



Fuel your hybrid event strategy now— your brand will thank you later

With global dynamics profoundly affecting the event industry, now is the opportune time for companies to double-down on their hybrid event plans.

As we all experience the ‘new normal’ of online events today—and witness firsthand the increasingly high bar of possibilities and technologies to support them—the rally cry for strategically merging your virtual and live events has never been louder. Bridging the live and virtual event divide can be daunting without a sure-fire plan.

So the question is: what are you doing now to ensure your company’s success once the fog has lifted? Do your event plans support a dual-approach to attracting, informing, and delivering on your brand promise to customers and prospects? If not, they should be.



6 REASONS FOR GOING HYBRID

1. Meet your customers where they are, physically *and* virtually
2. Wider reach with no geographic boundaries
3. Smart data collection boosts customized engagement opportunities online and in-person
4. Attendees appreciate having options, fueling brand goodwill
5. FOMO goes away with virtual options; inclusivity reigns
6. Safety and sustainability measures are front and center

SO WHAT'S THE DIFFERENCE?

An event, whether virtual or live, is just an event, right? Right. The key difference, of course, is where your audience is watching. Instead of corralling people into a ballroom to find a seat for in-person events, your audience for a virtual event is clicking a button from their inbox and engaging with you from their living room or home office. All of the other elements of planning and executing a live event remain.

Your attendees still need to register. You still need to produce great content to captivate attendees. You still need to provide networking opportunities and avenues for attendees to get the information they're looking for. You still need to follow-up to keep those contacts in your sales funnel. There's a time and place for each "flavor" of event, both separate and together...but how you plan and build them in-tandem (so each fuels the other and evolves your brand organically) provides a compelling case for locking down your event strategy now.

Smart event strategies consider every stage of the event lifecycle. Each stage should be scrutinized to uncover potential attendee 'wow moments.'



EVENTS: THE NEW NORMAL FOR THE FORESEEABLE FUTURE

- Health and safety first
- Balancing virtual/contact-less and live/contact-rich audience segments
- Amplified experiential marketing efforts
- Meaningful live/online engagement opportunities
- Leveraging data to better nurture leads

LIVE + VIRTUAL = WINNING STRATEGY

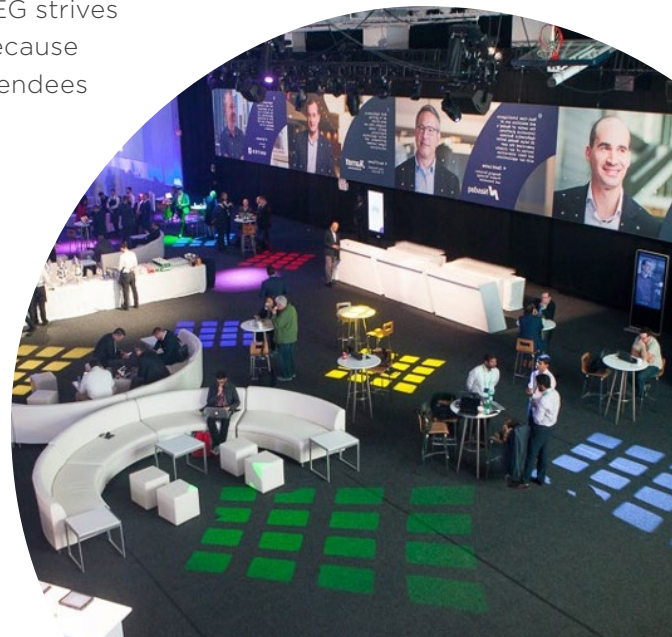
Three considerations as you build-out your hybrid event playbook:

1. Moments That Resonate

As you know, the best events are built by a multitude of experiences that start way before 'show day.' Smart event strategies consider every stage of the event lifecycle. Each stage should be scrutinized to uncover potential attendee 'wow moments' that slowly build toward your event, culminating in a collective experience (whether live or virtual) unlike any other. That is the ultimate goal EEG strives for with every one of the brands we serve. Why? Because the best experiences beget future experiences—attendees remember and value events that deliver above and beyond. And that's why a hybrid approach to your event planning is so critical.

THE BEST OF BOTH WORLDS

It's no longer virtual or in-person—it's got to be both! Refine and utilize what you are doing today by crafting a hybrid event strategy that marries your digital efforts with live experiences. Your unique approach to both event types can result in merged experiences that take your attendees to entirely new spaces and places.



2. Digital Strategies That Deliver

For the foreseeable future, events as we know them are irrevocably changed. And that is a good thing for all of us. Why? Because it puts the onus on event planners and experiential marketers to think long and hard about each attendee, and how we might blend digital and live mediums to tell our unique stories to those most important to our brands. It's no longer an either/or situation—merging digital with live experiences becomes the norm, so staking your claim in how your brand executes across the divide should be front and center.

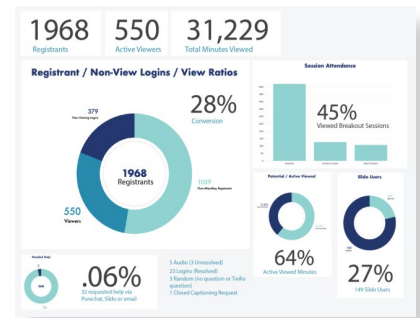
“The event landscape is changing, and we’re excited to help formulate the ‘new normal’! We are actively working with our customers to ensure their virtual event playbooks are smart, thoughtful, and operationally sound.”

