

verbit^v webinar



Hybrid Business Events

The future of events and how to execute hybrid-style networking

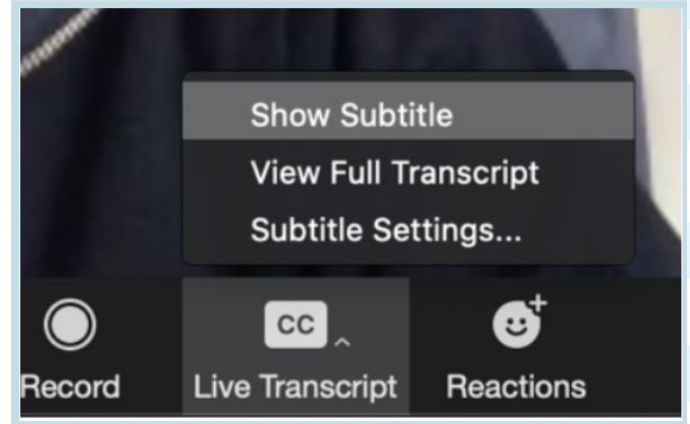




View Live Transcript or Captions

To enable Live Transcript, click the arrow next to the CC button and select 'View Full Transcript'

To enable Closed Captions, please click the CC button on the bottom menu.





We keep hearing...

What's a hybrid event?

How should it work?

How can I execute one effectively?





Hybrid Events
Webinar

Questions



Submit them in the Q&A of the Zoom navigation bar. We'll take them at the end.



Poll

Have you ever produced a hybrid event before?

YES

NO

**I'm in the
process of
producing
one currently**



Hybrid Events
Webinar

Speakers



Danielle Chazen

Senior Content &
Events Manager, Verbit



Chad Blaise

VP of Growth
Bizzabo



Charlotte Copeman

Director, Virtual Events
Kaltura



Poll

What are your top
event challenges?
(SELECT ALL THAT APPLY)

- 1 Engaging attendees
- 2 Meeting accessibility needs
- 3 Physical Logistics
- 4 Connectivity & tech issues



Bizzabo - the modern way to run your professional events.

✓ **Manage**

- Event website builder
- Registration & ticketing
- Robust event agenda

✓ **Engage**

- Deliver high-quality live streams & on-demand videos at scale
- Networking & event app
- Onsite solutions including check-in and lead capture











✓ **Measure**

- Deep individual or cross-event analytics
- Open platform to integrate your event data with over 2,500+ key business systems and open API
- See how your events are driving return through native CRM and MAP integrations

Quick Overview on



 **kaltura** everything video.

-  Custom built and designed event destinations
-  Beautiful streaming experiences
-  Rich branding and personalisation options
-  Single platform, multiple device experiences
-  Personalised attendee journeys
-  Extensive sponsorship packages
-  Fun & interactive
-  Make it last with virtual event destinations
-  Framework for any integrations
-  Data...data...data!

Platform
Technology

Content
Creation

Event
Experience

Sponsorship

Data &
Analytics

Post-Event
Lifecycle

Virtual Event Support Workstreams

Hybrid Event Adoption

34% of event organizers said

they expect to invest more in hybrid events in the next few years, with **21% of marketers** stating they're procuring a hybrid event platform

63% of companies with 2-5K employees

are including hybrid events in their portfolio, with **71% of companies** with 5K+ employees stating the same

32% of enterprise organizations said

their global events team **primarily** hosts hybrid events

Hybrid Event Challenges

71% of event organizers said

connecting the in-person and virtual audience is their biggest challenge

67% of event organizers said

technology to ensure a smooth experience is a challenge and concern

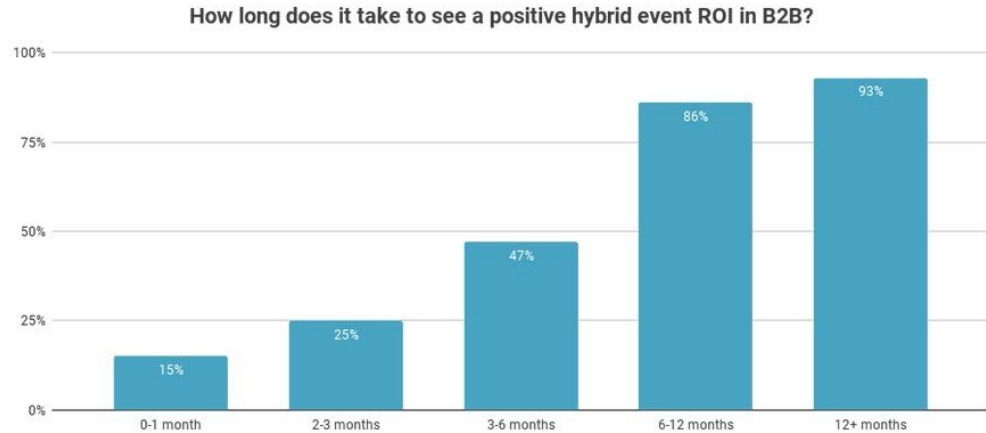
39% of virtual hybrid event attendees said

they did not feel included in the event (*72% respondents believe there is more value attending in person*)

Hybrid Event ROI

86% of B2B organizations

reported seeing positive ROI of their hybrid events 7 months after the event date



Published on Markletic.com in 2021 | Respondents: 2985 | Source: Markletic Event Research





Hybrid Events
Webinar

Questions



How can companies execute hybrid events effectively? What are best practices?



Hybrid Events
Webinar

Questions



What should they consider in terms of technology & video to fuel these hybrid experiences?



Hybrid Events
Webinar

Questions



How can they facilitate networking opportunities in hybrid scenarios?



Hybrid Events
Webinar

Questions



How can they engage attendees throughout the sessions more effectively?



Poll

Historically and currently, do you typically **caption your events?**

- 1 Yes, in-person events
- 2 Yes, online events only
- 3 Yes, both in-person and online
- 4 No, typically don't caption any events



Hybrid Events
Webinar

Questions



How is your platform addressing
accessibility & inclusion for events?



Hybrid Events
Webinar

Questions



How can companies measure the success of these events? What benchmarks should they keep in mind?



Hybrid Events
Webinar

Questions



Submit additional questions for our speakers now in the Q&A



Thank You.

© All rights reserved to Verbit Inc.

verbit^v