I think we can get started.

Welcome everyone today to

our webinar on hybrid business events.

My name is Danielle Chazen and I'm

the Content Manager and Event Lead here at Verbit.

We're really excited to have

two amazing speakers here today to really talk

about this topic and what they're seeing both

from the event and the video perspective.

Just so you know, this webinar

is fully available for transcripts and for captions.

So to access those,

just follow the directions on your screen here to access

either the live transcript or

the close captions if you'd like to

consume the content that way.

Why are we doing this event?

I know from the Verbit side,

we just keep hearing from

everyone across all different

industries that we're working with.

What is a hybrid event? How does it work?

How do I do one effectively?

What does it mean for my business?

We wanted to really just

create something that can serve as

a best practices and a guide with

two absolute experts in the space.

Also just to let you know,

we'll be taking questions live at the end,

so please feel free to submit them in

the Q&A on the Zoom navigation bar,

and we'll be happy to chat

with you later about those questions.

To kick things off, let's do a quick poll.

We're wondering, have you ever

produced a hybrid event before?

I'm going to launch this poll right now.

While you're taking a moment to respond,

I'm just going to have the speakers introduce themselves.

Chad, would you like to go first?

Sure, I'd love to. My name is Chad Blaise.

I have the pleasure of filling the role of

VP of Growth at Bizzabo.

Since that's a silly title,

It's an interesting cross functional remit focused

on all of our existing customers, our channel partners,

and our agencies, so a great bit of insight into how all

of our existing customers in the industry in general is

experiencing this particular topic

of what is hybrid events.

It's great to meet you all, I'm excited

to hang out with close friend of mine,

Charlie. How are you Charlie?

Thank you Chad, we are super

excited to be here with you.

My name's Charlie or Charlotte Copeman.

I'm Director of Virtual Events at Kaltura.

I focused on the culture for virtual events platform

from both planning events with our largest customers

and obviously reaching out

to prospects and supporting them

and setting up their initial concept

of event and seeing all the way through

to the live event.

I'm super excited to be here with Chad

because this is about our Kaltura partner.

We work arm in arm very

closely across the customers that we also share.

We're really looking forward

to today and to be supported by

Verbit who we both use

and fully believe is an amazing service.

Looking forward to this session today.

Absolutely. Thank you so much Chad

and Charlotte for taking the time today,

we are super excited to have you.

The results from our first poll coming in,

so it looks like 78 percent,

so the majority of you have

not produced a hybrid event before,

and we know this is, a very new concept.

Eleven percent of you have,

that's really interesting to see,

as well as 11 percent that are in

the process of producing one currently.

One more poll question.

We're interested to know what are the top

event challenges that you're currently facing?

Is it about engagement?

Is it about accessibility?

Is it the logistics?

I'm going to launch another poll right now for

you guys to fill in while we continue chatting.

While everyone's filling that in,

it might be that not everyone is

familiar fully with this Bizzabo,

even though it's really taking the event roll by storm.

Chad, we'd love to just hear a little bit

about Bizzabo just for those who

maybe aren't familiar with it.

For sure. Our vision statement is

that Bizzabo is the company that

helps unleash the power of professional lens.

That's really our North Star.

We'd like to think of ourselves

as close to an all-in-one event success platform,

helping deliver events both in the physical and

the virtual space and now

obviously in the hybrid scenarios.

We have lots of capabilities

that help folks measure, manage,

and scale events across

all different use cases and so we're

very excited about the opportunity

of the current circumstances they present.

We feel very blessed

given some of the trajectory of our growth and recently.

But also, I think most

importantly in what Charlie said earlier is that

we feel really excited about

taking a partner centric approach.

Having the opportunity to work so closely

with industry leaders like

Kaltura in the video space

and other things that they've expanded

to through this process,

as well as taking the opportunity to have

close partnerships with Verbit in some of

the great things that we're doing around accessibility.

That's visible in a nutshell,

but obviously we'll talk

more about that as the conversation continues.

Great. We'll get into Kaltura in just a second.

But I think it's interesting to see the results

coming in so attend engagement,

I can't say I'm surprised.

Leading the pack at 50 percent,

followed by accessibility needs with 10 percent.

Also top of mine, obviously,

connectivity and tech issues or excited to hear from

Charlotte on Kaltura's end

and physical logistics which just

come with the territory of being

an event producer so that all definitely make sense.

Charlotte would love to hear a little bit

about Kaltura as well.

Sure. Thank you. Our mission is to power

any video experience and we have

a wide array of video solutions that are

deployed globally across everywhere from media companies,

enterprises, service providers,

and educational institutions.

They all leverage video to teach, learn,

communicate, collaborate, and entertain.

As of a year ago, we launched

the Kaltura virtual events platform.

I think you probably all understand

the reasons why that happened,

customer demand under the difficult times that we've

all had with COVID.

That provides a full video tech stack,

everything from content creation, live experiences,

and then through to a post-event destination

to extend the life cycle of your event.

Same as with Bizzabo analytics or

everything so I know both companies are

laser focused on how can you get

really great data and analytics out of the experience.

Amazing. Thank you.

Just quickly we wanted to just get into some statistics

just to showcase how much

of the hybrid events are being adopted,

21 percent of marketers stating that they're

procuring a hybrid platform,

71 percent of companies with 5K or more employees,

stating that they're including

hybrid events in their portfolios.

We're really seeing so many different companies across

so many different industries looking to

embrace this type of technique.

But with it definitely comes challenges

and I know that it's really top of mind

about how to engage both virtual attendees as well as

in-person attendees and create

experiences that allow them to network with each other.

