attendees, it also makes it easier for in-person attendees to get the event information they need in seconds, such as session, speaker, and agenda information.

Plus, in-person attendees can ask questions, find and network with peers, check in on other sessions, etc., using the Hopin mobile app.



## Managing and troubleshooting technical issues

Unfortunately, regardless of how well you plan and set up your event, technical issues can still occur during your live event.

For these situations, you should have a technical support team who can resolve any problems. Again, ideally, you will have a team dedicated to in-person participants and another focused on virtual.

Here are the issues your technical support teams will watch for and help fix:

- ✓ Event platform glitches and bugs (virtual team)
- ✓ User error by speakers, attendees, and sponsors within the event platform or with tech at the physical event (virtual team and in-person team)
- ✓ Internet connection and browser problems (virtual team and in-person team)
- ✓ Slow internet speed and lag (virtual team)

In some of these situations, your technical support team will be able to resolve the issue themselves. At other times, your technical team will need to guide an attendee, speaker, or sponsor to a resolution and communicate how to troubleshoot.

## Hopin Onsite

Use Hopin's certified network of Event Agency and Venue partners, such as Marriott, to ensure you are not spending time worrying about onsite logistics during your event.

Our Agencies and Partners are well-equipped to manage all the technical and logistical onsite venue details, so you can stay focused on seeing all your hard work of planning the event finally come together.

## Digitizing your in-person event data

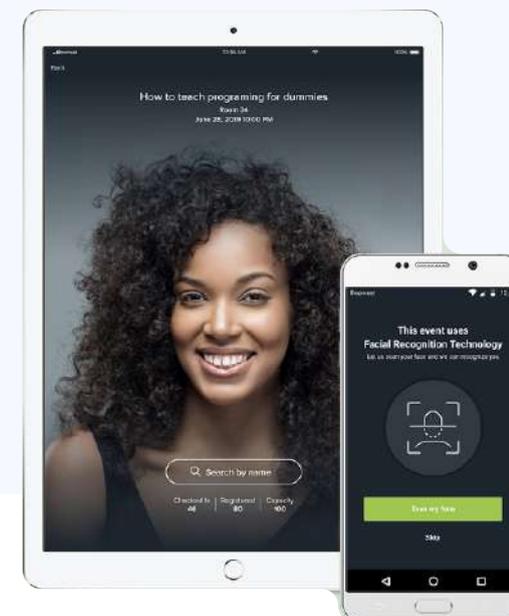
As mentioned earlier, one of the huge advantages of hybrid events is that you can collect all of your event data in one place.

To make this a reality, you will need to digitize your in-person event data — like overall attendance, session attendance, expo hall attendance, expo booth attendance, and reviews.

## Hopin Onsite

Hopin's recent acquisition of Boomset unlocks a variety of onsite capabilities, including onsite attendee data tracking (via QR codes, RFID technology, and facial recognition), onsite check-in, badge printing, onsite support, cashless payments, and much more.

Collect, analyze, and transfer your onsite data directly into your event platform, to better understand the performance of your event and create optimized event experiences for all your attendees and sponsors.



## Sending reminder emails

You can increase attendance and engagement for both in-person and virtual attendees by sending reminder emails during your event to encourage them to join and participate.

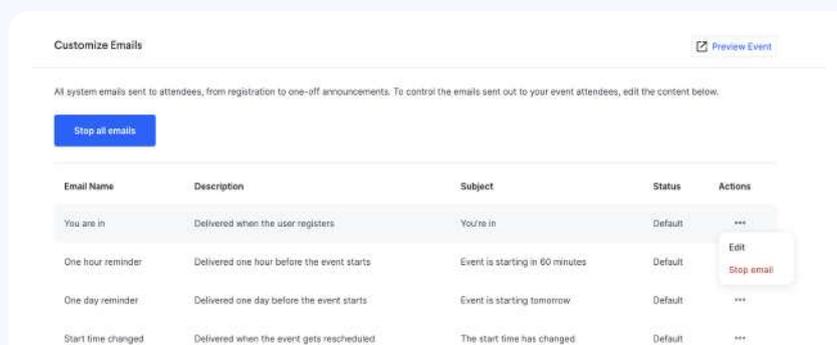
Because these reminder emails reach registrants in their inbox, they can see them whether or not they are actively inside your virtual event venue.