- Matt Gillam and Rich Calcaterra, Co-Founders, EEG

3. EEG “Hybridizing”

Live events give us peer-to-peer contact, big/colorful/ impactful general sessions, fine cuisine and libations, and up close and unique brand activations. Virtual events deliver scalability and reach to every time zone, a focused and ‘contained’ story, and the ability to act as ‘brand glue’ for companies in between larger live events. *Hybridizing fuses core event strategies between live and virtual event formats* in ways that elevate your brand, feels legit to attendees (not forced), and amplifies those ever-evolving and up-leveled event experiences we seek with attendees. A hybrid approach informs your activations and live/digital expressions in bringing your brand to life.

Smart data collection can inform at every stage of the event lifecycle



PLAN

- Audience demographics
- Registrant data
- Event technologies
- Surveys
- Session enrollments

DELIVER

- Sign-ins
- Session attendance and feedback
- Speaker feedback
- Tradeshow booth visits
- Product demos
- 1:1 appointments
- Gamification
- Poll responses
- Social engagement

DEBRIEF

- Survey responses
- Event cost / revenue / ROI
- Clicks / views / form fills



THE IMMEDIACY OF VIRTUAL EVENTS

Whether it's live streaming or producing scripted videos, pulling together a virtual event isn't as intimidating as you once thought. The upsides? Content personalization, attendee tracking, and peer-to-peer engagement are literally just a click away when going digital, providing you with statistics in real time for post-event follow-up, lead nurturing, and quantifying your event spend.

THE IMPACT OF LIVE EVENTS

Nothing replaces the power, connectedness, and impact of live events. The *only thing* that might come close is a cohesive, brand-centric hybrid event strategy and execution plan where the strengths from both formats are balanced and leveraged to their fullest. This equates to meaningful in-person experiences that easily flow into digital experiences that make sense to the attendee—and more importantly—to the story you are looking to tell. At the end of the day, every event ‘experience’ should resonate with your brand.



WHAT'S YOUR PLAN?

Complete and submit our quick and [easy online form](#) to schedule a call with one of our Business Development team members to discuss your event planning needs. We welcome the chance to help your company plan for the new norm.

ABOUT EEG

EEG is an award-winning global leader in the event management industry. Our account teams provide service in the areas of event strategy, creative/brand activations, production, full-service event logistics, registration, and more.



Hybrid events offer a multitude of physical and virtual “moments” that can help bring your brand to life, drive deeper attendee engagements, and elevate your storytelling for maximum impact.

EEG SERVICES	LIVE/IN-PERSON EVENT	VIRTUAL EVENT
Sourcing	<ul style="list-style-type: none"> • Venue Research and Recommendation • Venue Contract Negotiations • Site Inspection Coordination • Budget Creation • Food and Beverage Concession Negotiations • Ground Transportation Costs Negotiations 	<ul style="list-style-type: none"> • Budget Creation • Filming Location Venue Research
Registration	<ul style="list-style-type: none"> • Quality Control / Data Integrity Management • Customer Service • Hotel Management • Reporting • Name Badge Creation • Mobile App Management • Email Blasts / Confirmations / Mailings • Onsite Management 	<ul style="list-style-type: none"> • Quality Control / Data Integrity Management • Personalized Attendee Inbound and Outbound Correspondence Tech Support (Call Center / Email) • Creating and Maintaining Standard Reports • Email Blasts / Confirmations / Mailings • Support Online Chat Feature
Event360	<ul style="list-style-type: none"> • Website / Registration Package • Utilities: <ul style="list-style-type: none"> - Session Scheduler - Call for Papers / Speaker Resource Center - Sponsor Resource Center • Integrations • Promo Codes • Surveys • Marketing Statistics 	<ul style="list-style-type: none"> • Virtual Website / Registration Package • Immersive Virtual Experience (i.e. Interactive Widgets, Virtual Tradeshow, Renders, etc.) • Utilities: <ul style="list-style-type: none"> - Virtual Session Scheduler - Call for Papers - Speaker Resource Center - Sponsor Resource Center • Gamification / Audience Engagement Tools (Live Q&A, Quizzes, Polling) / Chat Software (Peer-to-Peer and Technical) / Social Media Integration
Tradeshows	<ul style="list-style-type: none"> • Sponsorship Package Development • Sponsorship Sales and Management • Sponsor and Exhibitor Administration and Management • Tradeshow Consultation and Contractor Services Management 	<ul style="list-style-type: none"> • Digital Sponsorship Package Development • Sponsorship Sales and Management • Sponsor and Virtual Exhibitor Admin and Management • Virtual Tradeshow Consultation and Services Management
Operations	<ul style="list-style-type: none"> • Overall Budget / Payment / Agenda / Timeline / Meetings Management • Food and Beverage Management • VIP Management • Function Space Management • Signage, Collateral, Branding, and Gift Management • Activities Coordination • Ground Transportation Coordination • Coordination of On or Off-site Events • Keynote Speaker / Entertainment Management • Travel Director Coordination & Management 	<ul style="list-style-type: none"> • Overall Budget / Payment / Agenda / Timeline Management • Coordination of Team Meetings • Food and Beverage Management for Onsite Team • VIP Management • Virtual and/or In-Person Function Space Management • Creative Coordination for Virtual Signage and Branding • A/V Management / Coordination with Production
Production/ Creative/ Brand	<ul style="list-style-type: none"> • Livestreaming • Keynote Management • Breakout Management • Content • Creative • Strategy 	<ul style="list-style-type: none"> • Livestreaming / Speaker Coaching • Keynote Management • Breakout Management • Content • Creative • Strategy