Also with 72 percent of people that are

attending events believing there's

more value in attending in-person,

really creating an effective virtual hybrid experience

for those that are attending

virtually is really important as well.

Just some interesting stats to share,

one other thing is a lot of the times of events,

the ROI and especially with

hybrid events that's happening after.

It's usually being recognized about seven months after

the event date and so making the case to

your manager or whoever

it might be that you really need to

have a little bit of time and

those results and those regeneration,

all those tools will come through is something

that does take time

and does sometimes need to be communicated.

With that, I'd love to kick things off

and get started with this.

We're really just trying to create a fun dialogue between

Chad and Charlotte for them to

really give some best practices.

To kick things off, Chad, let's start with you.

How can companies execute

hybrid events effectively and what are

some best practices from

the visible angle that you would recommend?

That's a great question.

I think even before I addressed

the hybrids specificity of the question,

how can one execute great events?

I think you always want to start with what's important,

the right questions as to

what you're trying to accomplish?

Why does it matter?

Why are you throwing the events?

That's going to inform a number of parts of your process

from the registration process to the pole,

reinforcing how you engage the audience, etc.

The challenge that is overlaid on events in general,

when we think about hybrid is

that you now have two different audiences.

You have an audience that

is in person that folks have been very

familiar with over the last few decades and

then an audience that's

virtual and how do you connect the two, etc.

There's a lot of things that you need to think about.

The thing that I point towards

is really that orientation and that North Star,

which is why are you throwing the events?

Why is it important?

How are you going to measure it, etc.

From a best practice perspective,

there's lots of things to cover.

I think about the way that I

articulate this is that with

hybrid and more importantly with virtual,

which is a component of hybrid,

you really have to think about content.

Content has become key.

You want to keep folks who have the ability to hit

the eject button very quickly out of the virtual events.

Their attention in order to do that,

it's important to create contents and I want to

show that is thoughtful around

how you engage the audience,

how you keep their attention,

how you align to the things that they're showing up

to the events had to learn and understand.

For example, what I'm saying

right now is not interesting to you,

you're very easily going to sit,

head some other direction and do something else.

I think it's going to be important to really think

through back to those first couple of

questions of why you're doing this or everything

around why that's happening, including your speakers,

your content, the engagement strategy or run of show,

and ultimately give yourself the best chance to keep

that audience that is sitting in two different locations,

potentially some different desires, etc,

stay engaged throughout the course of

that event. What do you think Charlotte?

Yes, obviously I echo much of what you've said.

With all events, we obviously need to focus on what

the goal is before you decide on how to execute.

For some it's marketing and pipeline building,

others it's a customer attention exercise.

Networking is obviously key,

and I think that shows in the poll that

we've done early by not make it an interesting event.

Anything like training and

sponsorship are a combination of all of those.

Those need to be cemented,

I think before you begin.

Although you want a continuous theme

between an in-person and virtual,

I think those goals are addressed really differently.

You can't replicate an in-person event,

but you can't equally using

different techniques virtually.

You can have just as an amazing an experience.

But you don't want to use

the exact same experience ever both.

I think also it takes a village to put on an event.

Get a provider that partners really well

with you everything from design,

content, agenda, and planning,

and delivery obviously of the event, which is key,

live analytics, post-event support,

how you extend the lifecycle of your event.

You need a partner that works with

you through all of those,

whichever event you choose.

I would say that's supreme-important.

We have a consultancy team that works with

you end-to-end on that process.

I think that's essential because

even if you've perked in-person events

on before adding their virtual element

and managing those two at the same time.

Often, you'll find that we

speak to folks and they'll say,

we've got a team of four or a team of five.

It's doing all this. It's a lot of work

for a reasonably small group of people.

Find a vendor that partners with you and extends

your team and really works with you.

I think also before execution, think carefully,

not just about the day of the event and the live event,

but what comes before, what

creates the buzz around your event?

Don't just put flat video content

out there and hope people will come. Think

about interactive video experiences and quizzes together,

pre-event insights.

Also think about things like training and accreditation

to really ramp up

their interest and excitement in your event.

The same post-event.

You don't have to take the events

like down straight away.

How do you extend that further among three months,

six months, and keep

that content alive and keep refreshing it.

I think when it comes to execution,

in summary, I think Chad was very much aligned on this.

It's looking for the right team to work with and

making sure you extend your own team.

Thinking about what your goals are,

and also thinking about

the entire life-cycle of

your event space are super-important.

But your provider should help to give you

some best practices and work

hand-in-hand with you on that team.

There something else to think

about and I love to hear your take on this.

If we're talking about hybrid,

there's a lot of definitions of hybrid,

or at least categories.

Some of the research that we've

found that informs us is that,

do you want to optimize for in-person first?

do you want to optimize for virtual first?

Do you care whether the virtual

and in-person audience interacts?

Because sometimes that takes a lot of

work and maybe the benefits aren't there.

If the answer is yes,

then there's ways to think about that and there's ways to

optimize all the things that

Charlotte was so thoughtfully articulating there.

It's this idea of really think about upfront

what you're trying to achieve

because in this new world of hybrid,

it can be more time-consuming.

It can be more complicated to Charlotte's point,

you want providers that have that flexibility and

capability to handle all of those scenarios.

But with all of those scenarios in mind,

I think it's really important to understand what is

the ideal scenario for that particular use case,

for that angle they have in mind.

As a result, that's going to set a course of

thinking through some of those details

that Charlotte was mentioning there.

The reason I want your thought Charlotte is that

what's your take thus

far when it comes down speaking of

what's my take my French Bulldogs

have something to say about that.

