



# Event Planning in Today's World

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2:05 – 2:35 PM

# What are your options?



Virtual



In-Person



Hybrid



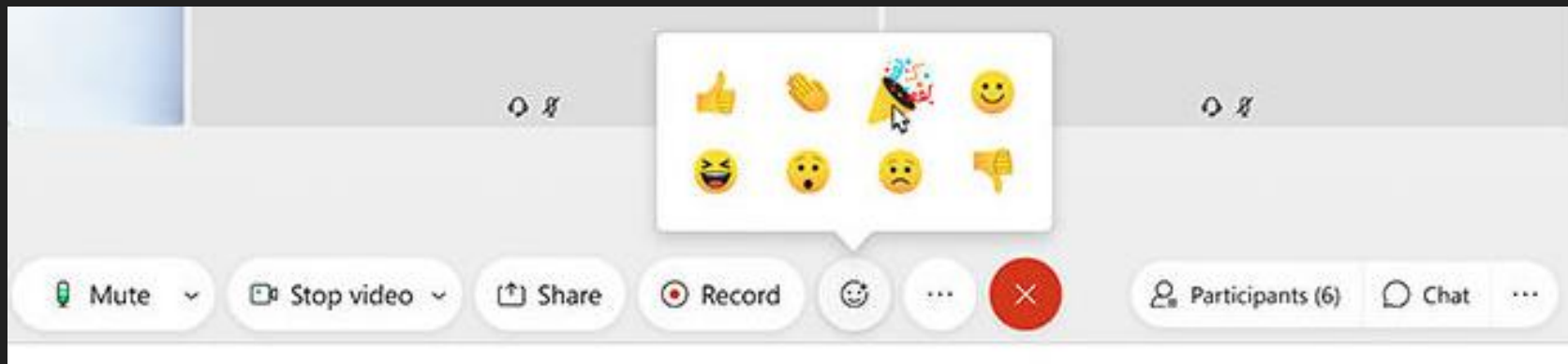
Virtual





# Virtual

- Keep events as short as possible
- Hold dress rehearsals with presenters
- Use video and music
- Stay up-to-date on the platform and what it offers
- Provide a mixture of pre-recorded and live presentations
- Obtain consent to record and distribute recordings
- Use features of the platform



A group of five people are socializing in a dimly lit bar or lounge. In the foreground, a wooden table is set with a silver tray containing several bottles, a glass of beer, and a small potted plant. In the background, a man with a beard and a woman are talking on the left, while a man in a grey blazer and a man in a leather jacket are talking on the right. The background features large windows with horizontal blinds.

# In-Person

# In-Person

## ○ Health & Safety

- Provide COVID-19 comfort level indicator and PPE
- Require proof of vaccination and/or negative test
- Make onsite materials as contactless as possible
- Include COVID-19 liability waiver in registration process





# In-Person

## ○ Programming

- Build in more networking time
- Offer social activities, offsite experiences
- Provide fresh educational content, new speakers, different learning methods

## ○ RFPs / Contracts

- Act early and fast to secure desired venues, prices, dates
- Confirm meeting space is flexible
- Adjust room block, force majeure, cancellation clause, rescheduling policy



A large-scale hybrid event is taking place in a dimly lit hall. The stage is set up with two large curved video walls. The left wall displays a video conference interface with a large central window showing a woman with blonde hair and glasses, and a sidebar with several smaller circular portraits of other participants. The right wall shows a similar interface with a woman with red hair in the main window and another sidebar of portraits. In front of the screens, four people are seated on a stage. The audience, seen from behind, is seated in rows of chairs on a carpet with a yellow and brown pattern. The ceiling is high and features a complex rig of stage lights and projectors. The word "Hybrid" is overlaid in white text on the left side of the image.

