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Hybrid Essentials for Small Meetings Workbook

Let's create a small meeting
together with digital elements
that deliver limitless connections,
content, and possibilities for
everyone, everywhere.

Boundless Possibilities



Even if you have only a week to produce your next hybrid event, don't panic. Use this guide to pinpoint solutions that will enhance the hybrid experience for both your in-person and remote attendees.

What's inside

- > Cameras and audio
- > Wired internet
- > Additional displays
- > Enterprise videoconferencing tool
- > Laptop rental
- > Event technology provider
- > Additional resources



Which hybrid essentials do you need?

That depends on the experience you're trying to create. All hybrid events will need camera and audio.

Use this chart to identify additional elements you might need.

Need	Wired internet	Additional displays	Enterprise videoconferencing tool	Laptop rental	Event technology provider
Reliable, high-quality video feed	X				X
Collaborative environment		X			X
Secure, controlled streaming platform			X		X
Freedom to work during the conference breaks				X	X
Peace of mind that everything is set up and configured correctly					X

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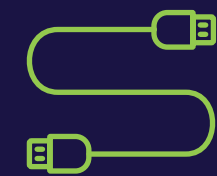
See
& hear
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Camera and audio



Camera and Audio

For small, hybrid meetings, most cameras offer integrated audio and speaker solutions. These are the three core features that differentiate one from another:



Connectivity

This describes how the camera is connecting to or integrating with other technology components of the streaming ecosystem. For simple meetings, the camera may be integrated into a laptop. A better-quality external web camera may connect via USB. And high-end, broadcast-quality events may use cameras that connect via SDI* or HDMI**.



Field of view (FOV)

This is the maximum angle a static camera can see in relation to the camera position and area of participants. Some automated cameras can swivel 360 degrees to capture who's speaking while others may be fixed with an FOV of 155 degrees, 125 degrees or less.



Zoom type and quality

How the camera zooms, or moves into or out of a close-up image, is an important differentiating factor. A camera that has optical zoom typically provides a higher quality image than one with digital zoom, regardless of the level of magnification. This is an important consideration for how you want viewers to see speakers or audience members when you choose to spotlight them.

**SDI – Serial Digital Interface: type of broadcast-quality cable used to connect cameras to other devices*

***HDMI – High-Definition Multimedia Interface: a digital audio/video/data connector*

Which camera/audio solution do you need?

Camera/Audio Type		Ideal for	Not Great for
Built-in web camera		<ul style="list-style-type: none"> > Board meeting > Participants in different locations 	<ul style="list-style-type: none"> > Collaborative meetings > Presenters > Meetings of more than 8 people in-room
USB-connected camera		<ul style="list-style-type: none"> > Solo > Educational meetings > Enhancing quality of feed 	<ul style="list-style-type: none"> > Collaborative meetings > Interactive events > Multiple presenters/speakers
External 360-degree camera		<ul style="list-style-type: none"> > Multiple presenter/speaker meetings > Collaborative meetings > Interactive events 	<ul style="list-style-type: none"> > Meetings of more than 10 in-room participants if using one Owl > Solo presenter > Broadcast-quality
SDI or HDMI-connected cameras		<ul style="list-style-type: none"> > Broadcast-quality video streaming > Presenters/panelists on stage > Educational meetings > Meetings of more than 30 in-room participants > Capturing content 	<ul style="list-style-type: none"> > Board meetings > Groups of less than 30 people
External microphones and speakers		<ul style="list-style-type: none"> > Multiple presenters/speakers > Collaborative meetings > Interactive events 	<ul style="list-style-type: none"> > Solo presenter

Other questions to consider for your camera/audio needs

1. How many people need to be on-camera?

2. What's your room setup?

3. Who needs to be heard?

4. How far away is the camera from the presenter(s)?

5. What level of collaboration and interaction do you want to foster?

6. Do you want to record content or just broadcast it?



Wired internet

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Wired Internet

Pre-pandemic, wireless internet was all the rage. But Wi-Fi connections aren't the best choice for hybrid events. Everything hinges on quality internet connection. If it's not reliable, you're at risk of wasting time, resources and compromising your meeting experience.

When do you need a wired internet connection?

	Yes	No
Do you have a backup plan if the internet connection fails during your event?		
Does the venue's meeting space have wired internet connections?		
Are you okay with having the stream for your event go down in the middle of the meeting?		
Do you want your participants to struggle to hear or see each other?		
Do you want videos to freeze up during playback?		