But what's interesting for

me in a question that a lot of people are asking me and

I'd love to hear your take Charlotte is this idea

of what type of

hybrid events are you seeing most frequently today?

Virtual first and person-first, etc.

Anything sure I love hearing.

I think it's changed over the last 18 months.

I think initially, folks were in panic stage.

We had an in-person event planned.

We need to get that specific event

online or a series of webinars.

That's all we care about because it's in

two months or three months.

It's a case of how do we help

them get online really is as simple as

that and in scale and get a really

stable, nice streaming experience.

It was difficult to predict what they trained to obey,

whether it was going to drop off on

the virtual events side and get back to in-person.

But what we've experienced is actually most

have really embraced the virtual element.

I want to combine those continuously

because they realize that obviously you can

extend your audience even outside of COVID times.

I think one of the most interesting things

I've seen is that initially folks

were concentrated on how they

bring the in-person into the virtual.

Now, how did they bring the virtual into their personal?

So things like creating live polls and putting

photos on a page on

the website if their experience at a conference.

Things maybe doing round-tables

in the weeks over the event.

We've worked with a couple of partners recently,

we took a three-day in-person

event and extended it over three weeks.

When they come back next year,

then it will be very similar,

but they'll have an in-person elements.

But all the virtual stuff,

the free staff and the fun stuff,

and yoga classes,

and cocktail making classes

and the networking rooms and all that kind of stuff.

They're taking the virtual to

the in-person event as well

so that you can extend that experience.

I would say that's my biggest takeaway.

That's how much their experiences have become.

I think that's an amazing thing because you're bringing

both sides to life by taking the best of age.

Absolutely. Thank you guys for that.

Because we have two absolute technology leaders here,

and what are some tech considerations

that you think should really be

kept top of mind for those that are producing

these hybrid experiences on that?

Chad I'll start with you again.

Ms. Danielle, and by

the way plus one on Charlotte's earlier comments.

When it comes to technology,

I think maybe is a continuation of what

Charlotte was mentioning when it comes

to this integrated experience,

I think the expectations of

attendees is that they want to

really choose their own adventure.

So having the technology that allows them to facilitate

that and empower them to do that, tactically,

that can come in the form of

robust agenda management and the right type of

registration process that collects information and

a lot of the things that tailor

itself to that empowerment.

But from a tech perspective and a platform perspective,

you want to empower folks to really feel like they're

choosing their own adventure that's going

to create lower attrition,

hire sticky, longer-term attention to the content, etc.

So I think that's one thing to think about.

I think the other thing is both the tech,

and this goes back to Charlotte's point as well,

event professionals are some of

the most creative and genius folks that I've met.

Having a tech platform that

has the flexibility to empower

the event producer to think about

different ways and test scenarios,

maybe test, if you will, how

we create some of that engagement.

Because it's not always going to be tech,

you're going to have the creative thinking

around how to leverage sector,

bring that to bear.

To Charlotte's point earlier

around that integrated experience,

we happen to throw an event

recently called Agents of Hybrid where we

had robots with screens on them.

They had people that were

remotes engaging with people in person.

Why? Because sometimes and

what we found in our research is that,

sometimes the folks in person don't really want

to interact as much with the virtual attendees.

They're there to interact with people in

person but how do you facilitate and

broker that if that's one of the goals you

want to connect those two audiences?

We leveraged a capability with robots,

with screens and have those things happen.

I think it's a platform that's flexible.

Not only through a technical construct,

but also through the creativity of

people putting on events to ensure that

those creative minds and

the expectations of bespoke experiences for

some of these already temporally events are things that

can be realized through the platform.

Plus you need a slew of great partners,

that can extend that platform.

All the things that we're thinking about,

I'm sure other technology

companies are thinking the same.

For us it's about flexibility,

it's about choice, it's about empowerment.

We feel like we might be on

the right course because a lot of our trusted partners,

like the folks on this call, seem to agree with us.

Great. Charlotte.

From a technology and video perspective,

I think that look for client references first of all.

Look at other events that your partner has

worked on and get to

the previous examples to get a look

and feel for what they can do.

Because there are providers at every level

and you don't necessarily want the all-singing,

all-dancing most expensive provide

when you don't always want the cheapest,

but there's place for all of us actually

in all different experiences.

I think you'll find some can host

100 attendees and some can host a million.

Understand what your goals are,

how their technology scale so that suddenly if you have

a huge boost to your attendees, everything runs smoothly.

Don't just plan for,

we expect about 1000.

Make sure that if it went to 5000,

then you can scale and also it's not

going to break the budget if that happens.

Both Chad and I agree that

platform stability should be

your absolute number one on the checklist.

All the bells and whistles,

and I know everyone's interested in the stickiness

and making it fun and lean-forward experience.

But if you haven't got stable platform and

the video goes down or the audio goes

down or folks can't get into the registration,

then that's pretty much the end of your event

regardless of what happens behind the wall.

I think that most providers out there,

everyone runs live sessions.

Most have chats, Q&A of some description,

but what else can they offer?

What about content creation?

Can your presenters create

and upload the content

using the same platform or

do you have to have other tools?

You have to think about that both from

a planning and training and budget perspective.

I also think if you've got things

like sponsor booths and meeting rooms,

if that's super-important to you then make sure that they

have the technology ahead,

and then the area that everyone's interested.

Where does the fun happen? Where's the social?

Where's the networking? Where is the yoga class?

Where is the cocktail making class?

Where is the round tables?

Do they have lots of different environments

that suit all of those different use cases?

