

Designing a Hybrid Conference Experience

01.





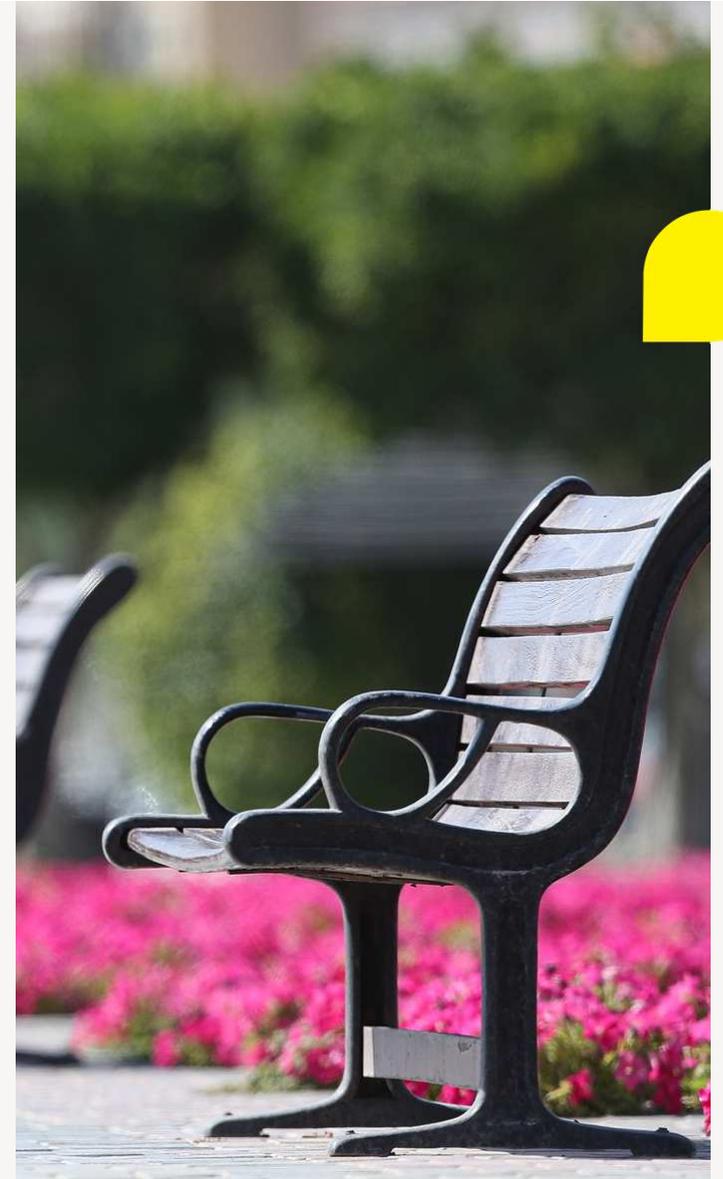
Kia ora!

Auaha
CREATE AND INNOVATE

02.

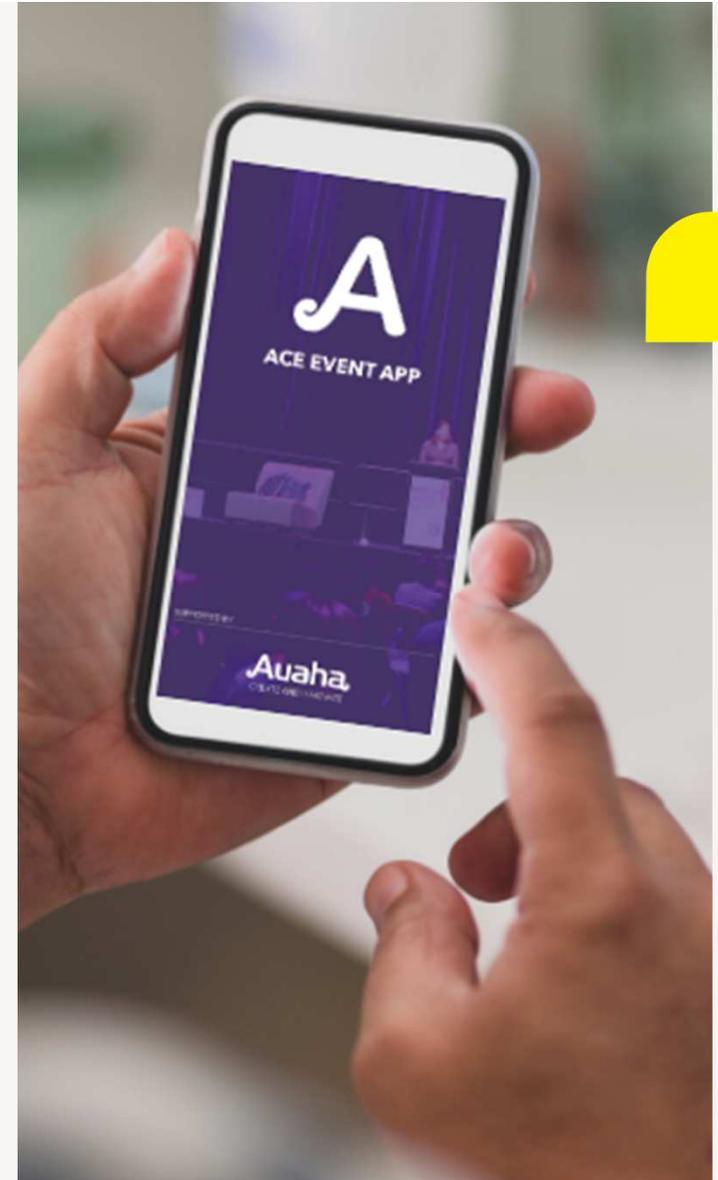
“ 100% of our
business
income was
gone in a week

