

8 Tips & Tricks for Hybrid Experiences



A hybrid event is an in person and online/remote gathering for which the experience has been designed to meet the specific needs of both audiences. The impact of hybrid events increases through strategic design that presents a universal experience for the entire audience, customized based on in person or remote participation.

1

Encourage the event planner client to identify and empower a member of their team to be the **hybrid champion** who advocates for the remote participant and guides supplier partners, including venue representatives, to do the same.

2

Promote your venue's **technical infrastructure** such as internet bandwidth, wifi coverage and clean power that contributes to the successful delivery of the remote experience.

3

Think of **hybrid programming** as a true partnership and collaboration between the event planner, your venue, an agency consultant (PRA/One Smooth Stone) and audio-visual company.

4

Connect your in-house AV provider with a **digital technology consultant** to elevate and align the in-person and remote participant experience.

5

Go beyond a **one-size fits all approach** to hybrid programming. The appropriate balance between the in-person and remote participant experience, as well as the solutions to deliver these experiences, vary from event to event.

6

Prepare for **unconventional use of meeting space**. Event space may no longer be defined by table and chairs but rather openness for studio build out, editing suites and video capture lounges to enable a hybrid solution. Working with partners, lead the efforts to ensure the health and safety of attendees is a significant contributing role to the success of hybrid events.

7

Encourage hotel/venue presence even for remote participants of the hybrid experience by bringing the sights and sounds of the venue to the remote audience. Consider video reels of the property and **custom greetings** from the General Manager.

8

Partner with DMCs and DMO **to bring the destination to life**. Videos showcasing virtual activities and tours combined with a destination experience box to deliver the sights, sounds, local talent and flavors from any host city, and give the remote participant a true sense of the destination.

Ready to get started with your hybrid programming?

Connect with Digital@PRA.com today or visit PRA.com to learn more.