We have a lot of customers that come to us

with set mind of what they want to

put on three months later or two months later

when we speak to them and they say, you know what?

We went through this amazing event yesterday and in

there they had a live band playing,

we'd like to do that.

If you want to make sure there's flexibility,

think about that from both a technical

and a partner perspective

because those things make a big difference.

Same for training and accreditation,

is there a way in which you can get

accreditation through your provider.

I think it's super important to drill down

into those elements because adding them

later proves really costly.

Starting to add multiple partners

on later can prove costly and I

think the same as with

ourselves and Bizzabo. We all

have these amazing partner networks.

That's how we became partners because we

work together to provide folks with

the best of everything that we do and I think if you have

a provider that does that, you're not stuck.

If you come up with new ideas and things that you need,

both of us as organizations,

reach out and we both partner

with Verbit is a great example.

We have lots of the same relationships that's

going to help you to very

quickly add integrations and grow your experience.

I think just like I said,

the platform's stability is absolutely crucial so that

should be your number one and get

references for that for sure.

Make sure that it's stable for the volumes that you want,

but also the fun stuff and make sure

that as your amazing ideas grow,

then your partner can grow with you too.

I agree. Danielle, if I could jump in.

I think what's really interesting for me

is that, Charlie, you covered on

something which is this constantly changing set

of requests associated with

certain events and that flexibility is important.

I think the other thing that's important there is,

really think about the outcome.

You're going to hear me come back to the outcome a lot in

this conversation but, what that outcome is,

because sometimes folks get really focused on this is

the thing I believe is going

to be the thing I need as opposed to,

this is my outcome and there's

a lot of ways to get to that outcome.

In fact, in some ways,

the thing that you thought

was going to get to that outcome

maybe not be the best way to

get you to that outcome based

upon some of the experiences that we've gathered.

I think with all that in mind,

it all comes back to the outcome

that you're looking for and then having

a provider that can help you navigate that.

Again, to Charlotte's point,

some of that through technology, stable,

consistent, fully referenced technology

that works extremely well.

Some of that's through, some of

the professional services

that we can provide as providers,

some of that in the form of an ecosystem of partners,

both on the technology and professional services side.

If you have a vendor that does those things well

collectively, as opposed to,

we have these three things and

this other provider only has two of those three things,

therefore we're better as opposed

just thinking more holistically

about the potential offering that

can be brought to bear by your partner.

The answer is we were finding

more successful people taking a broader approach.

Again, there's always going to be cost sensitivity and

there's a lot of choices out there

today and to Charlotte's point,

there's lots of room for folks

actually be successful in the space.

But if we're talking about

high-level guidance and we've seen it's really

around finding that flexibility in those areas,

the platform, the services, the partner network.

Then really a good guide

and coach through an outcome-based conversation versus,

this is a very specific feature

then I'm looking for success.

Thank you both so much, so many insights.

This question came in and also for

Marylynn a little bit in the Q&A,

and I again encourage

any attendees to submit any questions.

But around facilitating networking,

I know Marylynn asked specifically if you guys

have any virtual networking options that you

found to be the most

effective so we'd love to hear a little bit on that.

I'm happy to go first, Charlotte,

if that's okay. I'll lead off.

There are lots of

networking solutions and opportunities that work.

I think again, it really

depends on what you're looking for.

There are communities out there that platforms have.

There are breakout sessions

that are one to few that are facilitated,

that are unfacilitated,

and there are one-on-one meeting

solutions that broker that.

There are social walls and other things that

promote a different type of

networking that connects in different ways.

There are a lot of capabilities out there,

both inherently native to platforms like our own

but also to the partners that we work with.

I think for us it's really around

making sure we understand the goal and this is the theme.

But because there is a lot of

technology these days that

have been built around this area,

it's really around what you're looking to activate.

Charlotte mentioned earlier this idea

of this almost fun aspect.

That's one way to build connections,

almost like a managed serendipity type of scenario.

Well, let's go make cocktails together.

That requires a certain type of technology.

That wouldn't happen in a one-on-one meeting solution.

That would happen in webcasting solution

or a webinar like solution or WebRTC solution,

like Kaltura and Bizzabo has.

I think it's really sorting

out what you're looking for in that network.

Is it connecting a small number of

like-minded individuals because of

information gathered through the registration process?

Is it self-selection through a build out of

a community that allows them to connect in a certain way?

Is it in some ways for serendipity by randomly

assigning people together in

a one-on-one conversations giving

people to search folks out?

All of those capabilities exist in our platforms.

I think it's more about what you're trying to

accomplish and what you've found works best.

There's some benchmarks out there that

highlight some things that we can share later,

but fundamentally, there's lots of things you can

do to facilitate networking.

I think it's more about finding ways to make sure

that what type of event you have,

what your outcome is,

what type of audience members,

and what they're interested and eager to participate in,

and that will inform you as to what pieces of

technology you can leverage to

facilitate the most effective networking for that event.

Charlotte, do you have anything to add there?

Yeah, sure. I mean,

I touched upon this earlier,

but I think if you open up

the virtual networking to all attendees.

Those are the in-person,

they start watching the keynote.

They can have their phone available and take

part in the chat that's happening

in the virtual environment also.

Once you've made all your connections

with whoever it is that you want to reach out of it.

Hey, I'm starting the session right now.

Are you're watching it? Yeah, I'm

watching it online too.

I'm actually going to move across to the second session.

I think it'll be something that you're interested in.

You can still have that united experience.

It doesn't mean that you have to be

physically in the same space together because

actually when you are

in an in-person event you don't do that.

