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## Policy Session 11: Is there a future for hybrid EAERE conferences?

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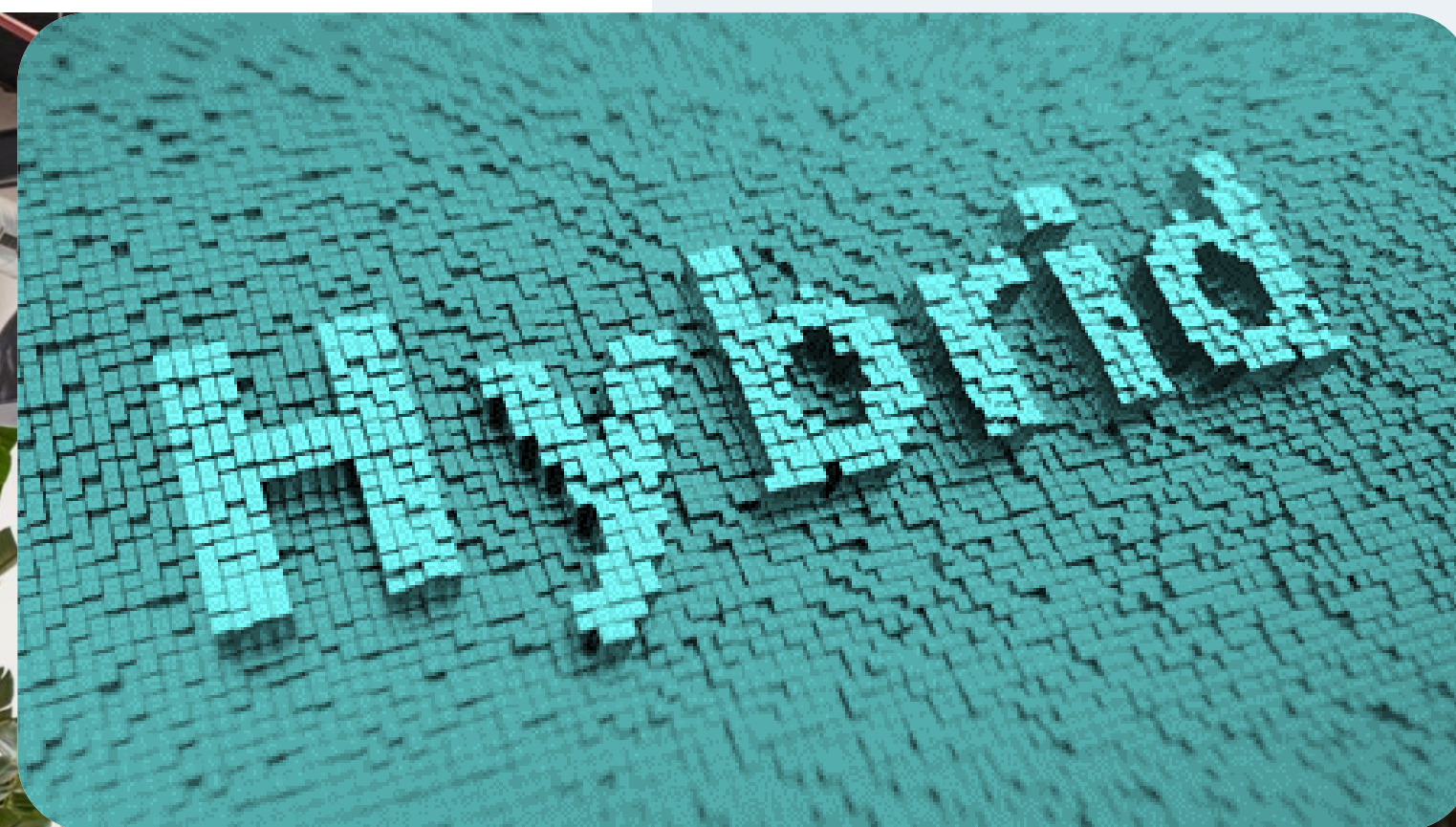
## Return to In-Person Confirmed

Data from a recent report\* confirms anecdotal evidence of the industry's focus on in-person events. **Three-quarters (75.3%) of all companies featured in the report primarily supported in-person events in 2023**, while hybrid events came next, with companies mainly supporting virtual events in a minority. This balance is predicted to increase in favor of in-person events this year.