With a multi-day event, this is especially crucial. Virtual attendees will likely leave and rejoin the virtual event venue each day. A reminder email can invite them to join the event at the beginning of each day.

In-person attendees may become more fatigued after physically attending dozens of sessions. A reminder email may encourage them to participate in the event remotely.

## Hopin email tools

Use Hopin's built-in email marketing tools to send reminder emails to your attendees to help increase overall attendance and participation.

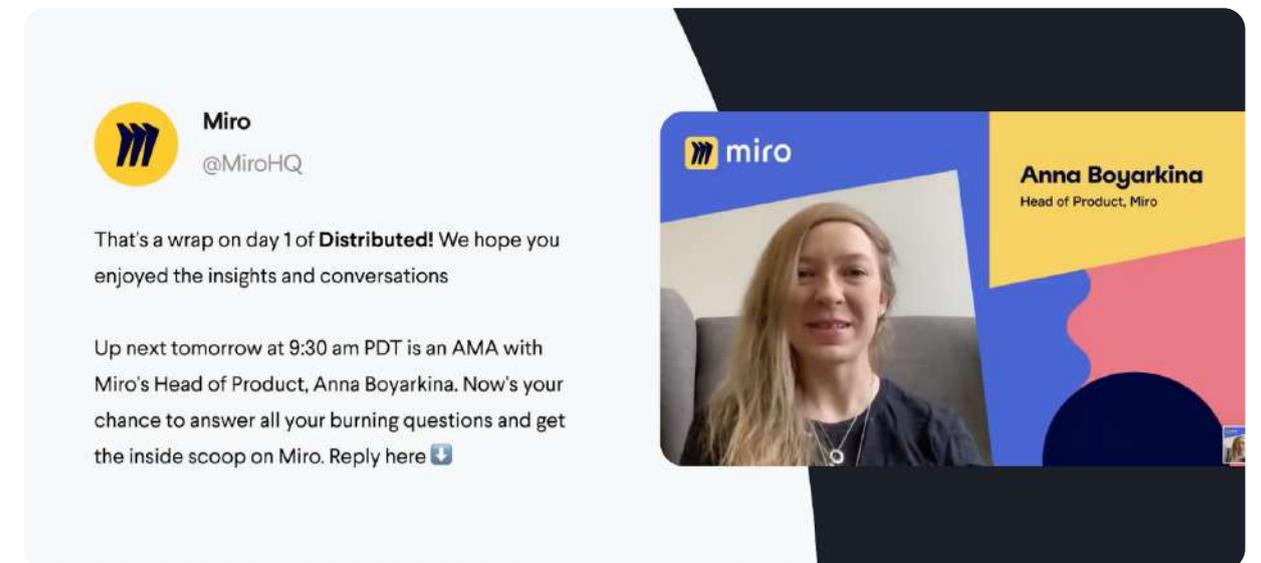


## Sharing insights and updates on social media

Don't let email marketing hog all the glory. Social media is another great way to update attendees and others during your event.

