



Overview

As a leading provider of event experiences worldwide, Encore has been executing hybrid events for over a decade. Our team of experts focus on the design fundamentals required for comprehensive pre-event processes, varied and distinct hybrid experiences, and the long lifespan of post-event content and analytics.

Key Drivers For Hybrid Event Success

Environment



Hybrid meetings bring people together from multiple locations in varying group sizes. A strategically planned environment creates a purposeful experience for in-person and remote attendees.

Important Considerations: Safety, seating, lighting, décor, noise management, understanding your range of control.

Experience



Camera positioning, quantity of monitors, clear sight lines, options for displaying content, and post-event playback.

Important Considerations: Video displays in strategic locations, sound checks, well-placed cameras, level-set expectations with your decision-makers and sponsors.

Engagement



Whether you already have a platform you enjoy using or you want to use ours, we'll help you discover ways to deliver impactful content.

Important Considerations: Collaboration tools, polling, surveys, on-demand access, networking, gamification.

Connectivity



A stable robust network is critical. It's good to have a backup plan and to know your bandwidth requirements for both in-person and remote presenters

Important Considerations: Scalability, network support, remote user connectivity, reliability.

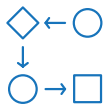
Content



Elevate the event experience with content development and different mediums.

Important Considerations: Physical and digital branding and content fluidity, storytelling elements.

Project Management



Success hinges on a deliberate approach pre-event to post-event. Developing a project timeline to map out all components and details is critical.

Important Considerations: Multiple presenters in varying locations, different timezones, focus tolerance of attendees, event production roles to consider.

Hybrid Meeting Options



A small in-person gathering in a huddle room, boardroom, or similar collaboration pod with remote participants. A single webcam (including one built-in to a personal laptop) could provide capture coverage for a small group.



An in-person conference in a small meeting room with remote participants. The room can be set in a U or traditional conference table configuration.



An in-person gathering in a traditional meeting room or similar with remote participants. The room can be set in a classroom style, rounds or designed to meet your specific event needs. Remote attendees can join on their own from an office or as a group from another meeting room.

These meeting concepts integrate with common virtual cloud solutions such as teams, zoom and webEx but Encore also offers more custom virtual solution platforms to help drive up collaboration and engagement.