I'll ping a colleague and say,

"I'm in the keynote," and they'll say,

"Actually, I'm in the 703.

There's a really cool thing that's happening here."

Instead of getting them to use kind

of WhatsApp or text or whatever,

encouraged them to be using

your event chat and facilitate that.

Give them everything that they need for that.

I think for both the in-person and

hybrid it's important to focus on

the registration data that you capture.

You think about initially when folks are registering,

what is it that they're interested in and

what are they looking for?

Then use that to bring people together.

We've got certain groups that are

interested in a particular topic.

Before the event encourage the networking.

Put a workshop in place or a round table or meet

the speakers or meet the C level execs and

bring them together in

that environment even before the event starts and

that's for everybody not just for virtual attendees.

We found that to be super successful.

The pre and post stuff for us

is had a boom that I think we hoped for,

but it's really taken off and is super important.

Then things like the digital photo walls

where I'm at the event, it's cocktail hour,

and I'm taking a picture,

and I'm doing the virtual cocktail event online,

snap a picture, and share.

That helps to unite the different scenarios as well.

Then the hosted networking

rooms where someone starts with

a topic and gets folks to interact

that way and run those both during the live event,

but also again preimpose so that everybody

can take part in those.

Charlotte, I think the other thing to add is that you've

mentioned you're almost back

to the in-person constructive,

this concept of an event specific mobile app.

It could be chat, but how do you really connect

the two audiences because we're talking hybrid events.

Yeah.

I think the mobile app becomes much more important.

It becomes this bridge, different audiences,

and I think a lot of

those capabilities that people had forgotten about

because who uses a mobile device anymore for events?

But now that we're thinking hybrid and

in-person I think that medium

becomes a really important connector for

the two different audiences and that has

push notifications that allows organizers

to seed and prompt networking and connections,

but also allows folks to

connect in ways that to your point

feels more organic and that could be organic in

the in-person scenario of come meet me over here.

It could be organic in the form

of an in-person and

a virtual connection where we're like,

hey, I noticed there's something

that you're interested in that I'm

interested in I'm experiencing.

I'd love to be able to talk

to you about that in the future.

I think that facilitated

networking piece is going to be

something that is a big boon

and win as we start to think

more hybrid because I think it's going to bring

back pieces of the technology stack

that we've kind of forgotten about a little bit,

which are things like the mobile app or

other devices that allow us

to connect the different audiences together.

Yeah, I agree. I think that's true for polls and

Q&A and all of those various interactive.

I can think of, I don't know,

tens of events that I've been to where

the keynote on the stage will say,

"Okay, everyone get their phone out

there's a link on the screen."

If you go ahead and make

your choices and then they'll speak to it.

That obviously translate both in-person and virtual,

and that's amazing because to think that I am sat at

home with my mobile app in front of me and

I'm putting a response in

our question that the speaker live on the stage

and the in-person event is going to respond to

or see the percentage of other poll or whatever,

that's amazing because then I am there.

I think that's a really great way

to facilitate these hybrid scenarios because

my voice at home or in the office or whatever it may

be is as loud as somebody that's in the open space.

I think it's the mobile app and making

choices and posing Q&A and quizzes

and stuff is a great way to do that.

Then it's interesting because there's lots

of new innovative technology

out there and we needed to

do that and we're excited about that.

Charlotte from Kaltura, and myself from Bizzabo,

and Danielle from Verbit.

There's lots of technology companies that

are just exploding with innovative tech,

but there's also some block and

stock pieces of technology that exists already

that end up being in some ways really interesting

glue and connectors to

the different audiences and

the mobile apps probably are going to be one of those.

Plus one Charlotte, just

thought I'd raise that. Back to you Danielle.

Okay. Great. I think we've touched on this a lot,

I've heard about engaging

attendees throughout the sessions were effectively.

I think we did address that I think for the most part,

so I think I might actually just keep moving forward.

I want to get the audience engaged

again as one of our best practices.

I want to launch one more poll.

July is Disability Pride Month

and so we're trying to really shed a light and

really create an opportunity

for people to really understand that there

are so many different options to

really make sure that

you're being inclusive and accessible.

I just wanted to share another poll with you.

I'm going to activate that now for everyone to just

participate in and let us know in the past,

historically have you been captioning

your events whether they're in-person or virtually?

I know that from our perspective

we're dealing with a lot of universities

and we know that especially

with the shift to online learning there are a lot of

people who maybe didn't report

a disability or something like that before

but have now come forward because of being online

and have additional needs

that may be needed to get from that.

We'd love to hear from you if you want to

just fill in the poll right now

and just to get a sense

about how you guys are captioning or if you are.

People are just filling it out,

so I'll give them one more moment here.

But as they are,

in the meantime I'd love to hear

from both of you about how each of

your platforms is maybe addressing

accessibility and inclusion just to

make sure that these technologies that are

needed are being provided to different attendees.

Chad, do you want to go first?

I would love to go first.

First a couple of comments,

one is just commentary on

society in general which it's incredible to see.

As I've gotten older and I'm

older there's lots of gray in

my hair the diversity inclusion,

is this something that makes me smile.

I have a couple of daughters.

There's so many different reasons for

us to celebrate how the world is

evolving in a good way around inclusivity.

I think folks with disabilities and

the associated accessibility with

technology is a critical component of that.

What a great partner we're lucky to

have with you, Danielle and Verbit.

But I think to answer

the question for our platform, there's two things.

One is that we have to make accessibility.

Accessibility first is part of our development process.

We're lucky, we feel very

blessed when it comes to our funding and

the opportunity for us to really take a hard look at

our technology where everything we're building,

moving forward, has some of these things,

in fact, has it in mind.