If you answered “no” to any of these questions, then it is highly recommended that you secure a wired internet connection for your hybrid event.

Which wired internet solution do you need?

A lot of connections that are free or lower cost require planners to share bandwidth with other events that are in the building at the same time. This could cause interruptions as multiple users create “traffic jams” in this shared bandwidth pool.

Prefer to avoid the traffic and have a private carpool lane for your event? Dedicated bandwidth allocated exclusively to your meeting comes at a higher price point, but it provides greater security and insurance against glitches, connection drops and other meeting interruptions. Securing dedicated bandwidth also allows your event technology provider to potentially increase the bandwidth, should the need arise.

Here’s a snapshot of the tiered options so you can choose what’s best for you.

Internet Connection Type	Ideal for	Not Great for
Simple wired internet (3MB)	> 1:1 videoconferencing	> Webinars
Superior wired internet (5MB)	> Webinars	> Hybrid conferences
Dedicated bandwidth (Varies depending on need)	> Hybrid conferences > Broadcast events	> 1:1 videoconferencing

Additional benefits of dedicated bandwidth

- > Ability to add wireless connectivity using a custom network name also known as a special network name (e.g., company or branded identity)
- > Customizable splash page with client-specific content (e.g., Covid policy or terms and conditions)
- > Traffic redirect to company homepage or product offering

Are you meeting in a venue that doesn’t have the ability to provide wired internet connections? No problem. Encore can bring in an Internet Everywhere solution which enables us to provide you with wired connectivity you need so you can relax, knowing that we have your back.

Encore can also create a content distribution network that manages the conference content process from capture to broadcast.

Additional displays

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Additional Displays



Do you want your in-room and remote participants to lean into your meeting and engage? Adding displays to your meeting space helps create a more conversational and collaborative space and brings the in-room and remote viewing participants closer together.

When should you add displays to your meeting room?

	Yes	No
Do you want in-room participants to only see each other?		
Do you want to discourage conversation between the in-room and remote participants?		
Do you want remote participants to only see the speaker?		

If you answered “no” to any of these questions, then you should consider adding displays to your meeting space.

Which display option is right for you?

Display Type	Ideal for	Not Great for
<div>Traditional tripod screen kits (front or rear projection)</div> <div></div>	<div>> Educational meetings</div> <div>> Standard presentational meetings</div> <div>> Large conference rooms</div>	<div>> Rooms with limited space</div> <div>> Interactive sessions</div>
<div>Large format monitors</div> <div></div>	<div>> Board meetings</div> <div>> Rooms with limited space</div> <div>> Collaborative sessions</div> <div>> Large conference rooms</div>	<div>> Single-focus meetings</div>

Display ideas

- > Place a single screen in the front of the room for the presentation. Place additional display monitors throughout the space that feature the gallery view of the remote participants.
- > With a U-shape room set, place confidence monitors by the floor to display the gallery view of remote participants. This facilitates the feeling of “looking” other meeting participants in the eye.
- > Use multiple displays to show different streams of content simultaneously. For example, the presenter plus their presentation. Or the presentation plus video or other rich media content.

Additional benefits of using more than one in-room display

- > Greater freedom on how to present content
- > Increased sense of community and connection between in-room and remote participants
- > Creates natural focal points that foster conversation



Enterprise
videoconferencing
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Enterprise Videoconferencing Tool

No matter the platform you use, you need a reliable videoconferencing tool to stream content. Encore offers an enterprise videoconferencing tool that provides the highest quality stream available.

When do you need an enterprise videoconferencing solution?

With free videoconferencing tools like Zoom, Teams, and Google Meet available, when is it best to leverage an enterprise solution? Ask yourself the following questions:

	Yes	No
Is your participant list fewer than 300 people?		
Can you finish your meeting in 40 minutes or less?		
Do you understand how features like “mirror my video” work?		
Do you know how to maximize quality and reduce error in the videoconferencing settings?		
Do you know how to toggle between the views remote audiences will see?		
Do you know how to connect external mics and cameras to your videoconferencing tool?		
Does your platform guarantee HD quality streaming content?		
Do you know how to keep guests from talking or sharing content that might be disruptive?		
Do you know how to incorporate apps or APIs to give your videoconferencing solution additional capabilities, like countdown timers or text to donate buttons?		
Do you know how to secure your meeting so uninvited guests cannot gain access?		
Are you comfortable not having any tech support during the event?		

