

genero
HYBRID EVENTS

A blend of real time live event experience with added virtual elements.

Hybrid events are any type of event, for example, a conference, exhibition, workshop, presentation or seminar which merges a live event, with an online event.

The live event still takes place in a physical venue but it is attended by virtual delegates through various online platforms. Essentially, both the physical as well as the online audience come together and participate in the same experience or content at the same time, from different locations.

The world has changed. As large gatherings are currently not an option, we're offering hybrid events as the winning solution to help keep your events happening.

Hybrid events have increased in popularity due to the current restrictions in place stopping large gatherings of people. Their rise in popularity is a fantastic example of how the events industry has worked together to adapt to the current climate.



01 What is hybrid?



Trust us, we've done this before.

Genero have previous experience in hybrid events, with webcasting providing approximately 20% of our past workload. We have produced various events with webcasting, taking place at locations like London Stock Exchange, often for Nordic-region clients with biannual financial results to present. Other past webcasting clients include Heineken, HSBC and Carphone Warehouse. Take a look at what uses we think would work brilliantly as hybrid events.

Are hybrid events suitable to all organisations?

Yes, but it's all about the message, communication and experience that the organisation is trying to achieve. Hybrid events are easy to produce with the right people behind you. We at Genero offer a full hybrid event platform, so are able to cover all necessities to create a successful event.

CONFERENCES

+/- BREAKOUT ROOMS

EXHIBITIONS

AWARDS CEREMONIES

PRESENTATIONS

STAFF TRAINING

LIVE PODCASTS

SEMINARS

MUSIC FESTIVALS

WORKSHOPS

NETWORKING

MEETINGS / FUNCTIONS

SALES PITCHES

HOSPITALITY

CORPORATE / Q&A



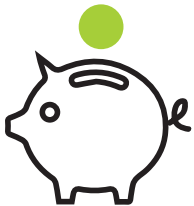
02 Hybrid uses

Alongside being able to diversify your event's reach, the benefits are bountiful.

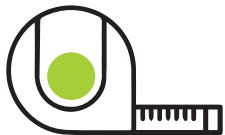
The main benefits are certainly commercial, broadening creativity and ease of access online allowing a much wider audience reach. There are many variations of hybrid events therefore the benefits are bountiful, here are a few:



Builds a community



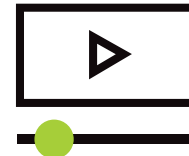
Cost effective



Measure audience engagement



No geographical constraints



Reusable content



Larger audience reach



Available across all social media platforms

03 Hybrid benefits

1 Submit a brief
Get in touch and let us know your end goal and what you'd like to achieve. You don't need to have worked all the details out, we can help you to create a solution.

2 We'll answer your brief
We will create a bespoke solution of how to deliver your event utilising hybrid event principles. We'll explain how we propose the event to look and feel, as well as translating the technical aspects so you'll understand how it differs from a traditional live event.

3 Development and design
We'll work with you to create your vision, taking your feedback on board to tailor your event and ensure your message is as strong as possible. We'll design a set and stage environment based on your brand to make the event 100% you.

4 Delivery
Our full live event platform means that you will have our own in-house technicians, graphic designers and social media experts on-hand to help with all aspects of your event. From end-to-end we've got you covered!

We can help you with the entire process from start to finish, ranging from helping with brand and advice, to producing in the studio and hosting.

Our top tips for organising a Hybrid Event

- Make it interactive to keep people engaged
- Set a clear time frame to make it feel exclusive
- Give it a theme to relate to your audience
- Stay up to date with government advice
- Keep in contact with other event professionals
- Research other ways of hosting your event (view our website for more information)
- Don't lose hope!

04
What do I do?

studio g

We can bring your event to you, we can help you source a venue, or you can come to us and use our full live event platform, named The Studio G Experience. We have a full live event facility. Studio G allows you to utilise all of our services in one place. You can arrive at our offices;

- Use our meeting room to brief your colleagues on your event plan
- Stop off in our design studio for help with your logo, event branding and presentation content
- Pop over to our social media management hub to plan live social media posts
- Visit our technical lab for tech support
- Relax in one of our green rooms, we can provide refreshments if you need them
- Then deliver your event from our event spaces and have peace of mind knowing all services are on hand throughout your event