\*Source: Skift Meeting Event Tech Almanac 2024

## Expanding Audiences with hybrid event

**Economic concerns, eco-friendly priorities, and work-life balance** for remote attendees will be required for many meetings. The **seamless coordination** required to create high-quality hybrid events is paramount, any glitch in a live feed decreases the **enjoyment factor** and leaves a poor impression of the organization hosting the event. Plan to allow **remote stakeholders to connect with those onsite**.





## Elements of evaluation

## Weight on decision making

### Participant-centric approach

■ Sustainability/Inclusivity	30%
■ Content delivery	30%
■ Return on Event	20%
■ Networking	10%
■ Complexity/Management	10%



# Sustainability: Addressing Event Emissions

Based on an in-depth analysis of current practices in and resources from the events industry\*, a total of nine **categories of sources of emission activities** have been identified that can occur through the lifecycle of an event.

EMISSION SOURCES 

TRAVEL TO/FROM DESTINATION

ACCOMMODATION

LOCAL TRANSPORT

FREIGHT & LOGISTICS

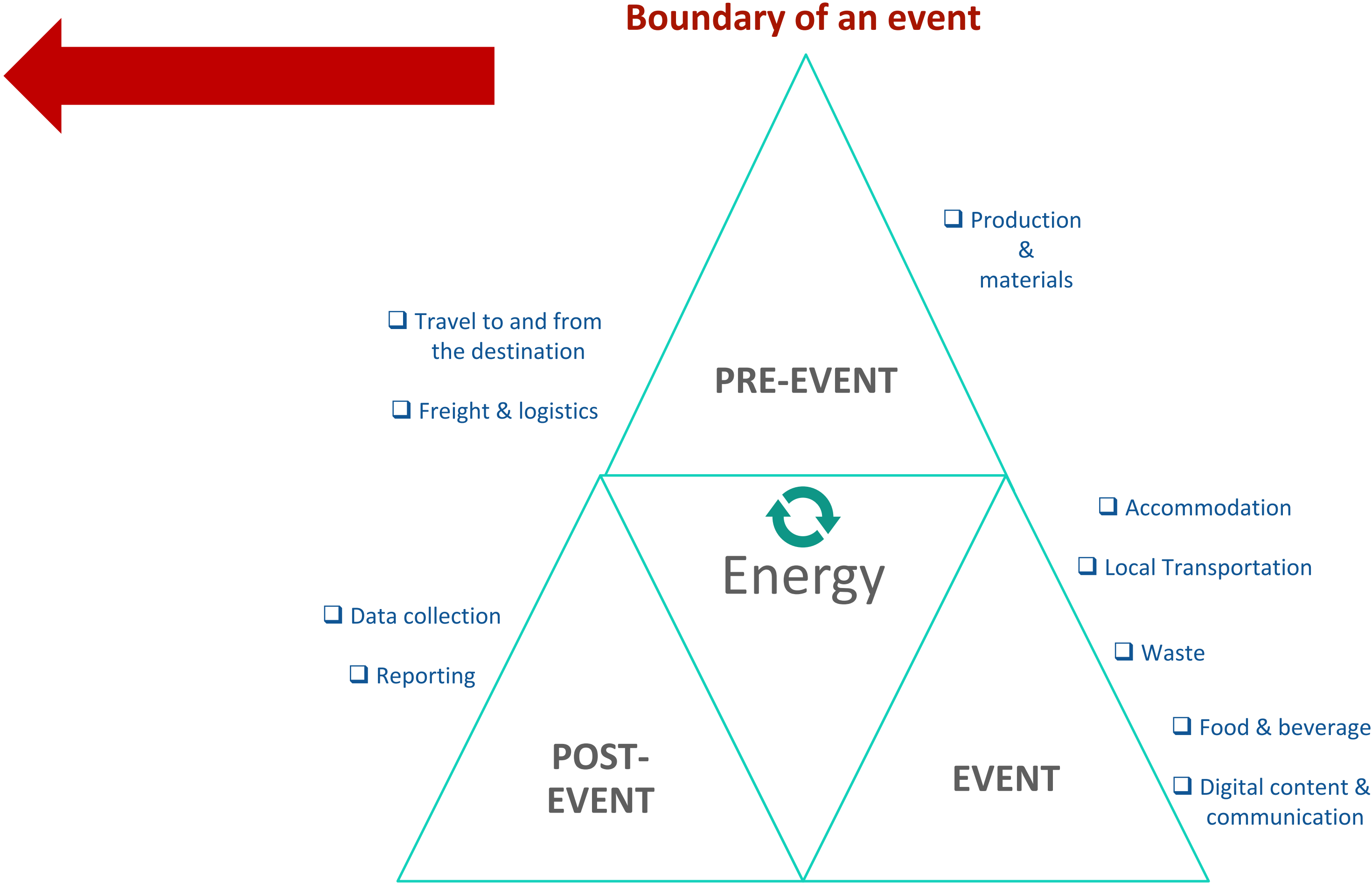
PRODUCTION AND MATERIAL

VENUE ENERGY

WASTE

FOOD & BEVERAGE

DIGITAL CONTENT & COMMUNICATION



\*Source: Net Zero Carbon for Event (NZCE) Measurement Methodology Dec 2023

# Content delivery

Tailored content to suit both in-person and digital formats



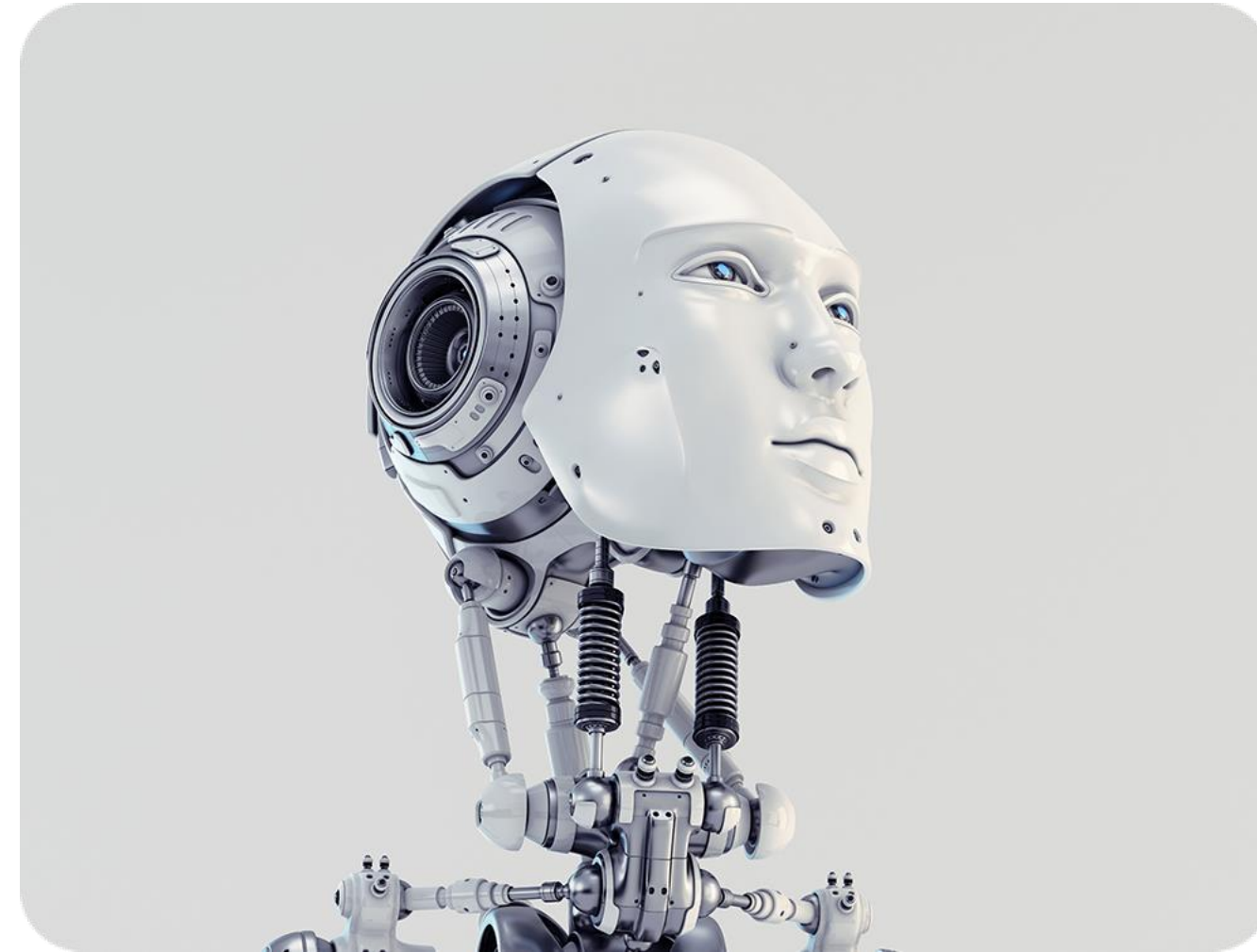
## Adapt Content

**Break Content into Segments:** Divide content into smaller, digestible segments. This helps maintain attention and allows for easier engagement from both audiences.

