


The Dual Event Mindset

Hybrid is not an event format,
it's a communication strategy





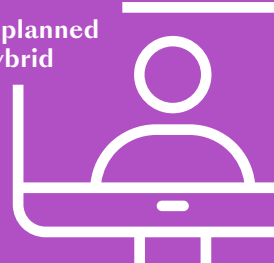
85%



of the planned events for 2023
will have an in-person audience

According to the [Encore Fall 2022 Planner Pulse Report](#), 85 percent of the events planned for next year will have an in-person audience. Of that number, roughly 20 percent are also expected to have a remote audience. That means as many as one out of every five meetings you plan might be hybrid. And they may attract larger audiences than in the past. Of those surveyed, 24 percent say they expect larger remote audiences.

for event planners
1 in 5
meetings planned
may be hybrid



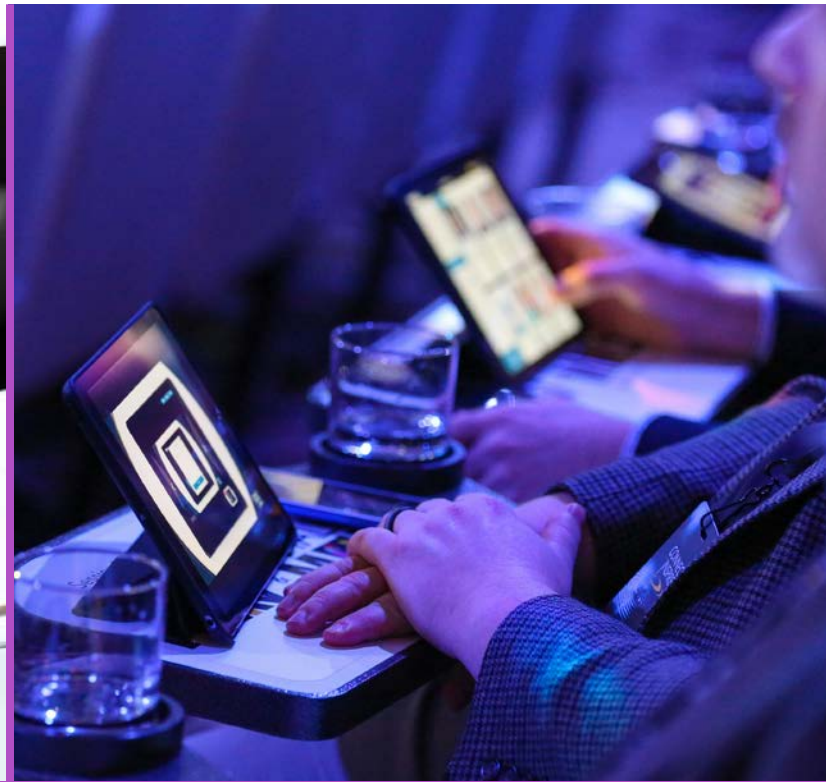
The advantages of including a hybrid element include:

- > Increasing your message and content's reach
- > Including people who are otherwise unable or unwilling to come
- > Decreasing in-person costs while expanding overall attendance numbers

Planning hybrid events also can be challenging. According to recent Encore reports, top concerns meeting and event professionals have about hybrid events include:

- > Effectively engaging both in-person and remote participants
- > Increased technology costs to enable remote participants
- > Planning for two separate experiences (e.g., in-person, virtual)

Let's look at how to mitigate these concerns.



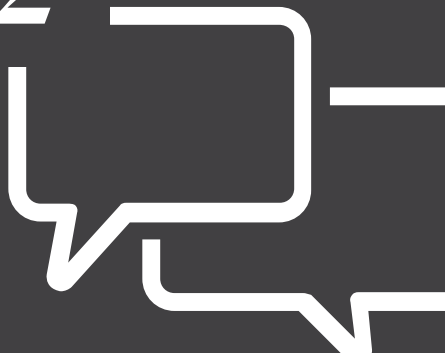
Grow your audience with virtual attendees

Nearly half of the planners surveyed for the Encore Fall 2022 Planner Pulse Report say they want to improve attendee engagement at upcoming events. One of the benefits of the pandemic is that even the most tech-illiterate employees learned how to virtually participate in meetings. According to 2021 Pew Research, 97 percent of Americans own a cellphone, with 85 percent being a 'smartphone.' That's up from 35 percent in 2011.

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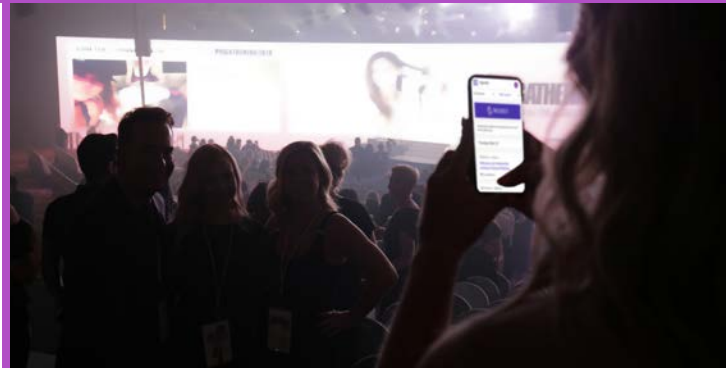


Capitalize on this new tech-savviness and comfort with mobile technology by utilizing digital engagement tools — they can be used as effectively to engage in-person audiences as remote ones.

Tools, such as [Chime Live](#), can keep in-person audiences off their phones and in tune with what's happening on stage by putting the presentation on iPads. Attendees can zoom in to see content from the screens, rewind to slides they want to review again, ask questions and respond to polls from the handheld devices. Chime Live can also act as an event platform for remote viewing audiences. Because it was developed first for in-person meetings, it works as well for in-room gatherings as it does online. That gives it an advantage over many virtual-first event platforms popular during the pandemic, which struggle to provide a satisfying in-room experience.

Managing technology costs for remote participants

A scaled down version of Chime Live, called [Chime Go](#), provides a more budget-friendly option that works with in-person, virtual or hybrid events. It's ideal for smaller events that need a way to help people stay connected and communicate in real time. The mobile event platform allows attendees to see what's happening and when, take notes and ask questions.



Planning for two separate experiences



One of the biggest stressors of hybrid event planning is managing two different sets of logistics with one team. Especially if your team is short-staffed or charged with more meetings in the coming year, the thought of doing double duty can be stress inducing. The best way meeting and event professionals can alleviate this pressure on their team is to work with an event technology provider. This frees up the event team to focus on the in-room experience while an event technology team manages the virtual element.

Not only can this save time, it also can prevent potential

headaches. Your team doesn't have to learn new skill sets, manage elements outside of the internal team's expertise or troubleshoot the virtual element while executing the in-person experience. The event technology partner ensures that the full experience – from the in-room content to the remote audience interaction and the event platform – is fully integrated and flows seamlessly. For an additional level of polish, consider working with a full-service provider, like Encore, who offers strategy, creative and production services as well as event technology.

Prior to the pandemic it was common for meeting and event organizers to use multiple event technology providers — one for registration and website, another for real-time polling and a third for the mobile app or other tools. Perhaps that's why in the Encore 2022 Venue Pulse Report 72 percent event professionals expressed a desire to work with a single provider. Using one provider also ensures that all the technology involved integrates seamlessly, from the audiovisual to the event platform to the engagement tools.

This is why both Chime Live and Chime Go are full-service options. These tools can be set up quickly and managed fully by the Encore event team. With Encore experts by your side, you can feel confident about taking your dual-audience events to the next level.





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