

verbit<sup>y</sup> **webinar**

# Hybrid Business Events

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

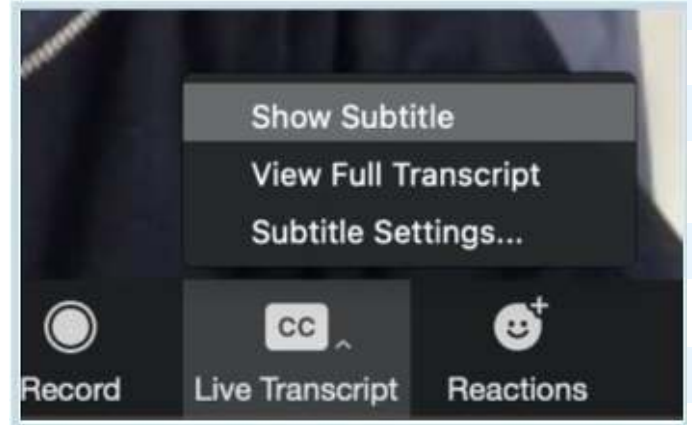




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We keep hearing...

# What's a hybrid event?

How should it work?

How can I execute one effectively?





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# 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**



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# 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!



# Hybrid Event Adoption

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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

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63% of companies with 2-5K employees

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

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32% of enterprise organizations said

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

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# Hybrid Event Challenges

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71% of event organizers said

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

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67% of event organizers said

technology to ensure a smooth experience is a challenge and concern

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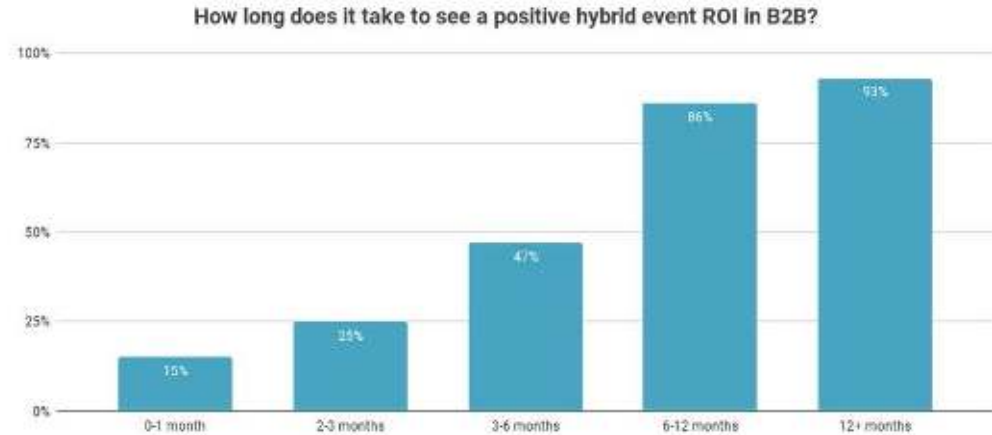
39% of virtual hybrid event attendees said

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





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# Questions



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



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# Questions



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



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# Questions



How can they facilitate networking opportunities in hybrid scenarios?



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# 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



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# Questions



How is your platform addressing  
accessibility & inclusion for events?



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# Questions



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



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# Questions



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



Thank You.

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