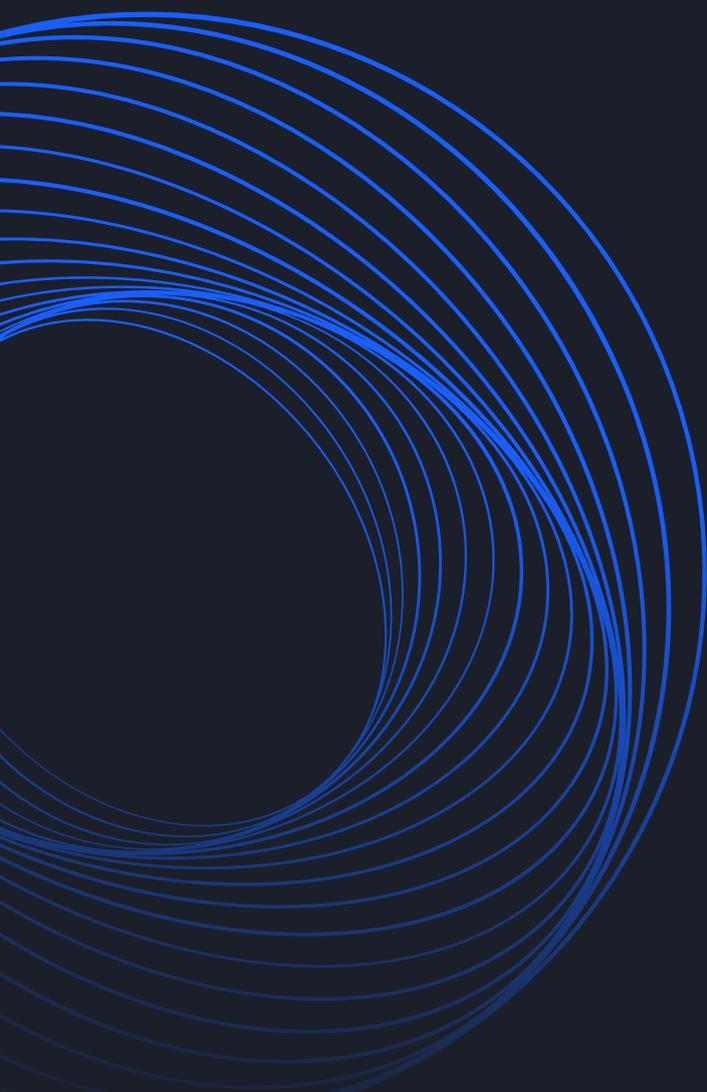
You can post speaker insights, key takeaways, and reminders on your social media platforms to encourage attendees to engage on social media and to increase awareness of and interaction at your event.

For instance, virtual whiteboard platform Miro posted on social media throughout their virtual event, Distributed. At the end of each day, Miro previewed the next day's programming. Posts like this remind registrants to attend and reiterate the value of doing so.



You can also share social media posts from virtual and in-person attendees — whether they're posting about insights from the event or giving positive feedback. This can serve as social proof and grow brand awareness.

# Follow Up: After Your Event



An event manager's work is never over. When you hear the applause after your event's closing remarks, it's time to get started on your post-event strategy.

In this Chapter, we provide guidance on how to follow up on your hybrid event.

## Following up with attendees, speakers, and sponsors

Using email marketing, you should follow up with all event participants after your event to share any information, including next steps and calls to action.

Depending on the type of email content you're sending and the unique calls to action you may have for in-person and virtual attendees, you may want to segment these emails.

Here are a few different content ideas for post-event email outreach to attendees, speakers, and sponsors:

- ✓ **Attendee email outreach:** You can email your attendees feedback surveys, replays, additional resources, and CTAs to register for another virtual event or try your product or a sponsor product.
- ✓ **Speaker email outreach:** Email speakers to thank them for joining your event and send them speaker feedback surveys, a virtual thank you gift, and/or additional resources.
- ✓ **Sponsor email outreach:** Thank sponsors for participating and send them lead info (if applicable) and event performance data, like booth visits and total attendance (more on this later).

## Measuring, analyzing, and improving using event performance data

Your event data will help you consistently improve your hybrid events — and your overall marketing. It's also one of the major advantages of a hybrid event.

Within a virtual event platform — the venue for your hybrid event — you can easily collect your event data in one place.

A good virtual event platform can provide valuable insights that an exclusively in-person event can't — such as data showing what event content your attendees consumed and for how long, how many private virtual meetings in-person and virtual attendees participated in, and lots more.

Since a virtual event venue can reveal, for instance, what content drove the greatest audience engagement, it can inform not only your future events, but can also be a valuable source of insight for your broader marketing — even your overall business strategy.

For example, if you find that a particular topic attracted the majority of attendees for long periods of time, you can create content marketing campaigns around that topic and feel confident your audience will be interested in the campaign.