The idea of building technology

in ways that it's just simply easy to use.

There's lots of accreditations or certifications or

guidelines and things that you have to adhere to and it's

constantly changing but fundamentally,

we have to think about building tech that's accessible.

That's the first thing. We're doing

that and it's something that we're very proud of,

and we've got a long ways to go

but it's definitely something we're thinking about.

Then the second thing we have

to acknowledge is that there are partners that

we need to go out there who have done that

extremely well in certain use cases,

and we partner with them. Verbit is one of those.

For us, it's about thinking about how we

rebuild our platform through

the lens of accessibility, and then two,

how we leverage partners who help

accelerate that journey that we're taking

to make our platform more

accessible in an accelerated fashion to allow

us to appropriately check the boxes for

such a critical component of the audience attending,

both virtually and in-person.

Absolutely. I think it's

interesting to see the results of this poll.

People are not really considering

caption for in-person events really.

I think the majority is considering it

for online events only.

Just something that's interesting to

see from our perspective that

45 percent of people aren't captioning events at all

and 45 percent are doing events that are online only.

That's quite interesting.

Charlotte, from your perspective.

Accessibility is huge at Kaltura,

and it's huge for me as well because I have epilepsy.

For me, it's super-important.

There are days when

I happily sit and focus on a piece of content that

I'm watching and there are other days where I would like

to read at the same time

because it will help me to digest.

For me also, one of

the side effects of epilepsy

is my short-term memory isn't amazing.

It sinks in better for me if I'm reading at

the same time as I'm watching

because I'm extremely focused.

So there are lots of reasons why it's super-important

to make your content accessible.

Not just for folks like me, but

everyone that that often works for.

We have an event design team

that handhold you through this process.

Things like designing your brand,

look and feel on your events platforms.

How do you think about accessible contrast colors?

It may be that your brand is great and it's very bright,

and so on and so forth,

but the contrast of your colors might not be easy for

some folks to be able to digest the content.

So thinking clearly about that.

Obviously, we live and die Verbit,

it's super important to us in terms of captions.

Every single piece of content that you create on

the Kaltura platform

has automatic machine transcriptions,

which you can go ahead and edit.

Then we have a service called Kaltura

REACH that enables you to

take a transcription and then translate

it from any language into any language.

That opens it up for the international audience.

In addition to this follow the sun mentality where we may

have three or four stop points

for an event that you are running,

I think it's also important to

recognize that just because I'm in Europe,

it doesn't mean I won't join

the North America event or the APAC event,

and I may still be interested in speakers that

are speaking in a different language.

It's not always just a case of location.

I think that whether it be

the localization aspect of

translating all of the content that's out there,

whether it's live, certainly all your VOD should

be 100 percent with captions.

I think that's absolutely essential these days.

But the translation is a great thing to

welcome lots of different audiences.

Then we have some other cool things

like multi audio tracks.

You create a piece of content once,

but it may be that the audio is in

English and Italian and Japanese or whatever it may be,

so that folks can choose to

hear it in their own language.

That's super-important as well.

Yeah, I think just really focusing on,

not just for the online and virtual experience,

but also focusing from an impersonal perspective.

Do you have somebody that

signing at the front of an event,

even just feel keynotes?

One of my best friends does this for

a living and it's super common

across both the media side of things,

you see them at concepts, but

also on the enterprise side as well,

having someone come along and sign.

How do you replicate that from the virtual perspective?

Pre-recording them and having

a picture in picture for example.

Having diverse accessible video

plays that you can use to have somebody who's

signing in the corner whilst

the keynote or whatever it may be is on.

There's lots of ways that you can do it and lots of

really cost-effective ways that you can do it.

These services are not hugely expensive

these days and should be part of your core planning.

I think, like I say,

for both your in-person and your virtual event.

It's important to leave nobody behind.

When I announced to folks that

I've got epilepsy, they're like, "Oh, wow.

I had no idea." Well, why would you?

Why would you know that information

without me sharing it?

Lots of disabilities are completely hidden and invisible.

Think about the full spectrum and to think

really carefully about the

international audience and localization,

whether it's your entire events.

Virtual psi is localized or

whether it's just certain pieces of content.

But like I say, it's

really cost-effective to do that these days.

There's no reason that really

all providers shouldn't be providing these services.

I know that ourselves and

Bizzabo provide a whole host of options on this,

and I think it's super important

and close to both of our hearts.

I think, Danielle,

on this, I want to highlight

that I've known Charlotte for a while.

I didn't know she had epilepsy,

to exactly her point.

But this is how the world has transformed.

There's so many folks out there that

we unintentionally overlooked,

and so it's so important to weave this into

your entire strategy for both virtual and in-person, etc.

Thank you for sharing that, Charlotte,

in a way that was just so nonchalant.

Also, thank you for being

such a boss lady and being credible on this topic,

and thank you to Verbit for

really giving us a platform to talk about it.

Yeah, absolutely.

I think what you guys both said is very

much in line with what we're seeing.

So many of these technologies that are

designed to help specific sets of people

are now being used and utilized

by so many additional sets of people.

I think what you mentioned about translation,

for example, and just

allowing businesses not even live at events,

but even after the fact,

that they're recording their events on-demand,

really trying to grow their audience and push

it out to as many people as possible.

Even just brands that are putting

out marketing videos about different

product offerings and really making sure that

they're able to reach all different types of audiences.

One of our attendees chatted in

about different accents being difficult to discern,

and so using a lot of captioning and

different technologies to just help in a variety of ways.

