

Hybrid Futures

How Peer Learning Can Bridge the
Virtual/In-Person Audience Gap

 **braindate**™

A creation of

eigo



Agenda

- What challenges are event professionals facing right now?
- How to bridge the virtual/in-person audience gap?
- How to successfully design a hybrid experience?



[Discover the story of PCMA x Braindate Collaboration: A Case Study of Virtual Community and Connections](#)



Networking and learning as key challenges for event organizers

**Let's create unified experiences for meaningful
connections and knowledge exchange,
no matter where they are.**



Why connecting people

Main reasons to attend : **meet new people &
learn new things**

- Creating opportunities for new encounters and learnings
- Increase sense of belonging and engagement by moving from passive to active mode
- Allow your participants to feel less alone



Why Peer Learning is the Future of Networking?

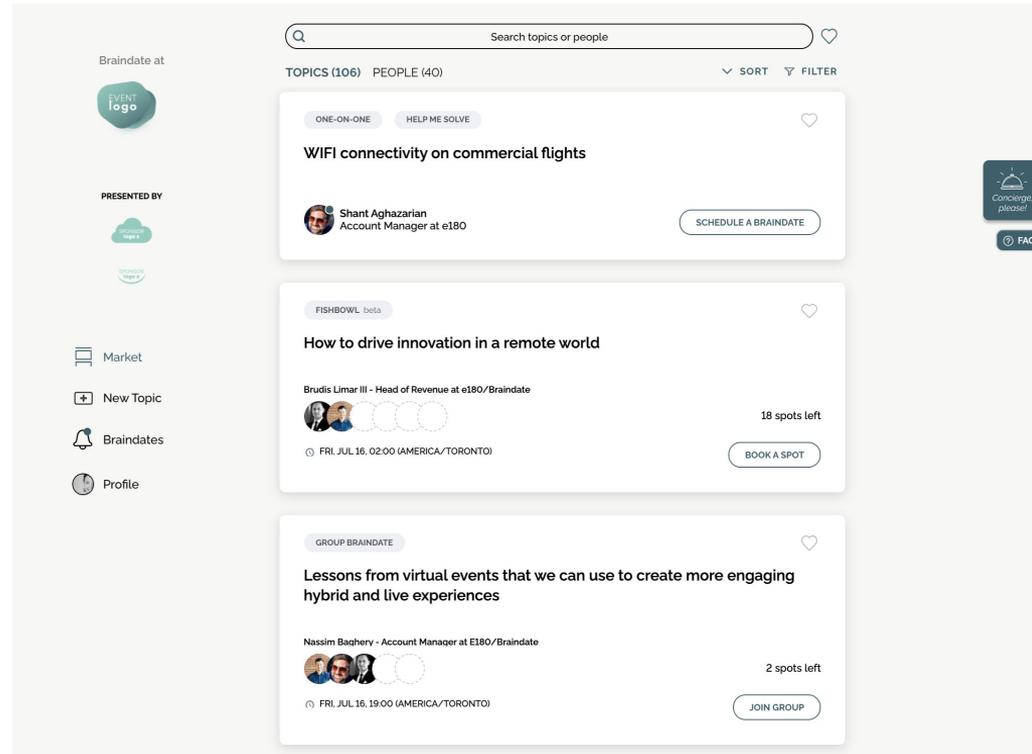


- Boost engagement with crowdsourced content and active participation
- Revamp traditional networking by allowing your people to connect on mutual interests rather than job titles. The more precise, the better
- Empower your participants for a tailor-made experience
- Go beyond connecting people by helping them to build relationships and learn from each other

Be accountable for the quality of the conversations people have!

How Braindate Goes Beyond Connecting People

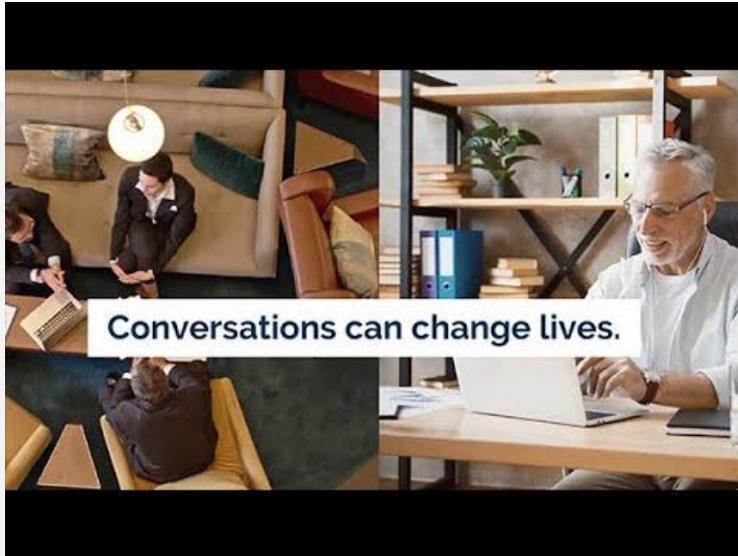
A braindate is a knowledge sharing conversation that participants can have one-on-one or in a group, on a topic of their choice. It takes place at live, virtual, and hybrid events.