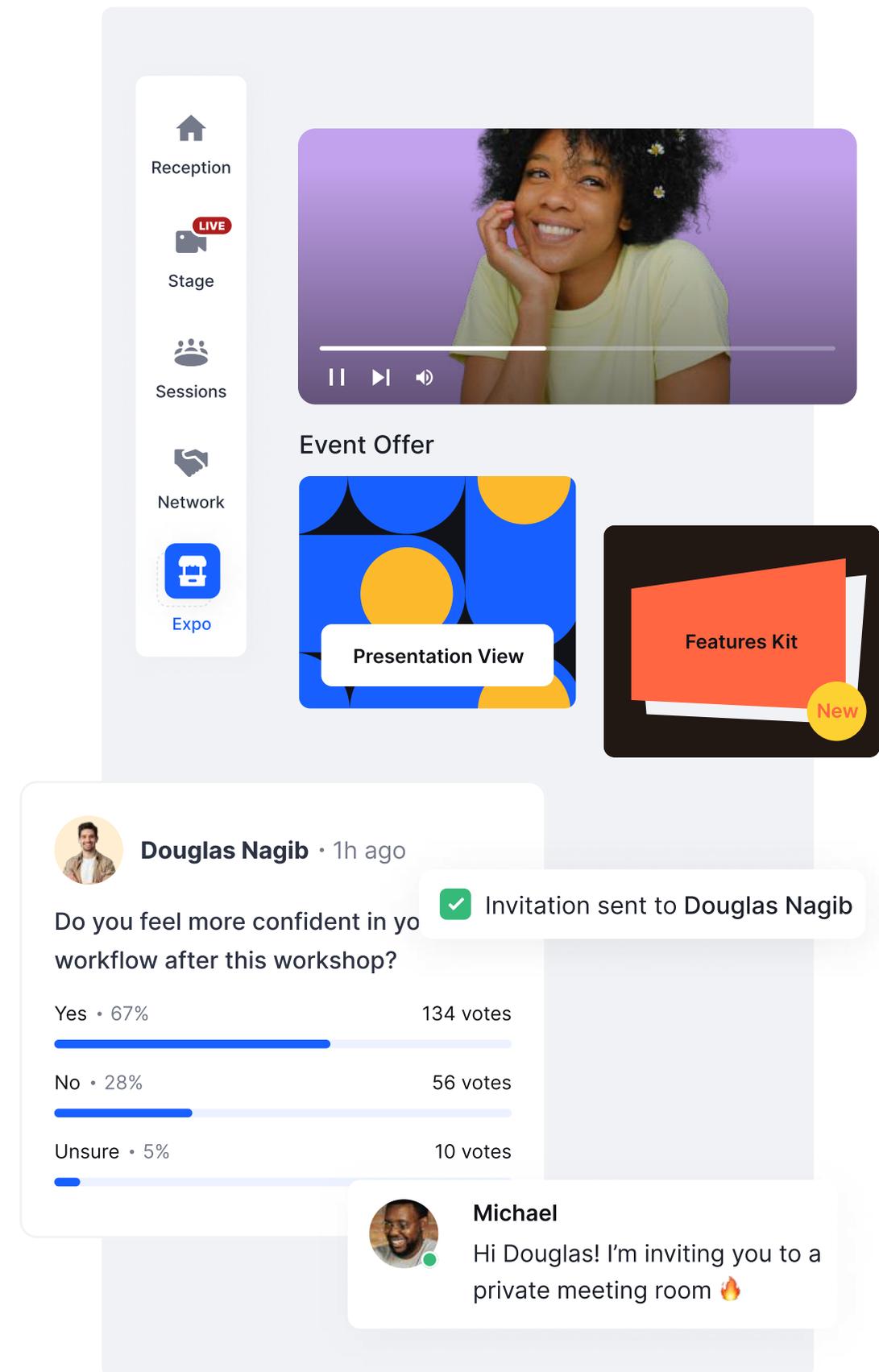
With the right data in hand, you can measure and optimize nearly every aspect of your hybrid event.

If your in-person or virtual attendance rate is low or below your historical average, you can survey your attendees to find out why they registered but didn't attend. With the findings from this survey, you can iterate and improve for next time.

Here are some key metrics you should analyze and review after every online event:

- ✓ **Ticket sales:** Look at your total ticket sales and compare it against your initial goal. This will help you measure the profitability of your virtual event.
- ✓ **In-person vs. virtual ticket sales:** Compare your total ticket sales for all attendees to see which was the most popular option and which earned you the most revenue.
- ✓ **Sponsor revenue:** Examine your total sponsorship revenue for in-person and virtual sponsorships. Again, this will help you track the profitability and revenue from your event. You should also compare and contrast your total revenue from in-person sponsorships and virtual sponsorships.
- ✓ **In-person ROI:** Measuring return on investment for your in-person event requires measuring all of your in-person expenses — like physical venue, signage, and speaker travel — against your total profits — like in-person sponsorships and ticket sales. By measuring in-person ROI, you can see how profitable the in-person portion of your event was.
- ✓ **Virtual ROI:** Comparatively, measuring virtual ROI requires collecting all of your virtual expenses — like virtual event platform costs and other technology costs — and measuring those expenses against your virtual profits — like virtual sponsorship revenue and virtual ticket revenue. As with in-person ROI, this helps you measure the profits from the virtual portion of your event.
- ✓ **Registration:** See if you hit your goals for total in-person and virtual registrants and look at ways to improve your promotion efforts for next time. If you sell tickets, total registration impacts your sales. If your event is free, registration impacts awareness and other brand goals.