I think right now the use cases of what we're

hearing and what we're seeing are endless.

Yeah, I agree.

Go ahead, Charlotte. I'm sorry.

Yes. We see that all the time too.

For me, I'm super

enthusiastic about Kaltura and for [inaudible 00:44:40].

Actually, everything that Kaltura does.

I've been here a decade now.

The more excited I become as

I'm showing all this amazing stuff,

the faster and faster and faster I go.

Across Europe actually,

some they it find it much more

difficult to understand me.

Some of the Nordic countries.

For me, if I'm pre-recording meetings

or webinars or sending video messages out to folks,

it's super important because it helps folks to

listen instead of slowing down

the video so that I sound like some crazy monster.

It's super-important, that's why

it's everyday use cases.

For crazy enthusiastic people that speak quickly,

it's super important, but exactly like you say,

the internationalization of it and all the post-event,

whether it's a virtual event or whether

it's webinars or meetings, for example.

Another great one where people will have

different accents across a meeting

and you miss some things,

being able to get captions across that

and being able to re-watch it.

I think the services that Verbit are

offering have so many different wide use cases,

but actually some are game-changing.

For me, for my employment and for my work life,

and actually for my personal life as well,

captions are a game-changer for me.

It's not just nice to have,

it's super important for

the everyday life of folks out there.

Thank you for sharing that.

The other thing, Danielle, if I could,

is that this is more business-oriented

because I think Charlotte

is addressing it both

from the business and the personal side.

But one other thing to think about is

content so expensive to create.

In the past, we did it and then throw it away.

This whole new world that we live in where

we get to extend the life of the event,

but also the content is so critically important

and reaches so far that this is critical to that,

number of audiences in

different countries, different languages.

It's so cross accessibility, etc.

I think as you think about

putting all the time and energy and effort into

creating these types of

experiences and the content that goes with that,

let's make sure that you make the best use of all of

that time and energy by giving yourself

a platform to be able to offer that up

in a lot of different ways that's easily consumable.

After the fact, is a little bit

harder than doing it real-time.

So weaving that into the upfront piece,

making it part of your strategy,

not only addresses it on the human scale,

which is so critically important,

something I'm passionate about,

but also on the business side.

This really allows you to deliver better

return on events and the

ROI of the content that you're creating.

Yeah, I absolutely agree with that.

Amazing. Speaking of ROI,

you set me up perfectly, Chad.

How should companies like to measure success?

Just a couple of benchmarks.

I know we're coming up near the end of this session,

but just a couple of tidbits from

each of you about certain benchmarks or

KPIs that people really should keep in

mind when considering events going forward.

Yeah, I know the time is tight.

I will say that the measurement always comes

back to the initial goal of

the meeting and that's a theme that,

surprise I'm saying it again,

but that's definitely again

the North Star that I think about.

But just to keep it brief,

on the benchmarking side,

three benchmarks I think about because a,

these benchmarks are readily available,

but also I think it's a good orientation of

the high-level blocking and

tackling the success of the event.

First is attrition rates.

You always thought about that

through the lens of traditional events.

But in this new hybrid space,

there is a higher drop-off at

times for virtual and this is really

your orientation if you're getting

the right mix of contents

and draw and run-up show for that audience.

I think that's critically important and

there's some great benchmarks

out there for in-person, virtual mix, etc.

Attendance duration, especially on

the virtual side and the hybrid side that has

our virtual component of are you creating small,

consumable, engaging snippets of content and is

your run-up show engaging people throughout

the course of whatever that event duration is.

That's really important and

understanding that attendance duration

for either specific sessions or the events as a whole.

There's lots of benchmarks out there.

Definitely take a look at them

and challenge yourself to continue to tweak and

adjust knowing that these events are

challenging at times to really get right to make

sure both audiences are engaged across the board.

Then something I'm pretty passionate about,

you can tell because I mentioned

this just a few seconds ago,

how much of your content is

actually being leveraged for

video on-demand in the future.

What is that tail,

all of that investment that you've made on,

the effort of putting on such a great event.

There's lots of great benchmarks

out there around, how much,

and how often and how long people are

consuming that content after that initial events.

Which has a lot to say about

the success of not only the event itself,

but in the content you've created to support that.

Those are three, attrition rates

in general, attendance duration,

micro and macro and is

that content you created being

consumed in a video on-demand,

if you will, format

as part of a long tail of that event.

Yeah, and obviously I second all

of those points that Chad made.

I think it's also super important to look at integrating

your marketing automation platform

or your CRM or whatever it may

be that you are using to get a picture of your attendees,

make sure that you have a partner way

you can integrate that.

Because it's one thing seeing

a picture of analytics

of somebody that attended an event,

but what does it mean really in a whole other person,

what else did they attend to viewers?

What are they interested in?

Are they an existing customer?

Did you ever speak to them before?

I think being able to integrate analytics is really key

because that will help to

highlight what worked and what didn't.

For us we capture every click.

Everything from whether they use an emoji during

the session and to an interactive video.

What was the path that they click through?

Did they use the chat,

how many events did they attend?

How long did they stay?

What was their engagements?

Did they stay watching the screen

or did they flick you across to

a second screen or get on with something else?

I think that those rich analytics are incredible.

I think that's why again, I know I keep saying it,

but the pre-event is super

important than the post-event because you can

already get an idea of your attendee by

the content that they're watching before they visit you.

You're set up for success before you start.

I also think that live events during the event

are super important. The live analytics.

Let's just say that you've got a three-day event.

On the first morning,

you've got six sessions or whatever it may be,

and three of those are

people joining but they're not sticking.

