

# 6

## STEPS TO A SUCCESSFUL VIRTUAL OR HYBRID CONFERENCE

---

ABREU EVENTS  
CONGRESS ORGANIZER



[www.abreuevents.com](http://www.abreuevents.com)



since 1840  
**abreu**<sup>®</sup>  
events

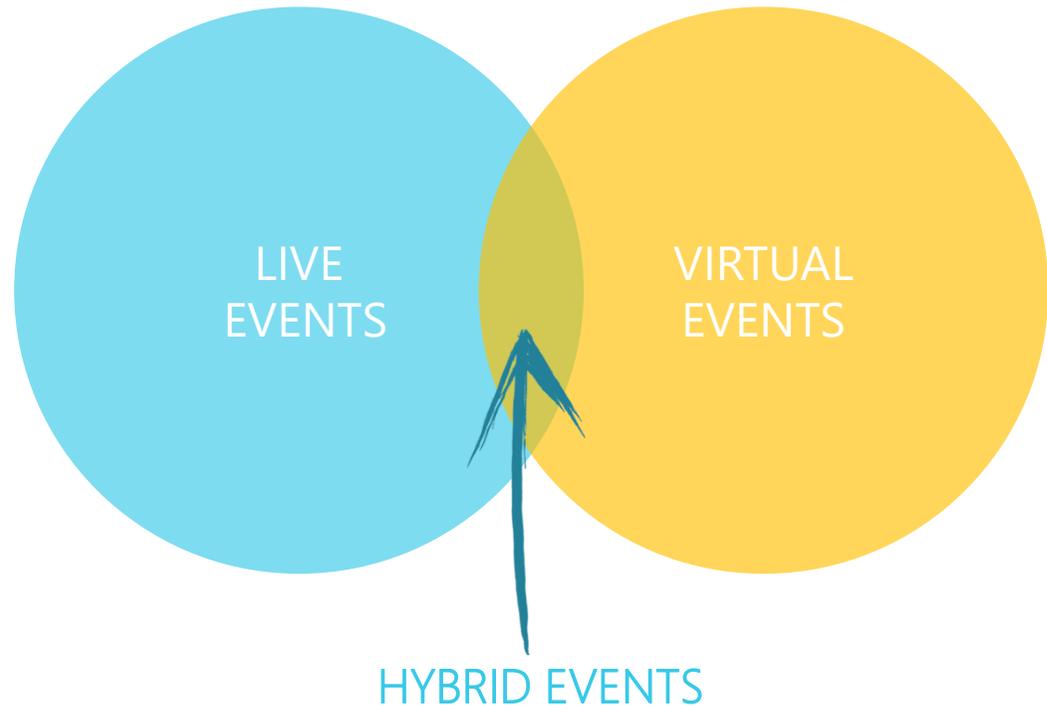
CONGRESS ORGANIZER



**THE SOLUTION  
FOR YOUR EVENT**

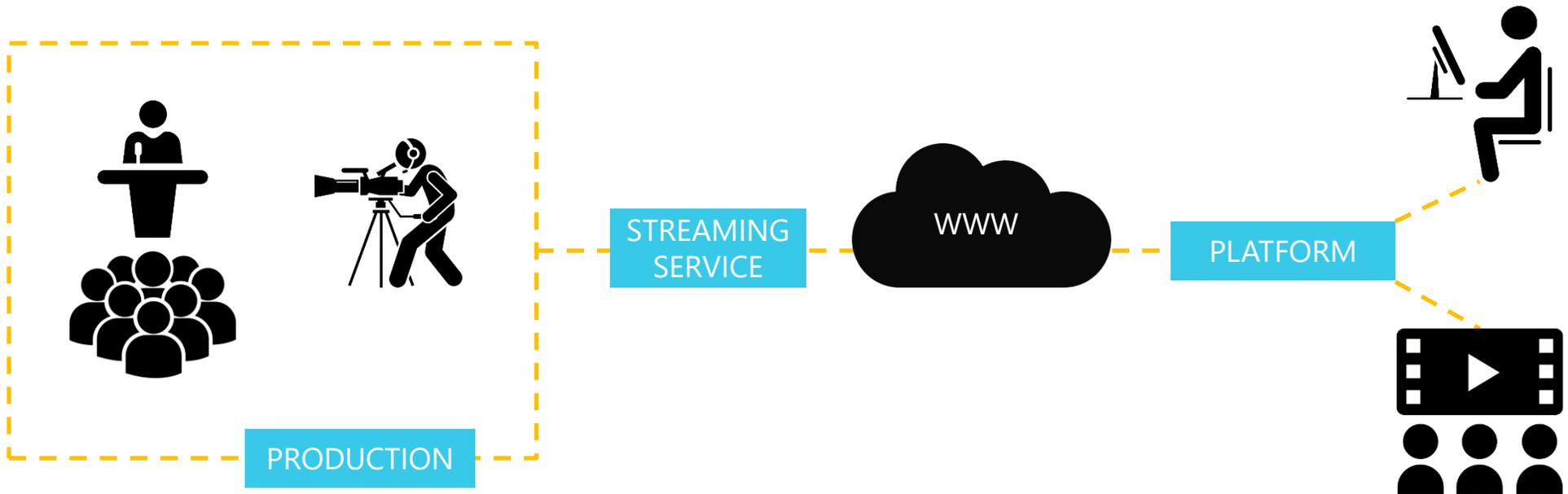
## VIRTUAL AND HYBRID CONFERENCES

While live or virtual events are held on only one platform, hybrid events are live events that offer virtual components, providing the public with the opportunity to participate, learn and get involved despite not attending in person.



# COMMUNICATION IN VIRTUAL AND HYBRID EVENTS

The role of communication changes when participants are dispersed across different locations and technological elements are included. This technology provides new communication tools that were not available before and creates a different environment for communication, participation, collaboration and content delivery.





## MANAGEMENT AND ORGANIZATION

# VIRTUAL AND HYBRID EVENT MANAGEMENT

The combination of live and virtual events, converting them into hybrid events, allows conference organizers a much broader spectrum of options to involve their participants.

## BENEFITS

- Reaches more participants (in-person and virtual)
- Allows individual or small group participation
- Provides new ways of delivering and communicating content
- Enables the connection or visualization of various events that occur simultaneously or at different times and/or locations
- Extends message range by redirecting event content
- Includes people who could not attend otherwise (busy executives, global participants)

Before starting to take advantage of the benefits of virtual and hybrid events, it is important to familiarize yourself with their specifics in the different phases, which will be explained in the next slides.



# 6 STEPS

## ORGANIZATION OF VIRTUAL AND HYBRID CONFERENCES

# 6 STEPS

TO A **SUCCESSFUL  
VIRTUAL OR HYBRID  
CONFERENCE**

With Abreu Events, you have access to all the support and solutions needed for your virtual or hybrid event to be a success.



1  
DEFINE



2  
ADAPT



3  
PREPARE



4  
ENHANCE



5  
ENGAGE



6  
ANALYSE



1

DEFINE

## 1. DEFINE GOALS



In a virtual or hybrid event, it is necessary to establish clear objectives, which, later, will be fundamental to make decisions regarding the design, structure and solutions to be used.

