



Revenue Generation Opportunities for Hybrid/Digital Events

If one of your objectives is to generate revenue to offset costs or create another revenue source, consider these opportunities.

Event Sponsor

Much like a face-to-face event sponsor, a Hybrid event sponsor is tied to the entire event. In exchange for monetary support, you can offer to include:

- A “thank you” in each promotion, including event registrations
- Their logo on the session screen
- A video that automatically plays when someone enters the environment
- A video that you include with your pre-slides for each session
- An interview with a representative about what they want to share out with the audience
- A promotional offer in the “thank you/Evaluation” email post-event

Content Sponsor

Some events have the opportunity to include additional content for the remote audience. In exchange for monetary support you can work with a sponsor to include topical education or other content that your audience would find valuable and that your sponsor felt would achieve their objectives. For example: A mobile provider might want to get in front of your audience as a subject matter expert about mobile so they can be top of mind when your audience chooses a vendor.

Captured Content

Many organizations work on creating content for a year that they then only have live during the event. Why not record the content and sell it after the event to attendees and others interested in your content within the industry? Many organizations have found that they have a low consumption rate when the content is free vs. when they charge for it. If this is an opportunity you'd like to include, make sure you plan this from the beginning as this may change some of your AV and equipment.

Rebroadcasts

Much like captured content, this is an excellent opportunity to reuse the content you already have. Plan in advance to create a simulive event – an event that has a beginning and end time, where the audience attends sessions that have been pre-recorded. You can create engagement points around it to create a new experience for different audiences or different time zones based on the topics you choose. You can monetize this through event sponsorship or registration fees.

Registration Fees

Based on your organizations objectives, charging for access to the hybrid event might be the right path. The 2014 DEI Benchmark study revealed that organizations that charge a registration fee for their hybrid event generally charge X% of the face-to-face event registration.



Demonstrations

Your audience is called often by vendors who are interested in working with them. Why not offer a no hassle way for your attendees to learn more about different products? In exchange for monetary support, set up a one hour time slot where you show a 5-10 minute video demo followed by live q & a from the remote participants via a live camera interview onsite. You can collect leads for the vendor via the event/session evaluation. One easy opportunity to include this during a Hybrid would be during the face-to-face event's lunch since you won't want to stream that content unless you have a speaker.

Exhibitors

Face to face trade show participants might be interested in reaching your remote audience as well. In exchange for monetary support, invite a select number of exhibitors to include a product launch, or content from their booth, live to the remote audience.

Include as a part of the Face-to-face experience

If you have a large event where it might be difficult to see everything or if you want to ensure that no matter where your attendees are onsite, they can tune into content, include the live stream as an add-on expense to the face-to-face event. Attendees may prefer to catch a session from the lounge without the pressure of having to contribute.

You know your audience and industry best, so you know which mix will work for your event. Experiment a little, survey your attendees to find out what was successful and always ask for their preferred experience.