03.



“ Virtual Events
were the new
norm

04.





designing a hybrid conference experience

No one size fits all

05.

Start with
the end in
mind

✓ **OUTCOME**

✓ **CHALLENGE**

✓ **SOLUTION**

rather than...

 **CHALLENGE**

 **SOLUTION**

 **OUTCOME**

Framework & Strategy

for designing a hybrid conference experience

08.



What is a hybrid event?

IN-PERSON

HYBRID

VIRTUAL

“ A hybrid event is a mix of live and virtual events. You take your in-person event, complete with audience, content and more and you add a virtual component to it so your audience can participate from anywhere

10.



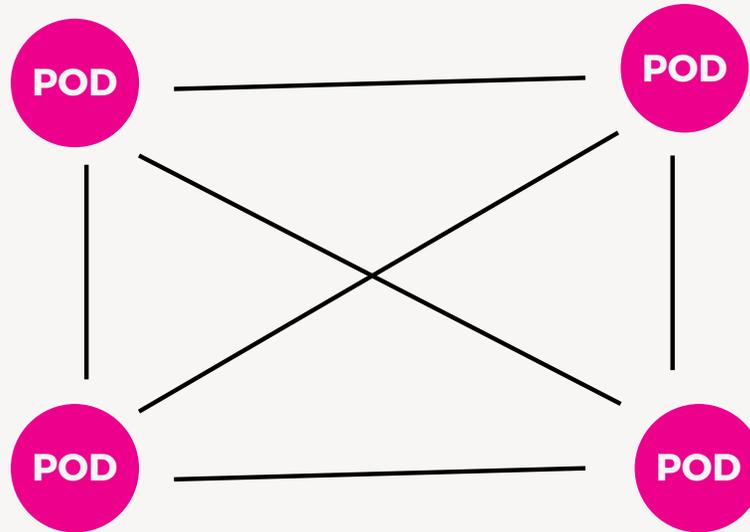
whatever you determine
it to be

IN-PERSON

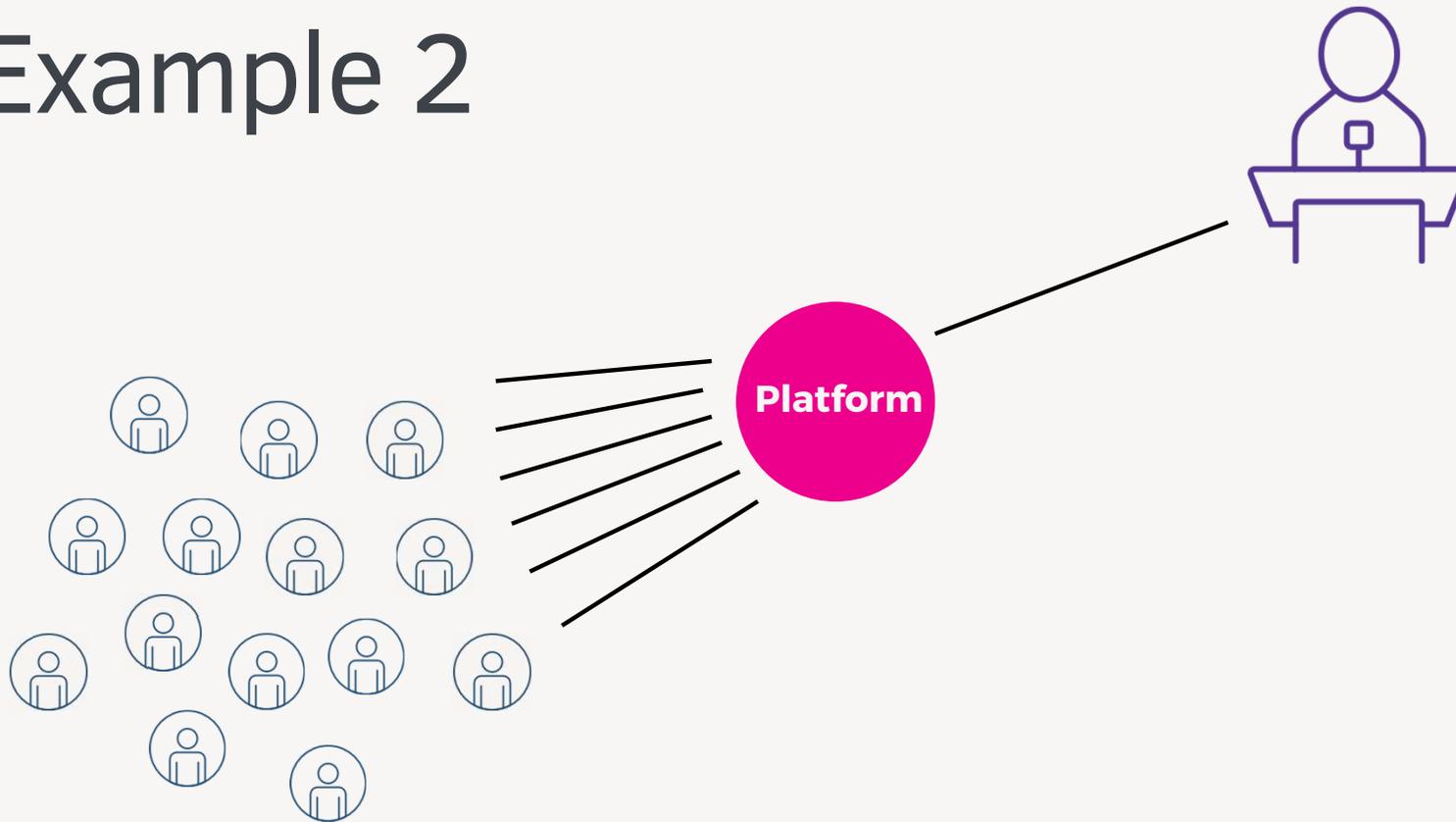
HYBRID

VIRTUAL

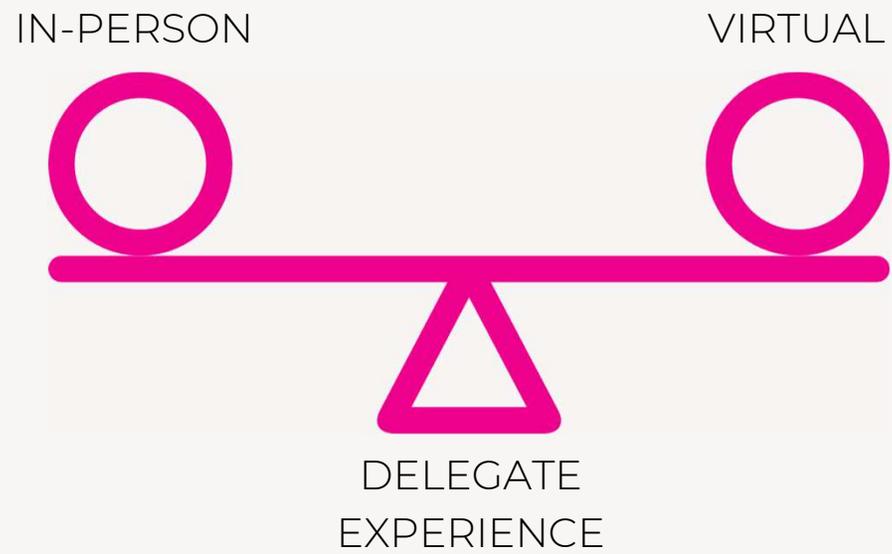
Example 1



Example 2



Balance



“ How do I host a hybrid event and what’s involved?

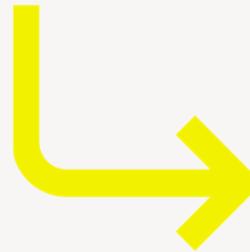
15.



OUTCOME



CHALLENGE



SOLUTION

OUTCOME



CHALLENGE



SOLUTION



Explore



WHY do you want to host the event?



WHO do you want to attend your event?



