

WARWICK EVENT SERVICES



# VIRTUAL & HYBRID EVENTS

Virtual and Hybrid refer to how your audience engages with you.





## How will Hybrid & Virtual work for my event

In this time of uncertainty, a question we are often asked is “How will Hybrid & Virtual work for my event?”

Understanding how your event goes from Live to Hybrid or Virtual can seem challenging, but the Hybrid & Virtual production solutions we offer ensure events are online replicas of your event, encompassing:

- Full branding and sponsorship opportunities
- Engaging, informative & communicative
- Seamless production quality

It is also important to note that our Hybrid & Virtual events have been taking place for years. This has enabled wider accessibility, international participation and a reduced carbon footprint of delegate travel. Now more than ever our experience and skill set's in delivering superior online events offers you, our client, the solution you need.

## What are Virtual & Hybrid events

Your audience interacts in a fully **virtual** environment, either through a video conferencing tool, a live stream, a virtual event platform, or another method.

A **Hybrid** event is a mix of audience participation - however a significant percentage of your audience participates virtually. This could be a live session streamed to a broader audience, or an exhibition where suppliers have a presence both online and offline.



**Working with WCE was just easy when it came to delivering virtually.**

**All the team enthuse dedication and professionalism, and adapt well to the last minute curve-balls that our client threw at us. Highly recommended**



## Virtual events

Entirely virtual events should be planned if you cannot host an onsite event, have a small budget, or if the information you want to share can be effectively shared via video.

If there is no need for people to attend in person, don't waste the money or time, it's also a sustainable option, so will meet with your social economic strategy.

Here are some examples of effective virtual events:

- Webinars
- Team meetings
- Customer success groups
- Study groups
- Executive panels
- AGM's

## Hybrid Events

Hybrid events are the perfect solution for those programs that can effectively be held both onsite and virtually. Below are some examples of perfect hybrid event programs:

- Trade shows
- Conferences
- Product Launches

Hybrid events are also extremely useful solutions when many of your attendees who would normally attend in person, can't.

Below are some examples of when an attendee who normally might be on site for an event may have to attend virtually:

- The venue where you will be hosting the onsite portion of the event has capacity limitations, so not all attendees will be allowed to gather onsite
- The attendee cannot or does not want to travel due to health or safety concerns
- The attendee's organization has limited travel spend and therefore, cannot travel to the event.

## Onsite Events

Entirely onsite events should be planned when it is of the utmost importance that all your attendees be there in person. You know that most of the content will not translate well virtually, and there isn't a good alternative to communicate it, so an onsite experience is the best way to deliver the information.

Here are some examples of events that you might want to host onsite, adhering to government guidelines of course:

- Small customer luncheons
- Team bonding outings
- Awards ceremonies

When you do host an onsite event, safety will be the number one priority. Make your attendees feel comfortable by offering a self-service check-in option and plan your seating arrangements.



# How will Hybrid & Virtual deliver your event?

## How will Hybrid & Virtual run my .....Conference

- Fully branded online event platform
- Event split into main “live streamed” plenary and break-out rooms, replicating a physical event space
- Hybrid stage set up replicating physical conference in our studio, your location or a locally sourced venue. Working within all social distancing guidelines
- Multiple opportunities for sponsorship
- “Live” two-way communication from delegates and speakers

## How will Hybrid & Virtual run my .....Exhibition

- Each exhibitor has a branded ‘virtual booth
- Materials can be pre-loaded e.g slides & videos
- Live stream facility for exhibitors to present
- Multiple opportunities for sponsorship

## How will Hybrid & Virtual run my .....Graduation

- Hybrid, socially distanced graduations will deliver the experience and memories students deserve
- Working hand in hand with venues to ensure staff & students are safe and respected for their achievements
- Broadcast Quality camera set up, online stream, and full event recording
- Fully University Branded to fully endorse and represent the overall expectations of all attending On-Line



**The best experience working with the team for a one day hybrid (live and virtual) event for 150 in London.**

**Great expert advice and a very very happy client**



### **How will Hybrid & Virtual run my .....Award Ceremonies**

- As with a physical ceremony, detailed pre-production will be executed to ensure a seamless event – slides, branding and timings
- Full physical production suite to be used to ensure accurate timings and award announcements
- Multiple opportunities for sponsorship
- Virtual awards experience made popular by celebrity events, such as the Emmys & Bafta's

### **How will Hybrid & Virtual run my .....Live Demos**

- Hybrid facilitates a full camera set up to stream the live demo onto the audience engagement platform
- Virtual facilitates a remote demo, with capture through a laptop or webcam, streamed to the audience engagement platform
- Multiple opportunities for sponsorship
- Live demonstrations, such as cookery or crafting, work incredibly well through a Hybrid & Virtual set up

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# A cost effective alternative to live events

## Contact our team for....

A more detailed discussion  
Free no obligation quotation  
Live demo

**enquiries@wce.co.uk**  
**0845 351 0392**

