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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Recommendations / Guidelines

- **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; ...