WHEN the event is over what do you want to have achieved?



Do you revisit
your WHY every
year?



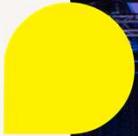


a hybrid conference experience requires

clarity of OUTCOME

Consider the CHALLENGES

- **limitation on how many people can attend**
- **people can't enter the country**
- **budget for travel and accommodation is reduced**
- **venue availability/capacity**



The SOLUTION

Design the experience first

SOLUTION Design

 **Content**

 **Connection**

 **Community**

Why people attend events

Content

The programme provides value that extends their knowledge and their thinking.

Connection

Creating connections at the event will help them be better at what they do. They want to know who they can meet.

Community

People want to be a part of community of like-minded people.

Formulate the design

- **What elements will be in person?**
- **What elements will be virtual?**
- **How will you create engagement?**
- **How are delegates connecting?**

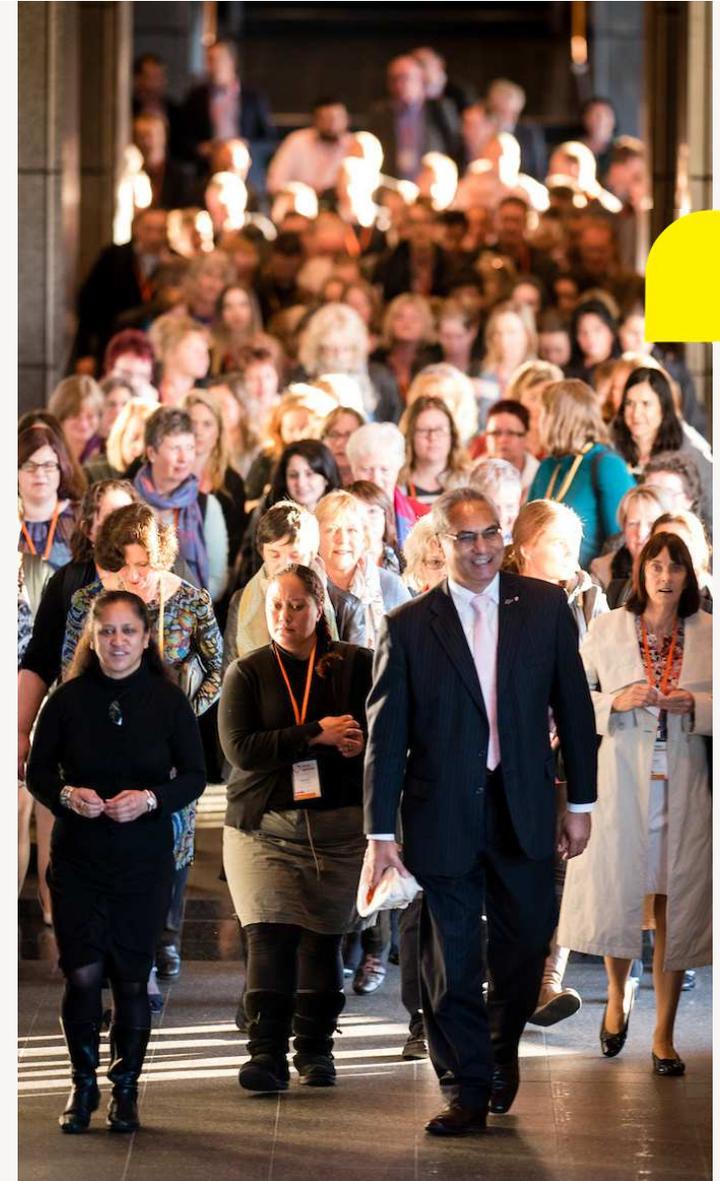


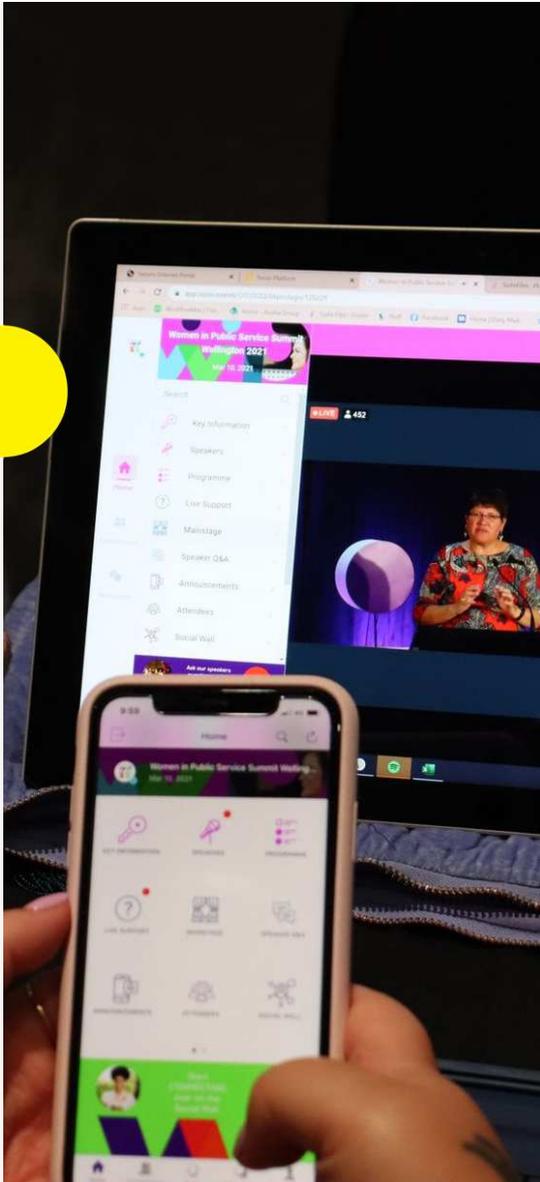
Is it that easy?



“ The success of your event will come down to how effectively you can bridge the gap between the two delegate cohorts to provide a shared experience for all delegates regardless of location.

27.





Technology is a vital tool for a centralised

Event Dashboard

28.

What's the Cost

of designing a hybrid conference experience?

29.





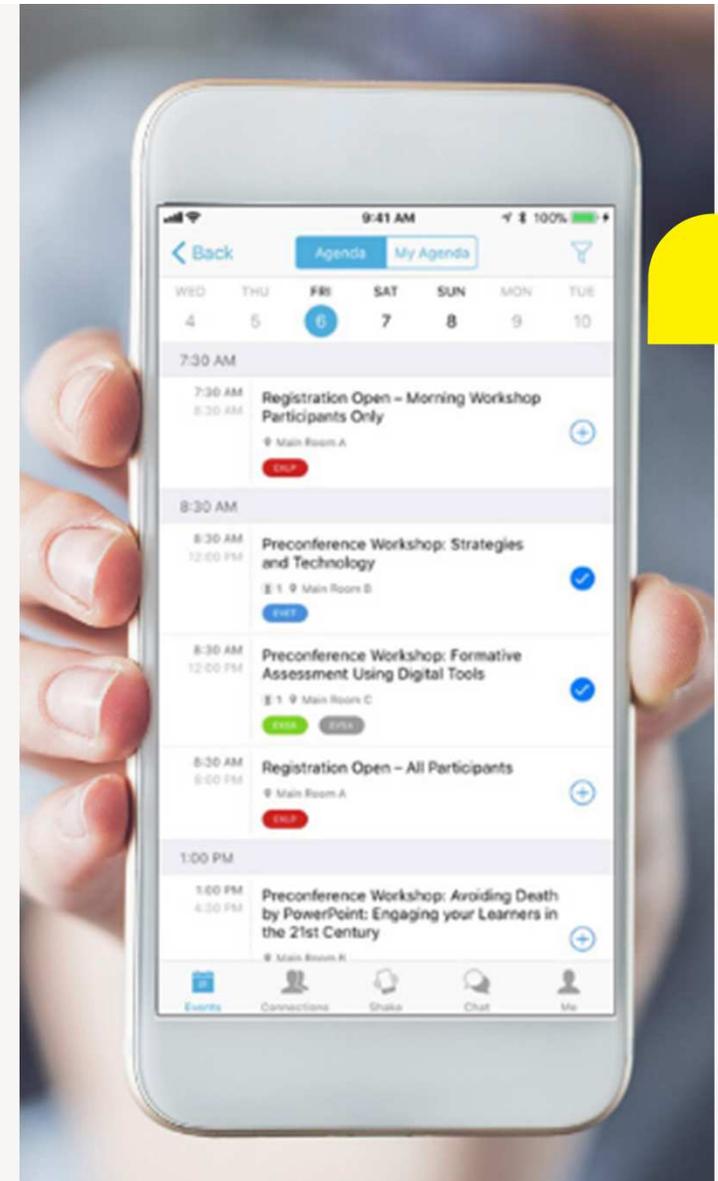
HYBRID

100% In-person

100% Virtual

“ The emergence of hybrid events as a viable and desirable event format opens up a world of creative opportunities for conferences and events, and an exciting new challenge for event organisers.

31.





Auaha
CREATE AND INNOVATE

Thanks for listening!

For questions or to chat further
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