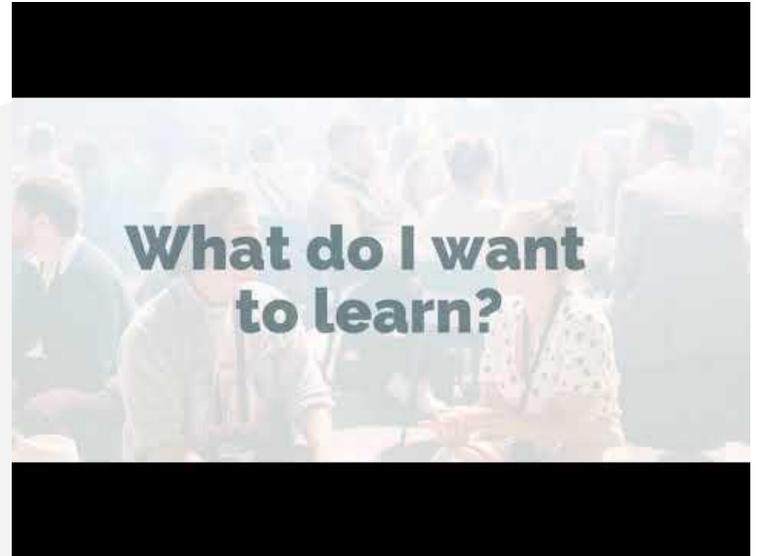
The screenshot displays the Braindate platform interface. At the top, there is a search bar with the text "Search topics or people" and a heart icon. Below the search bar, the navigation menu includes "Braindate at" with an "EVENT logo", "PRESENTED BY" with "Microsoft" and "Microsoft Teams" logos, and a sidebar with "Market", "New Topic", "Braindates", and "Profile". The main content area shows a list of events under the heading "TOPICS (106) PEOPLE (40)". The first event is "WIFI connectivity on commercial flights" presented by Shant Aghazarian, with a "SCHEDULE A BRAINDATE" button. The second event is "How to drive innovation in a remote world" presented by Brudis Limar III, with "18 spots left" and a "BOOK A SPOT" button. The third event is "Lessons from virtual events that we can use to create more engaging hybrid and live experiences" presented by Nassim Baohery, with "2 spots left" and a "JOIN GROUP" button. On the right side, there are buttons for "Concierge please!" and "FAQ".

Reinventing the way people meet and learn

What's a braindate?

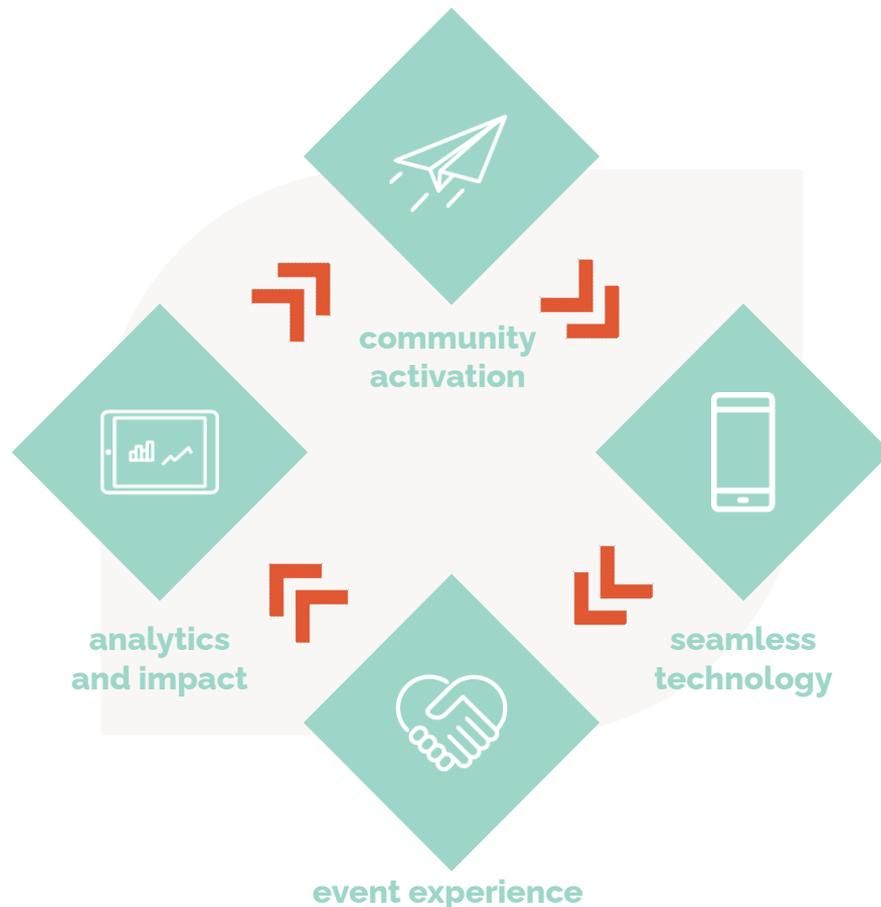


How to use braindate?