- ✓ **Attendance:** Look at how many people attended in-person and virtually. For virtual guests, also examine how long they attended your virtual event. For in-person guests, it's also important to examine how much they used the virtual venue. Also, find the most popular sessions with attendees. Higher attendance rates impress sponsors and help you retain and attract sponsors for future events.
- ✓ **Virtual booth interaction:** Track who enters an expo booth and find out if they interacted with the booth. Again, this metric matters to sponsors. You can include booth interaction data on sponsor prospectuses for future events.
- ✓ **In-person booth interaction:** Via booth QR codes and lead scanning, you can measure in-person booth participation.
- ✓ **Attendee engagement and interaction:** See poll results, networking participation, total chat messages, connections made, and videos calls hosted. This will help you understand how engaging your event content was.
- ✓ **Attendee feedback:** Examine attendee feedback from your event. You can gather attendee feedback with an NPS score survey, a lengthier survey, or both. This will help you understand how attendees perceived your event and what they liked and disliked. Many virtual platforms make it easy to automatically give attendees an NPS survey. For in-person attendees, you may want to consider emailing them the NPS survey as well, in case they don't enter the virtual venue after the event.



## Hopin event analytics

Hopin analytics and reporting allow you to easily measure and analyze your event to understand what worked and what didn't. You can gain insight into user behavior and content preferences, and track leads.



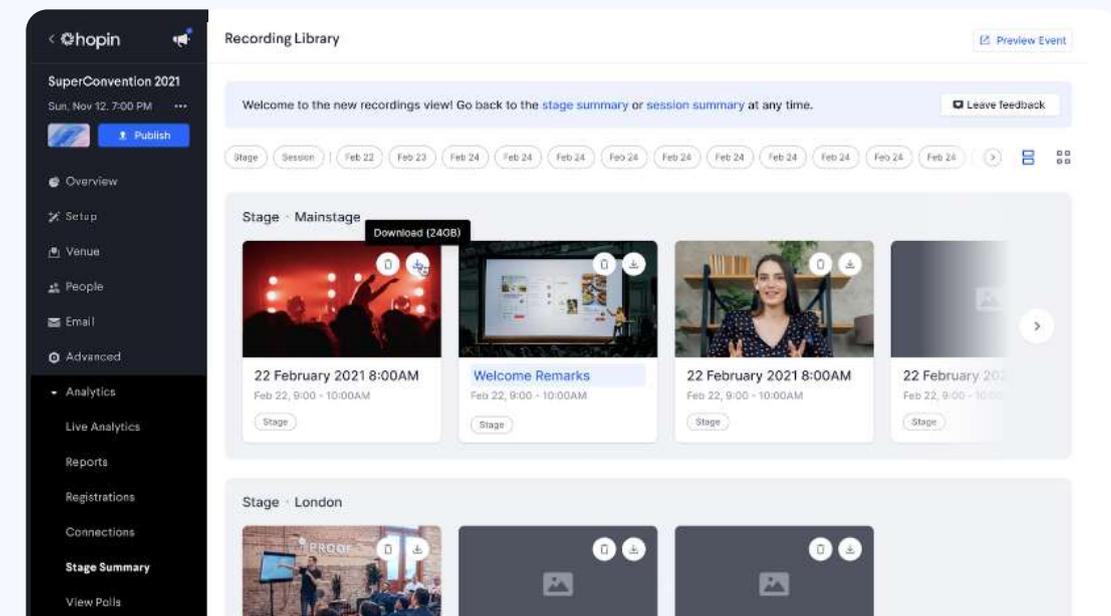
Instead, repurpose your event content to share the insights in new channels or contexts. This is a massive advantage of a hybrid event, as all event content is almost always recorded and available to replay and repurpose.

