

HYBRID

EVENTS  
GUIDE

FOR VENUES  
&  
EVENT PLANNERS

meet  
**BRISTOL  
& BATH**

# Hybrid Event Advice for Venues

## What is a hybrid event?

An event that combines a 'live' in-person aspect with a 'virtual' online component

With COVID-19 accelerating the uptake of hybrid events we spoke to Jordan Tomkins, Managing Director at PYTCH to give some insight into hosting them at venues...

## Internet

To have any hybrid element, the producers of the event will require a stable internet connection. This needs to be separate from the guest wifi, as we don't want it to be impacted by all of the guests trying to post selfies on Instagram! It also needs to be a **hard-wired connection**, as WiFi can be unstable even at high speeds. You are probably used to talking about download speed when it comes to internet connections, however for hybrid events, the upload speed is just as important. Generally, a hybrid production company will require upload speeds of at least **10mb/s**, and download speeds to match.



image credit - PYTCH

# Timings

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The virtual elements of a hybrid event make the setup and testing much more complicated than a live event. Planners should be preparing to allow additional time to build the production and rehearse a hybrid event. As such, don't expect that a hybrid event can necessarily be in and out in one day, especially if it is a large event. Make sure that your client has considered the **additional time** required and planned accordingly.



## Camera Locations

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Hybrid events will usually require some cameras to be set up in the room. These need to be factored into the floorplan, and **raised** to such a height that audiences don't present an obstruction.

There is no reason why one camera wouldn't work in theory, but it would make for a very boring event. Also, you would need to make a lot of compromises, for example, if you were to have a wide camera showing the whole stage, you would miss a lot of the close-up action, seeing people's faces and any presentation content etc. If you went for a close-up, operated camera that follows the presenter around the stage, you would miss a lot of the contextual information. And if you have more than one presenter, it would be impossible to keep up so you would miss the action or else make your audience sick continuously spinning the camera from one speaker to the next.

I would recommend a **minimum of three cameras** for any event - a wide shot, and two different close ups. Some events we do have five or six cameras to capture all the different angles and shots we need!

## Crew Sizes

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Don't be surprised if a hybrid event requires a few more production crew than you are used to. Generally there are extra roles to be considered such as a **stream engineer, camera operators**, and **directors**.

# Audience Sizes

The good thing about hybrid events is that they will generally lead to smaller in-the-room audiences. This is great for social distancing, but be aware that audiences may be up to 20% of what the normal in-person event might've commanded, which may lead to rooms feeling empty and under-used. Consider whether the event can be moved to a smaller room to make it feel more well-attended.

## Preparation

It is unlikely that the client or the talent will be hybrid event experts, perhaps having only done a handful so far, or possibly none at all. You should bear in mind that there may be additional levels of stress and nervousness surrounding the event, and the people involved may require more support than usual. Ramp the hospitality levels up to 11, and make sure that everything has been planned well in advance! You should be prepared to facilitate additional site visits and meetings to ensure everybody is at ease prior to the event day.



Image credit - PYTCH

## COVID-19 measures

It would be remiss to not mention the Coronavirus at all when talking about a return to events. As well as the measures you will be used to by now, don't forget the additional considerations of bringing larger audiences and production teams into your venue. Wiping down of microphones (or even better, not sharing them at all), and keeping guests well distanced from the production teams and equipment to prevent contamination are both critical elements to consider. Also, robustness of planning - do you have an event manager who can step in if the original person has to self-isolate?

Thanks to...

Jordan Tomkins from PYTCH for providing us with the information.

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# Benefits of hybrid events

## Increase in Attendees

As well as physical attendees, you can hugely increase your audience who are no longer constrained by physical distance, time or cost of travelling. This includes speakers as well as audience members.

## Quantitative data

With many digital platforms, you'll be able to see who attended and for how long, what they watched and any feedback.

## Inclusivity

You can offer live captioning, translation, BSL and video playback for those who may need it, making your event more accessible.

## Budget Friendly

Because of the limitless amount of virtual attendees, you'll be able to get a great ROI.

## Repurposing Material

You can use recordings from your event down the line for marketing and other promotional purposes, bringing in extra revenue from an event that's already happened.

## Good for the Environment

Who doesn't love to be eco-friendly? If people aren't having to travel to the event, the overall carbon footprint is reduced.



# Recommended Suppliers

## PYTCH



PYTCH are one of the most forward-thinking creative agencies in the South West. They deliver messages, experiences, and solutions for a diverse range of clients, from retailers to membership organisations, music festivals and TV productions.



