

# Hybrid Events – Key Considerations

## *Recommendations / Guidelines*

- ▶ **Key components and formats:** live in-person, live online, non-live online + multiple sites
- ▶ **Announcement, promotion, and advertisement:** Preparing authors/speakers and all participants, set expectations, values for different components, max in-person presentations and interactions – effective and engaging
- ▶ **Tools and solutions:** support all components & their interactions; license agreement; leverage IEEE/MCE volume power in negotiation
- ▶ **Safety and health requirements:** travel restriction, regulation in social distancing, venues, foods, sanitizer stations, ...
- ▶ **Contracts and agreements:** flexibility scaling up/down for in-person component, cancellation clauses, rebooking, safeguard against the unexpected, ...
- ▶ **Registration:** flexibility and change between in-person and virtual registration, tiered registration fee: in-person vs. virtual; authors vs. non-authors; early registration; etc. – reference recommendations from CRO/CFC/ICC/MCE

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- ▶ **Conference program schedule/flow/time:** considerations for different time zones of participants; tradeoffs/optimum for live in-person/online engagement and interaction; planning in-person, online live and on-demand content; create energy flow in/between different activities and formats; ...
- ▶ **Execute different components:** meet the needs of in-person attendees, engage with remote participants (on-site breaks/continuous activities for virtual), multi-site venues and synchronization
- ▶ **Enhanced venues and IT setup:** internet and A/V; capacity limits; room layout and others to support immersive experience for virtual attendees; on-site/online technical support
- ▶ **Timely conversion of in-person content:** allow its use by virtual participants in real time
- ▶ **Audience and engagement:** in-person and virtual, live and non-live, Q&A within and between different components, facilitate networking in multiple channels, ...
- ▶ **Sponsors and exhibitors:** both in-person and virtual participation, engagement, and advertisement (live and/or non-live); value proposition; ROI consideration and assessment, ...
- ▶ **Post-event activities:** IP reuse; survey and feedbacks; continued engagement; ...