You can repackage event content into blog posts, videos, podcast episodes, ads, social media posts, guides, and books. You can even leverage long-form video from the event as **gated on-demand content**, to generate leads long after the event is over.

Repurposing your event content is a powerful way to drive long-lasting value from your event once it's over.

## Video recordings in Hopin

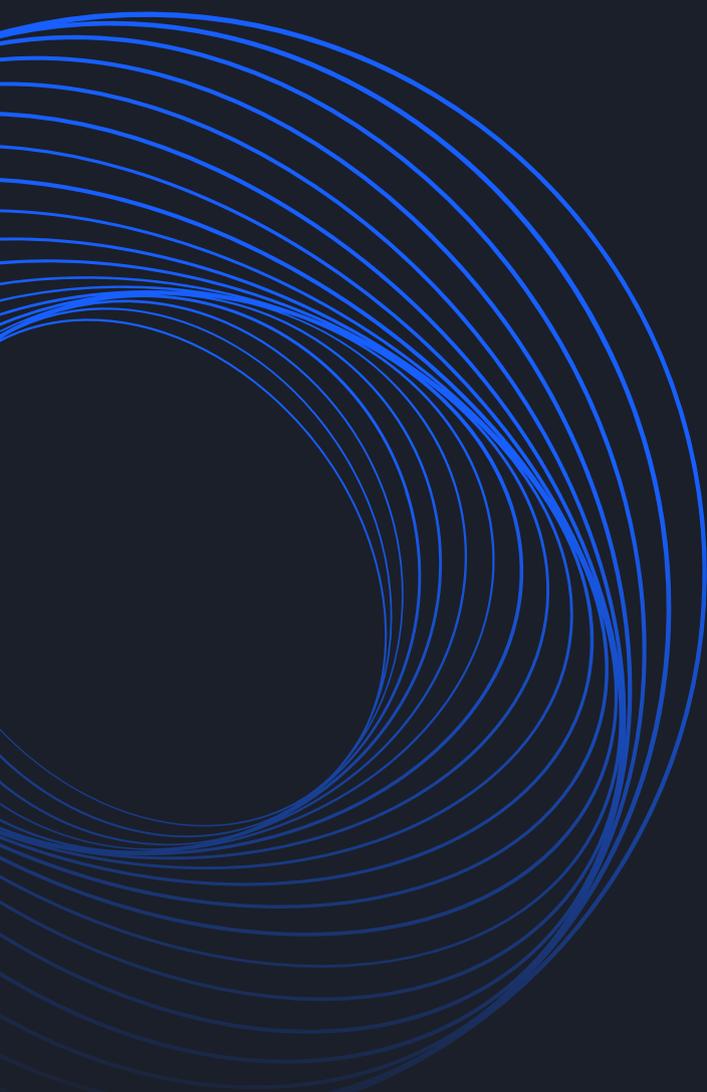
After you finish hosting your hybrid event on Hopin, recordings of your Stage and Session segments will automatically appear in your Event Reports tab after the event is over.



## Repurposing virtual event content to maximize visibility and engagement

After spending weeks or perhaps months planning and producing your event content, don't let it sit unnoticed on your website or in a replay email.

# Conclusion: The Future of Events Is Hybrid



After a year of unprecedented challenges, events are poised for a comeback.

However, the future of events won't be a return to the pre-pandemic past.

Instead, in-person events will take on elements of online experiences to create altogether new and immersive ways to bring vast, geographically distributed audiences together.

In other words, more and more events will be hybrid.

To capitalize on the significant advantages of hybrid, however, takes well considered strategy, solid planning, and good execution.

**Let's get started!**

## Create virtual events people love

Hopin is an online events platform with all the tools you need to host virtual events. Host video events, sell tickets, track data and analytics, and engage with attendees

[Learn more about Hopin](#)



## The Future of Events Is Hybrid

Used by top global organizations, Hopin enables event planners to delight their attendees, speakers, and sponsors with an interactive and engaging virtual venue tailored to their events.

Contact us

## Get in touch.

Let's discuss what Hopin can do for you.

Email: [sales@hopin.to](mailto:sales@hopin.to)

Twitter: [@hopinofficial](https://twitter.com/hopinofficial)

Website: [hopin.to](https://hopin.to)