### EXAMPLES:

1. **EXPAND THE EVENT RANGE:** Take advantage of the virtual aspect to expand the target audience of your event, making sure it reaches participants who do not have the opportunity to be present.
2. **DYNAMISM & CREATIVITY:** Improve the satisfaction and interaction of your event through digital tools, such as chats that promote networking, polls and surveys.
3. **EXTENSION OF EVENT DURATION:** Extend the life of your event through shareable digital content that can be used and discussed later on social networks.
4. **COVERING NEW SPEAKERS:** Include speakers who are unable to attend in person.
5. **MAXIMIZE OPPORTUNITIES:** Take advantage of the specifics and opportunities that the virtual environment offers to generate revenue, reduce costs and support sustainable initiatives.

In a hybrid event, decide what will be presented virtually, taking into account the importance of achieving objectives, whether its for the virtual or in-person audience.



# 2

## ADAPT



## 2. ADAPT CONTENT

After deciding on the goal for your event and target audience, it is necessary to define the content to be presented at the event, by determining which sessions will be broadcast and respective format.

1. **CONTENT OPTIMIZATION:** In virtual and hybrid events it is necessary to adapt/reduce content, speakers and duration of the event, sessions and presentations according to its virtual component.
2. **QUALITY VS QUANTITY:** There is a need to emphasize content quality vs quantity of content, as well as a clear focus on shorter sessions.
3. **PRESENTATIONS FORMAT:** Develop content in more dynamic formats, allowing to maximize your content exposure and message in events with a strong virtual component, such as videos and animations.
4. **ONLINE FRIENDLY SOLUTIONS:** Focus on live panels and small group discussions with pre-recorded presentations. Consider offering only some of the most interesting live sessions and having the other sessions on request.

When organizing a virtual or hybrid event, it is crucial to choose the right format and technology. Adapting content, agenda and channels in order to captivate participants and speakers, as well as, serving and protecting the interests and objectives of sponsors and exhibitors.



