

## Day of your Hybrid Event – Key Tips

How exciting! After all the prep calls and onsite testing of equipment, you have made it to the live day. Don't panic – things will be fine.

### Technical support

Critical to a positive experience, your tech support is like the equivalent of the face-to-face event's hotel checking, badge pickup, session room comfort, and event experience all rolled up into one massive undertaking. Preparation is the key to success

### AV/Streaming

Your AV and streaming company should have had multiple prep calls and followed a number of the items on Step 3 of "The Tips to Take Your Meeting Hybrid" resource.

Critical to success is early and often communication about equipment and testing. Once onsite, you should be alerted to any missing or non-functional equipment.

After the prep work is completed, talk to each camera operator and AV operator in each room. They should fully understand your expectations. For example, if your presenter will want to speak only to the hybrid audience and not have the audio broadcast in the room, the audio operator & presenter should have a cue. The camera operator should also watch for that cue to tighten and focus the shot on the presenter so that the presenter can address the remote audience.

Someone on the team should watch for changes in focus, lighting, audio and be prepared to immediately address them with the AV provider. The remote audience will notice everything.

### Accessing the environment

Often, your attendees will forget how to access the environment, even if you have just sent out a reminder email with all of the details. Follow these steps to ensure they have the best customer experience:

- **Website:** Make sure you have an obvious link to access the event through a user name and password. It needs to be easy to use and easy to find. Place this link anywhere your attendees might try and find it.
- **Dedicated support:** You must have someone (or a few people) watching an email address that you have included for support in emails and on the website. Trying to log in is their first interaction with your event and you want to show your best customer service. Many people if they receive no immediate response will give up or it will color the rest of the event for them.
- **Easy way to update password:** You would be surprised how many people can not remember their password. Be prepared. Ask the Tech team to teach you how to reset this for people.



- **Access to their user name:** Today, people have a number of email addresses they use and they easily will become frustrated when trying to log in, if it doesn't work. Ask the Tech team to teach you how to find this for people.

### Internet Browser, Silverlight and other tech issues

Not all of your attendees will have the latest version of Internet Explorer, Firefox, Safari, or Chrome. Some of them may be missing the free program Silverlight which allows some browsers to view the content. Often the platform you use will be optimized to use the last 2-3 versions of each browser, but many companies don't allow users to update their own browsers without IT's support. To circumvent this, make sure you know what browser the platform works best on and put that in every communication. You also need to have a plan prepared for how to support people when they struggle – like including a tech support chat box right on the screen.

### Speaker prep

On the day of the event, ask the presenter to be in the room 30 minutes prior so they can get settled. They will need a mic and they will need to make sure the PPT or Keynote is up-to-date. If there is polling, they should check to make sure they remember how to use the polling.

They will need to be reminded of the following:

- This session has a remote audience
- Look at the camera as you would any other section of the room so that they feel connected to you
- You also should welcome them as you are welcoming the face-to-face audience
- If you wish to speak directly to the moderator or the remote audience without the face-to-face audience hearing you, let the AV/Camera operator know

### Moderator prep

Congratulations - as the moderator of the event, you are now the person with all the answers and in charge of creating engagement, excitement and each attendee's personal concierge.

#### Tips for success

Create a document with bit.ly links (so you can track clicks) of resources to share with participants like ppts, articles, books, products from your organization that fit in with the conversation, handouts, and more. Be sure to have handy links for your organization's next event or anything else you hope to promote.

Have a show flow set up so that the moderator knows everything about each session they will be handling. If there is Q & A, they will need a mic onsite; if there are polls, those need to be run by the moderator, etc. A moderator who knows exactly what is coming next can prep the audience and keep them engaged. For example, they can tell the audience at the beginning of the session what will happen throughout, so that the audience is ready for q & a, polling or group work.



Make sure your moderator arrives to each session 30 minutes before it starts. They can reconnect with the presenter and make sure nothing has changed. They can also check in with the camera and AV operator and get them ready for anything special so that it shows flawlessly on screen.

### **Typical questions from the audience**

If you are acting as a moderator for the session, where you have an open chat alongside the session, you may notice you will receive a number of questions throughout the event. Be prepared to respond to these and others:

- Q: I can't hear anything? A: check your speaker volume/Make sure you aren't muted
- Q: Will I receive CEUs for this? A: Yes/No, here is how you will get them.
- Q: Are there handouts for this? A. Yes/no – access them here.
- Q: Can I have a copy of the ppt? A. Yes/no – access them here.
- Q: Wait, I missed that last point – what did the speaker say? A. Always be prepared to answer this.
- Q: will this session be available after today to view? A. Yes. It is available here for \$X.
- And so many more...