**Audience Consideration:** Understand that virtual attendees may have different needs and attention spans compared to in-person participants.

**Visuals and Media:** Use high-quality visuals and multimedia elements to engage virtual participants. Ensure slides and videos are clearly visible and engaging for online viewers.

**Inclusive Language:** Use language that addresses both audiences. Acknowledge the presence of virtual attendees during sessions.



## Engage Both Audiences

**Interactive Discussions:** Encourage discussions through breakout sessions or chat functions. Facilitate interactions that include both virtual and in-person participants.

**Real-Time Feedback:** Use tools to collect feedback during sessions, allowing speakers to react and respond dynamically based on audience responses.

**Hybrid workshops:** Design collaborative activities that work for both in-person and remote participants. Use digital whiteboards or collaboration tools for shared experiences.



## Incorporate Interactive Elements

**Design challenges** that can be completed by mixed in-person and virtual teams. **Integrate live polls, quizzes,** and feedback sessions.

Utilize a **dedicated event app** for both in-person and virtual attendees. Integrate **social media platforms** for broader engagement.

Ensure content is **accessible across various devices** (desktop, mobile, tablet). **Create digital booths** for sponsors and exhibitors. Enable live chat or video calls with booth representatives.

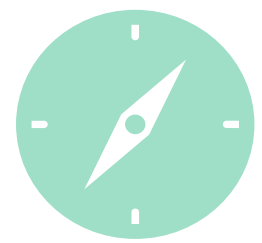


# ROI vs ROO, go beyond....ROE!

## Return on Event

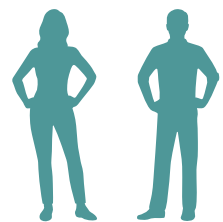
Goals that pull through **multiple dimensions**: awareness, audience building, member retention and recruitment, education, certifications, lead gen, loyalty, impressions, and so on.....

**The Quantitative & The Qualitative set of objectives need to be considered equally**



### Vision & Strategy

Aligning with the association's pillars of impact and inclusivity, reducing the eco footprint of EAERE events, and making them more inclusive.



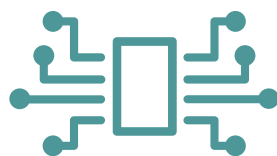
### Audience engagement

Offering equal opportunities for engagement in delivering scientific content and networking programme, to both audiences IRL & URL.