They conduct multiple hybrid events per week, both from their HQ, and remotely on sites and venues around the UK. These include summits, conferences, awards ceremonies, and internal comms events.



They offer everything from studios and venues, with everything in house at their HQ in Brislington, right through to full on-site production with digital sets and camera teams. They also have their own in-house producers and content creators that can assist with the content of the events themselves. They are a one-stop shop for hybrid and live events, and are happy to support any event at any level.



Image credit - PYTCH

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# Genero Productions

*Genero Productions have had extensive experience creating and adapting events to create exciting experiences, and hybrid exhibitions and events are no exception. They understand the nuances and special requirements that go into creating these types of events, as well as the knowhow and facilities to do so...*

## Studio G, Technology and Facilities

Something that makes Genero stand out is their hybrid event studio, 'Studio G'. This allows them to offer: live webcasting services, an editing suite, top of the range cameras and audio equipment for any pre-recorded elements. Additionally, their permanent green screen studio at their HQ allows for individuals, such as speakers, to film live and be virtually projected into a 3D event environment or onto customisable backdrops. Genero also have complete studio solutions ready to mobilise at short notice, making them extremely reactive and flexible to client's needs.

## Industry Expertise and Industry Relationships

Genero Productions have been working in hybrid event management for over 20 years and in that time they have built up a list of trusted industry connections. These close relationships allow them to collaborate to bring your exact vision to life. Their specialist expertise means they're up-to-date with changes in the industry and can create exciting, engaging events to fit your brief.

## Organisation and Attention to Detail

From the venue, technology, facilities to music, they have got every aspect covered.

## Managing Budget

Managing your budget can be one of the trickiest aspects of your event, but as hybrid event production professionals, Genero will take care of it all. They know what is realistic and can allocate to the areas that will have maximum impact on the attendee experience.

## Everything Will Go Smoothly

Live, virtual and hybrid events are their speciality, and they love creating innovative experiences. They will be with you from start to finish, including the event day, to make sure the event runs as



# Recommended Event Managers

Brightelm 

*Brightelm are a solution-centric conference organiser.*

*Their team helps organisations deliver and improve their conference and events programmes. With seven specialised services, one being virtual events, they offer a range of solutions depending on your needs.*



## Virtual events

There are many ways Brightelm can help you deliver a better virtual conference. They understand that focussing on the experience of your attendees is of paramount importance as an online event is completely different to a live one. To attend to this, they are experts at improving engagement through: panel discussions, round-tables and meet-the-speaker sessions.

## Providing advice on virtual event platforms

You may be overwhelmed with the amount of choice available to you over formats, platforms, engagements tools, or it might simply be a case that you need someone to deliver your events for you. Just as is the case with live events, the effective delivery of anything online requires experience, practice and lots of planning, something Brightelm have in abundance.

## Live virtual event management support

Whether you are considering delivering webinars, large conferences or hybrid events, Brightelm can support you throughout.



# Event Organisers Network



EON's team have undergone rigorous training in all elements of staging Hopin events to become a certified Hopin agency.



Whether your event is a small AGM for members or a large scale conference with multiple stages and sessions, EON can help you deliver it through Hopin. They can tailor bespoke support packages for all budgets, with assistance ranging from full event management, to training on how to use the platform.



*"Thank you Franco and his wonderful team of Luke, Ben and Annabelle, who seamlessly introduced me to the new and exciting world of using hopin to plan and run our 3 day virtual conference. They took me from being a complete hopin beginner to feeling that I can confidently plan and run an excellent virtual programme. I particularly valued their gentle way of scaffolding the hopin learning so that I could gain knowledge step by step, without overload, at the right time for each new part of the planning process. Our conference team, speakers, hosts and Expo Booth holders also said how brilliant Franco's team were at explaining and building confidence during the all-important rehearsals. On the live conference days having Franco's team calmly leading the IT functions behind the scenes meant that we could all relax into our roles and enjoy the conference knowing we were in safe hands. Most importantly, Franco, Luke, Ben and Annabelle's patience, humour and generosity of wisdom made it all a really enjoyable experience. Myself, the conference team, our speakers, Expo Booth holders, hosts and delegates are very happy hopin students!"*

**Astrid Krumins, AHI Reignite Conference Organiser**

# Focal Point Events



Focal Point support event organisers to translate their business objectives into effective, exciting hybrid event formats: carefully tailoring programmes to audiences; optimising the use of venues and tech; and all while keeping an eye on budgets. The result? Hybrid events that deliver increased personalisation, lower environmental impact and larger, more engaged audiences. From initial event design through to on-site production they have the creativity, contacts and experience to deliver.