# 3

## PREPARE

### 3. PREPARE ALL THE INTERVENIENTS



Due to the characteristics and challenges of the digital platforms while streaming a virtual event, the preparation of communication, content, technology and people involved is even more pivotal.

1. **COMMUNICATION MANAGEMENT:** It is crucial to communicate to the speakers the importance of meeting deadlines for any type of information to be used during the event.
2. **PREPARATION AND TESTS:** Presentations need to be uploaded and tested on the web platform in advance and speakers should be encouraged to rehearse their sessions.
3. **ASSISTANCE TO SPEAKERS:** It is advisable to provide professional assistance to the speakers, to ensure they are comfortable with the technologies used.
4. **EVENT MATERIAL:** It must be clear to all participants, what kind of material is available, the means available for its distribution and where to find it.
5. **BACKUP PLAN:** If for some reason it is impossible for a speaker to present, a video can be transmitted in his place or the agenda can be readjusted. If by any chance, technology fails, just wait for the signal to return, meanwhile the audience will be notified that any part of the missed presentation will be available online to download after the conference.

In events where technology is the basic element for its execution, the preparation and coordination of the different elements become decisive to guarantee its fluidity and success.



# 4

## ENHANCE

### 4. ENHANCE & PROMOTE DIGITAL



Create a virtual experience, as close as possible to the live experience and improve participants' engagement by increasing their involvement through digital tools.

1. **ONLINE CHAT:** Give your virtual audience a way to interact, comment and receive clarification while maintaining control of the conference.
2. **POLLS AND SURVEYS:** Conduct online polls and surveys on any topic during your event to collect opinions and comments from your participants..
3. **ADVERTISING:** Boost the visibility of sponsors and exhibitors, through specific ads that users will be able to watch through digital platforms.
4. **PERSONALIZED MESSAGES:** Create personalized messages to encourage actions by the public or issue an alert to notify any changes to the business agenda.
4. **NETWORKING:** Allow users to consult the list of participants with their information and contacts, thus promoting networking before, during and after the event.

The digital resources your virtual or hybrid event can have are vast. Some are mandatory, others are optional. The digital resources to be used must be aligned with the objectives that were defined for the event.



## 5. ATTENDEES ENGAGEMENT



Set the correct expectations among participants and expand your potential audience through a clear marketing and communication plan that promotes strong involvement among all stakeholders.

1. **COMMUNICATION ADAPTATION:** Communication needs to be adapted to the online version using all available platforms: website, virtual event platform, virtual exhibition area, social media, push notifications, direct emails, surveys, etc..
2. **SOCIAL NETWORKS USAGE:** Social networks like Twitter, Facebook and YouTube, as well as the use of hashtags are a great way to connect with your participants. Facilitates conversations and feedbacks, whether they are physically present at the event or participating virtually.
3. **SPONSORS AND EXHIBITORS:** Create a digital strategy for sponsors and exhibitors, managing and advising on the profiling and interaction opportunities offered by the digital platform.
4. **INCREASE ENGAGEMENT:** Organize contests, games and prizes, the results can be shared directly on the participants' social networks with personalized hashtags. This action will create excitement during and after the experience of the virtual or hybrid event.

Before, during or after a virtual or hybrid event, the digital marketing strategy is fundamental in order to show transparency, inspire and build trust. These factors are decisive for the success of your event.



# 6

## ANALYSE

## 6. RESULTS ANALYSIS



The performance of the event can be measured through KPIs that can be compared with statistics of previous events. For a correct assessment, quantitative data must be balanced with qualitative research and feedback.

1. **MAKE USE OF METRICS:** All digital platforms provide various metrics (registered participants, number of viewers, average session time, number of interactions, etc.). The priority plan and metrics will influence the design of the event and any adjustments to be considered for future events.
2. **ATTENDEES FOLLOW UP:** It is important to take surveys, in order to obtain feedback and measure the success of the event. Add questions about the accessibility to digital platform, if there was a problem with the signal or if they are intending to participate in an upcoming event in person or online.
3. **SPONSORS AND EXHIBITORS:** More important than how many people we can reach, is to identify what kind of people attend these events. Data analysis can be leveraged to identify demographic data and help matching attendees with sponsors and exhibitors.

Technology can be used to track important data that will help you demonstrate ROI, improve the event experience and allow you to focus on other strategic issues of the event.

## A TEAM DEDICATED TO YOUR SUCCESS

CONTACT US AND DISCOVER EVERYTHING WE CAN DO FOR YOUR VIRTUAL OR HYBRID EVENT!!

We act transparently, with rigor and ethics, governed by practices that simultaneously add value to your event and produce results.





Abreu Events – Events that Work