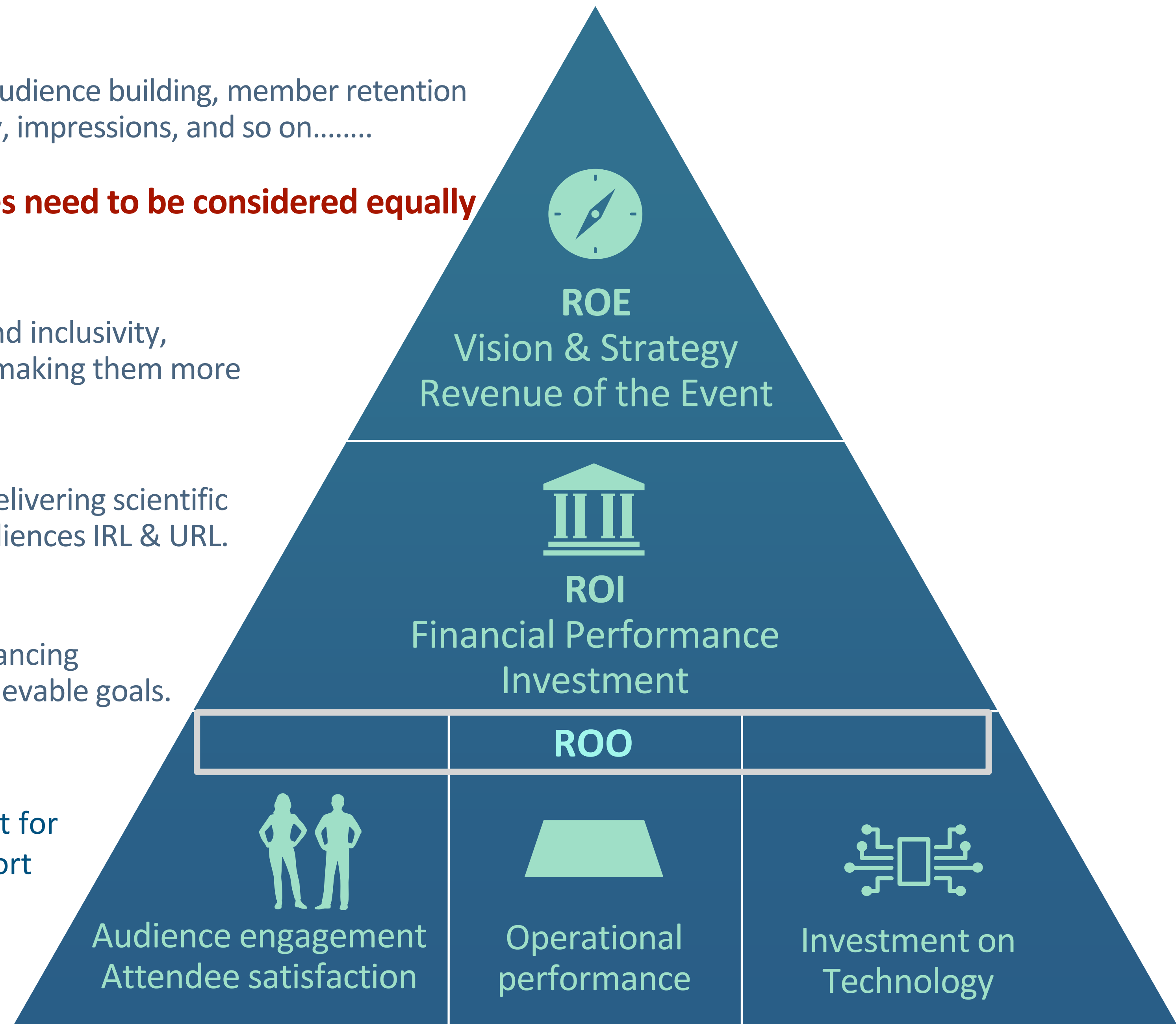
### Operational Performance

Expanding reach and increasing attendance, enhancing sponsorship opportunities while establishing achievable goals.



### Investment on Technology

Investing in high-quality audio-visual equipment for seamless streaming. Using platforms that support both live and recorded content.



# Networking

A significant percentage of event attendees are there for networking and making invaluable connections. Fulfilling event experience, in a hybrid context, creates an added complexity regarding when and how to integrate digital channels with face-to-face encounters.

## SCOPE FOR NETWORKING

**Growing communities, strengthening personal connections, opening new communication pathways**

**Challenging attendees to get out of their comfort zones, learn new things, and achieve personal growth**

**Inspiring attendees through opportunities to cavort and co-create, to make new commitments, and to change their point of view**

**Making a positive, lasting impact**



Create virtual networking spaces alongside physical ones.  
Use breakout rooms and chat functions for discussions.



# Related Cost

Technology vendors offer myriad options when selecting a pricing model for event technology.  
There is no industry standard for charging for event tech, creating prudent expectations is an important step of the onboarding process.

OPTIONS	PRICING\$	FEATURES
1. Streaming + on-demand	From 100K	Multi-portal mobile responsive platform Set-up & License fee
2. Streaming only	From 40K	Hybrid event structure Platform design & set-up
3. On-demand only	From 60K	Live Streaming from external feed in coordination with A/V vendor
4. Streaming Plenary only + on-demand	From 80K	On-demand publishing of all recordings

Participants	Online fee *	Revenue/Investment	*New intended fee
100	10.000-20.000	-20K	Based on Option 2
200	20.000-40.000	Break-even	

\$High-level example based on 6 rooms/ 3 days (Euro/K)



# Hybrid Event Management



**Inclusivity and Accessibility:** Ensure the event platform and venue are accessible to all participants, including those with disabilities.

**Language and Localization:** Providing content in multiple languages and accommodating different time zones for a global audience



# Thanks



Let's\_\_\_\_Together