# Hybrid



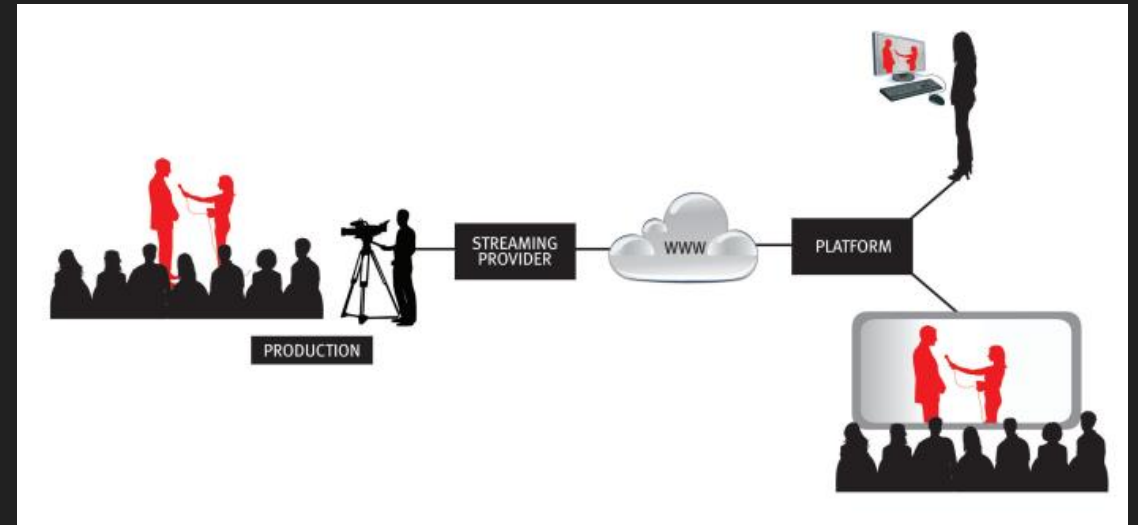
# Hybrid

## A hybrid event is...

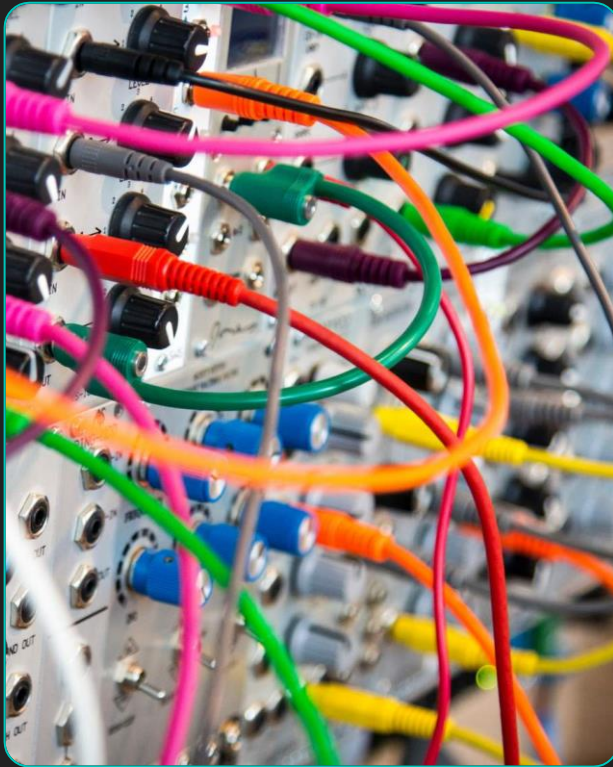
- An integration of technology that allows in-person and virtual attendees to engage via video, audio, and text
- An experience that takes place simultaneously for in-person and virtual attendees

## A hybrid event is not...

- Livestreaming sessions
- Sharing video recordings
- Corresponding in a Chat box



# Hybrid



- Design programming for:
  - In-Person Attendees Only
  - Virtual Attendees Only
  - All Attendees
- Offer as much engagement between in-person and virtual attendees
- Increase budget for A/V equipment and labor
- Confirm venue can support bandwidth and electrical needs
- Use an emcee to connect the in-person and virtual attendees
- Add more staff members/volunteers to the team



# Sponsorships

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Attendee Gift

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Attendee Scholarship

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“Commercial” Break

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Contactless Registration

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Digital Swag Bag

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Freemium Registration Offer

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Hand Sanitizing Station

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Hybrid Lounge

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Mobile App / Virtual Platform

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Networking Event

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Social Distancing Floor Sticker

# Overall Tips



Don't forget  
sponsors and their  
needs



Plan early and  
often



Use current events  
to promote the  
next events



Use consistent  
branding when  
marketing events



Keep attendees in  
the loop



Always debrief on  
events



Listen to attendees  
before, during, and  
after the event



Always have a  
back-up plan



**Q&A**