If you answered “no” to any of these questions, you should use an enterprise videoconferencing tool, like the one Encore offers.

Additional benefits of an enterprise videoconferencing solution

When you partner with Encore on an enterprise videoconferencing solution, you not only receive full tech support, but you also gain peace of mind. When you walk into the meeting room, you'll know that everything you need to connect to your remote and in-room participants is one click away.

- > Fully supported system setup and stream optimization
- > One-click participant access
- > Optimal security and control
- > Broadcast-quality content
- > Real-time tech support
- > API and app integrations
- > Seamless participant experience
- > Cloud recording
- > Phone dial-in option
- > Virtual rooms that accommodate groups of five or 5,000
- > Plus, multiple licenses if you have concurrent sessions or need a speaker greenroom

Laptop rental

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Multitask
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Laptop Rental

One of the smallest investments you can make that delivers the biggest benefits is a laptop rental. Why? Because if you bring your work laptop to run the meeting, you may run into obstacles that jeopardize your event.

When do you need a laptop rental?

	Yes	No
Are you going to be able to go all day without checking email or needing to use your laptop?		
Do you want pop-ups, like email alerts, to show up during your presentation or streamed content?		
Does your organization allow information to be downloaded through your laptop’s USB port?		
Do you know what kind of dongles your laptop needs to integrate with in-room presentation equipment?		
Does your laptop have an internet jack?		
Do you know how to optimize your presentation settings?		
Is your presentation free of audio, video or other graphic files?		
Is your laptop camera sufficient to broadcast the content you need to during the event?		
Can you go without using your webcam during the event?		
Do you know if your laptop is loaded with software compatible with the presentation format and other materials being used for your meeting?		

If you answered “no” to any of these questions, you should rent a laptop.

Additional benefits of a laptop rental

- > Properly configured and fully integrated technology services
- > Reduces risk of compatibility or connection issues
- > Frees up presenters and organizers
- > Eliminates distracting pop-up notifications
- > Provides processing power needed to display rich media content and videos without glitching

On average, laptop rental runs \$300 or less. It's a small price to pay for peace of mind and efficiency.

Event technology provider

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Event Technology Provider

Producing a hybrid event means you're designing two simultaneous experiences. With one of them being face-to-face and the other existing in digital spaces, this creates additional layers of complexity and potential errors. Partnering with a trusted event technology partner, like Encore, can eliminate human error, turnaround professional-quality events in a short time frame, and help you exceed expectations. So, you can relax more.

When do you need an event technology provider?

	Yes	No
Do you have the time to ensure all software is up-to-date and compatible across all meeting equipment?		
Do you know how to optimize meeting settings for livestream content?		
Will you be able to dedicate the full meeting time to running the behind-the-scenes technology and troubleshooting?		
Are you able to gather all the meeting content and supporting files from speakers and presenters?		
Do you know how to design and integrate broadcast-quality graphics and animations into the livestream?		
Do you have a solid relationship with the venue’s audiovisual team?		
Do you know how to test and troubleshoot all the equipment being used?		
Do you know how to secure the digital space and connection points against bad actors?		
Do you speak geek?		
Do you want to be stressed out before, during and after your event?		

If you answered “no” to any of these questions, you should partner with a trusted event technology partner, like Encore.



Additional benefits of working with an event technology provider

- > Creative services
- > Production services
- > Technology services
- > Program Management
- > Production assistance
- > Content management assistance
- > Digital platforms
- > Setup and optimization
- > Integrated hybrid ecosystem
- > Troubleshooting and technical support

Let's chat about ways we can help you, from ideation to post-event data analysis. Let's collaborate and create a great meeting that fits your budget and makes your life easier. [Let's Go](#)

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Additional
resources

Additional Resources

Want more help and advice? Encore offers the following complimentary planning resources.

Encore Bandwidth Calculator

This [free tool](#) gives you an accurate estimate of the bandwidth your event will require.

Hybrid Event Handbook

[Download this guide](#) to learn about the simple framework that will help you plan any hybrid event.

MeetSAFE™ Guidelines Playbook

[This guide](#) explains how to minimize risk by adjusting the way the in-room portion of your events are set up.

Find a Venue

Haven't selected a venue yet? We're here to help. Use our [global locator](#) to find the right venue for your next event or [contact us](#) to speak with an Encore Representative.

Let's create a perfect small meeting together. [Let's Go](#)



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