



What equipment do I need for a hybrid event?

This is not an exhaustive list and some enhancements may require more equipment, but if you are streaming one session from a F2F event, here is a list of equipment that is generally used. Make a note to ask your AV and streaming provider for what will best work for your particular event.

Camera

If your audience is more of a visual audience and you plan to extend your event for multiple days or hours, a camera is key to creating an experience vs. audio with slides.

When choosing how many and what kind, take into consideration the following:

1. Is this a panel discussion or will there be some kind of entertainment that will require close-up shots and medium shots (knees/waist up)? If you will need two or more angles, consider using multiple cameras.
2. Consider the display size of the live stream participants' devices and your display screens on site. If it is 4:3 or 16:9 or a combination of the two, you need a camera that will support all screen sizes.
3. If you would like HD quality video, ensure the stream equipment supports HD.
4. If the equipment being used onsite for IMAG can be used for the hybrid event as well, save the money.

Tip: Make sure your camera is stationary and is set high enough to avoid people walking into the shot when moving around the room.

Est. cost: A camera and labor for one day in one room without a panel is approximately \$2,500; if you have a panel, you're looking to double that to get some great visuals.

Microphones

When possible use wireless lavs as they appear better on camera and there is less chance of shifting the mic which creates ambient noise for the viewer. Also, having an audio operator watching who is speaking will help cut down on a mic accidentally being left on – which your hybrid audience will hear right away.

If you will have Q&A from the audience, you will need mic runners with wireless hand mic to capture each question. There is nothing more frustrating for a remote audience than knowing a question was asked, but only hearing the answer and not the question.

Est. cost: Depending on size of room and estimated size of audience of 250 people, est. \$1,200.

Includes one podium mic, one tabletop, and one handheld wireless mic with labor in most cities.



Streaming company's encoder

The streaming company will usually bring their own equipment that will hook into the feeds from the camera and the A/V company's content management software and then send out the signal in a player that is easy for the audience to view.

Est. cost: \$5,000 Show (\$1,500 per hour streamed).

Switcher

If you will have multiple camera angles that you will want to choose from, you will need a switcher and someone to choose the camera angle you want shown at the time. This can be your streaming company or your AV provider – it depends on their talent onsite. Plan ahead for this.

Est. cost: \$2,000 per day

Cables

Est. cost: usually no cost

Lighting & electrical

Est. cost: \$4,000 including: 3-trees and the labor for 4-lights to light a small stage.

PPT

Est. cost: \$0 if you create it yourself; \$2,500 for 20hr Development if the AV company brings in someone to help with the graphics look and feel.

Internet

A dedicated line is essential for your stream to have the best quality. This means no one from the conference – staff or attendees- can use this internet line for anything else. Depending on the number of your hybrid attendees, your streaming partner should be able to tell you what the amount of bandwidth needed. Typically for a remote audience of 1,000 a T13 MB line is the right formula.

Wireless should not be your first option – hard –wired should be Plan A.

Est. cost: Ranges from free (some buildings) to \$5,000

Capturing content

Capturing the content from all of your session rooms and selling it to an audience beyond the physical and hybrid attendees can help you to offset costs associated with your event. Your AV company or streaming partner will be able to offer complete details on this option.