What's happening there? Take a look at the session.

Was it the content? Was it the experience?

Was it because there wasn't enough interaction in there?

Therefore, you can very quickly make

changes on your event to make it super successful.

You don't have to wait to the end of the event

these days and then do a debrief and say,

what would we do different next year?

It's what would we do different this afternoon

or what would we do differently tomorrow?

I have a partner that works with you on

the analytics throughout the live event

as well because being able to make those snap decisions,

there's nobody in the sponsor rooms, How do we do that?

Should we put some announcements out?

Do we do prizes

for those that visit

the most sponsors or whatever it may be,

offer up an iPad, you can very

quickly make changes to make your event a success.

It's not a case of

we didn't do it right. We'll learn from it.

It's okay, we can do something about that

right now and make a difference.

But I think for me,

I agree with all of the areas that Chad raised.

Attendance is important.

This is how many attendees we'd go,

but how long did they actually stay?

How did they engage with your content?

What interactive elements do they take part in?

Then do they go across to the rooms, the sponsor rooms,

the event rooms, the cocktail rooms, whatever it may be?

What was their interaction

when they got into those rooms?

Get another set of deep analytics

and how they behaved in those rooms.

If you can grab all those analytics and push that into

your marketing automation platform or your CRM,

that's the holy grail of what you want out of

your event to be able to really maximize your investment.

I was going to say it, having

partners that think about analytics and the way that

culture on Bizzabo do critically important

because, I talked about the benchmarks.

I think Charlie did such a great job of

talking about some of the details that we

all think about on a regular basis and

have technology that allows us to access.

But again, the event is

one part of a buyer's journey or

one part of the funnel and

connecting those dots together and

makes it actionable and

allows you to holistically see their behavior.

That allows you to then not only tell real-time,

because you need a platform

and a partner that allows you to

make real-time adjustments as Charlie mentioned,

but also macro adjustments.

Am I going to run the event differently?

Is this type of event better for this type

of the funnel or this part of the funnel, etc.

I think connecting the pipes,

having a partner that really cares about analytics deeply

and is part of their DNA and this conversation,

I think all three companies believe in that.

Then lastly, you'll have

good partners that help you really navigate

both micro and macro and real-time and

long-term adjustments associated with that analytics.

There you go. I know

that we're getting close to time so Danielle,

I'm going to pipe

up and let you turn it back over to you.

[OVERLAPPING] Can I quickly answer

Catherine's question like [OVERLAPPING]

I think it's a really great question.

When you asked, do you think the traditional

in-person event produces a reluctant to

categorize their event's virtual

hybrid or in-person because

they have to cancel and we calibrate?

Yes, lots of people that we speak to say,

we want to make sure that people actually come along.

I can tell you that the personas that

come alone are always coming along.

You're not going to lose

your in-person audience because they

love the social and they love catching up in

the hallway with a group

of folks they don't see very often,

that live in a different country or a different region.

They want to do the social element.

I've got a five-year-old at home.

Some events I like to attend virtually

because I can do a quick one-hour session and others,

I like to get on a plane and pack my bag for three days.

[LAUGHTER] You're always going to have the same people.

I don't think you lose,

you just add to the experience that they may join

other staff before and after the event.

I think all you actually do is extend your audiences.

It's rare that you lose

your in-person audiences a result.

Sorry to interject. I just think it was

a really great question that comes up [OVERLAPPING].

It's a great question because I think

everyone's feeling it, Charlie.

There is probably a bit of

anxiety associated with the fact that

virtual and hybrid events maybe

have a bit more tech forward,

tech heavy, some other things that you have to navigate.

I think it speaks to the importance of

finding a partner that understands that,

understands the transformation that

you as an individual,

event organizer are going through and help shepherd you

through some of the things that will come with anxiety.

There's this stat of event organizers

are one of the five most stressful jobs consistently.

It's amazing to think about that and on that list are

emergency room doctors and

air traffic controllers and event producers.

There's in general, inherently a lot

of stress associated with that job,

added the fact that it's completely changed and there's

a lot more things to know and

understand and so look for those partners.

Like you have in Kaltura and Verbit and

potentially Bizzabo that allow us

to share those experiences across

a large cross-section of events

and help guide you through that.

But to Charlie's point, work

cited because it's transformative,

because we feel like it extends your reach.

It opens up your audience,[OVERLAPPING]

much bigger things.

Maybe that comes with a little bit incremental cost,

but the return actually is significantly lower,

so exciting times I had for sure.

I think it's a lower cost point

to extend your audience than it would be to

try and get another 1000 across to your in-person event,

because although there may be benefits to

attend it virtually you put on with prices and things.

You're not paying for lunch for everybody and you're not

co-sponsoring accommodation to get

some of your biggest customers along.

Hybrid I think an amazing thing.

I think it's very much here to stay.

I think if you find yourself a good partner,

they'll support you end-to-end.

It's not as crazy and as scary as it seems.

The returns I think are very rich,

which is why this is continuing to grow, I think,

even as the world returns to a bit more of normality.

Absolutely. Thank you so

much Chad and Charlotte

for both of your amazing insights.

I know right now it's really hard for anyone to

plan anything in advance.

I think just having a lot of

the great actionable insights that you guys just

arm the audience with will be

incredibly helpful for them.

We'll be putting these together and producing

a guide of key takeaways from this event.

I just want to thank Chad and

thank Charlotte again for your time.

We value the partnership with each of

you so much and thank you so

much for your time today

and I hope you have a great rest of your day.

Thank you, Danielle

Thank you.

Thank you, Charlie.