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+

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source

How To Turn Your Virtual Meeting Into a Hybrid Meeting





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34

Years in the
business

376

Clients
served

45

Collaborative
sales
partners

\$225M

In meeting &
incentive
program
spend in 2019

Sourcing Services

Brokered by Prestige



Hotel Sourcing



Contracting



Cruises



VAT Reclaim



Meetings
Escrow



Destination
Sourcing



DMC Services



Virtual Events



Sports
Hospitality

Event Services

Paid for by client



Program
Design



Pre-planning



Registration



Housing



Air Ticketing



On-site
Support



Post Event
Management



Client Gifting



Individual Incentive
Planning

New Ways to Achieve Event Success



**INDIVIDUAL
INCENTIVES**



VIRTUAL EVENTS



HYBRID EVENTS



HUB & SPOKE



We Can All Agree That 2020 Was The Year Of Virtual, But 2021 Is Going To Be The Year Of Hybrid!

**Whether In
Person,
Virtual Or
Hybrid,
Start with the
Goal Of The
Event**





- ✓ What are you hoping attendees will get out of attending your event?
- ✓ How will your event stakeholders measure success?
- ✓ Are your exhibitors and sponsors willing to participate in-person?
- ✓ What does your venue/ hotel need and want now? What are their business drivers?
- ✓ What are YOUR expectations and duties now? We aren't just planning anymore, we are executing.





Marketing & Communication

- ✓ Clearly communicate your event with be both in-person and online, and what to expect for each experience.
- ✓ Provide virtual attendees detailed schedules as well as instructions on how to login and access event.
- ✓ For in-person attendees, be sure to provide all safety measures they should expect and your guidelines for attending.



Venue Selection

- ✓ Drivable destinations, more regional locations
- ✓ Consider properties that have amenities within walking distance.
- ✓ Weather is now not just a luxury, it may be required for dining or even for the event.
- ✓ Consider the meeting space floor plan as it relates to traffic flow; elevators, escalators, shared foyer spaces.
- ✓ What Hotel Concessions/Requirements are you putting in your contract?
 - Are booking cut off dates extended due to last minute travel plans?
 - Pay close attention to the cancellation clauses.
 - Review liability and insurance clauses carefully as well.

Budgeting

- ✓ What is your revenue goal and strategy?
- ✓ Is it an **internal event** and some are required to attend?
- ✓ Is this a **revenue driven event** or will you need your ticket and sponsorship income to offset the expenses?
- ✓ What new line items do you need to consider?
 - Additional security and staff
 - Temperature scanning equipment
 - Shipping costs

Safety Guidelines

PDR - Prevention, Detection, and Response

- ✓ State, City, or County guidelines
- ✓ Venue Policies and Procedures
- ✓ Risk Management and Insurance
- ✓ Waivers and Pledges
- ✓ Social Distancing considerations





Equipment and A/V Needs

- ✓ So many ways to budget for hybrid
- ✓ Zoom versus full Production
- ✓ 1.25x – 1.75x In-Person Budget



Event Design and Agenda

- ✓ Do NOT just convert your old agenda.
- ✓ Design with a **ground up** approach.
- ✓ With hybrid, remember you are not planning two events. You are planning one event with two different experiences
- ✓ Some ideas:
 - Keynotes are the same for both audiences
 - Breakout can be streamed or asynchronous
 - Get creative with exhibits and breaks
 - Networking should be online for both audiences so all can connect and meet.



Logistics and Operations

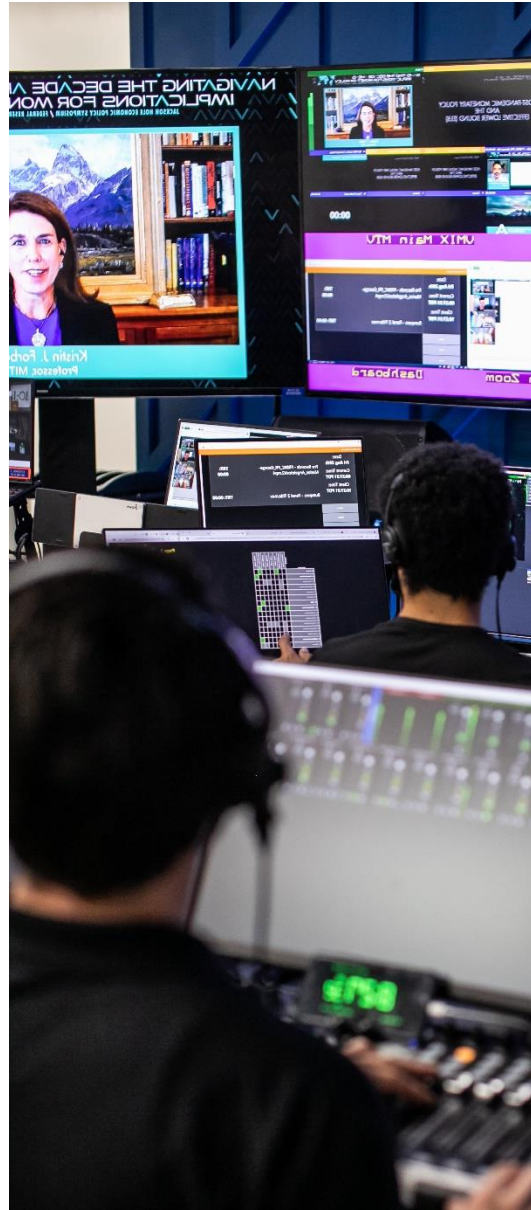
- ✓ Registration desk
- ✓ Signage
- ✓ Meals and breaks
- ✓ Event set up
- ✓ Safety processes and procedures

Platform / Mobile App Sourcing

- ✓ Platforms are your new venues!
- ✓ Not a one size fits all solution
- ✓ Apps are longer supplemental amenities
- ✓ Create a virtual community for the remote audience.







Staffing

- ✓ In-Person Considerations
 - ✓ Customer service vs. safety vs security.
- ✓ Virtual Components
 - ✓ Online experts managing chat and tech assistance, *recommended to have 1 per 300 attendees.*
 - ✓ Consider having one event staff onsite with you but dedicated to managing a virtual audience.
 - ✓ Hire an an emcee or host to keep the synergy and energy going.

Specialty Collaborators

- ✓ Medical Experts
- ✓ Security
- ✓ Shipping Companies
- ✓ Closed Caption or Translating Services





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