the 4 pillars of a successful peer learning experience

It takes more than the technology



hybrid

Our collaborative approach to create an unforgettable participant experience



How to Approach Hybrid?

DEFINITION:
Separated, Blended or
Unified experience

- Action your learnings from virtual events.
- Adopt a human-centered approach.
- Think hybrid strategy rather than just hybrid events.
- Nurture your community all year long.



Hybrid strategy



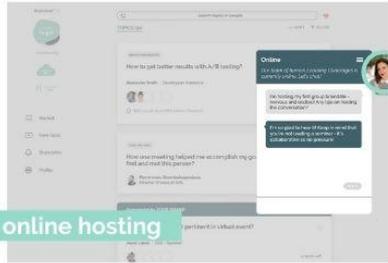
Design Hybrid

- Define your participants' persona and build specific activities for each segments
- Provide your participants with tools to prepare in advance
- Empower your participants to direct their own learning
- Engage emotions over sensations
- Plan for safe spaces and dynamic where participants can relax

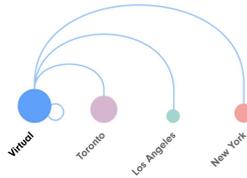
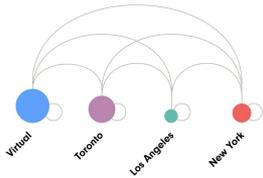
The screenshot displays the Braindate™ organizer space interface, which is divided into three main sections:

- Event Schedule:** This section allows for managing event details. It features a list of events with columns for NAME, TIME ZONE, and a status icon. Three events are visible:
 - Virtual:** TIME ZONE: Americas/Los Angeles (-7:00)
 - In-Person:** TIME ZONE: Americas/New York (-4:00)
 - Palladium:** TIME ZONE: Asia/New York (-4:00)
- Braindate Lounge Settings:** This section provides instructions on how the lounge works and includes a 3D isometric illustration of a virtual lounge environment with various activity stations. Below the illustration, there are settings for 'Location 1', including fields for BRAINDATE LOUNGE NAME, EN (Braindate Lounge (default)), and FX (Braindate Lounge (default)).
- Participant Behaviour:** This analytics section provides insights into participant engagement and behavior. It includes:
 - Engagement comparison:** A horizontal bar chart comparing Virtual and In-Person participants across four metrics: Participants logged in, Participants browsing, Topics created, and Hours of learning. The x-axis ranges from 0 to 330.
 - Connections made:** A toggle switch and a diagram showing connections between Virtual and In-Person participants.
 - Braindating styles:** Two donut charts showing the distribution of participants by style. The Virtual chart shows 450 total participants, with a breakdown into Citizens, Explorers, and Performers. The In-Person chart shows 230 total participants with the same breakdown.

Braindate Hybrid Unified Experience



HYBRID EVENT: CROSS-POLLINATIONS
(% of connections made)



- Unique value for each audience and multi-location management.
- Central place of knowledge with cross pollination:
 - Onsite and virtual participants can book each other for 1:1 discussions that take place via video chat.
 - Onsite participants can book each other for 1:1 and group conversations that take place onsite.
 - Virtual participants can book each other for 1:1 and group conversations that take place via video chat.
- Engagement strategies and user journey recommendations focusing on creating onsite connections

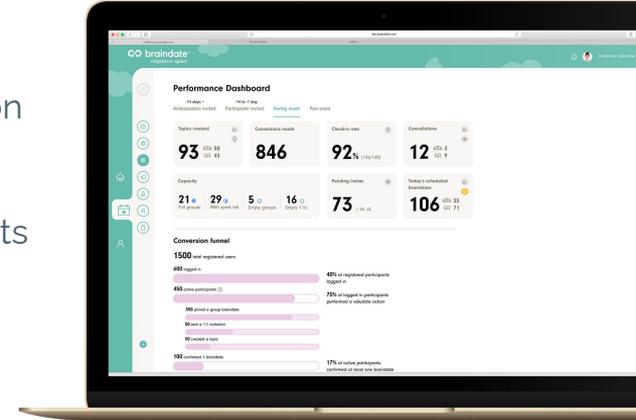
[Learn more here](#)

Hybrid Opportunities

- New revenue stream
- Inclusivity and diversity
- Intelligent sponsor activation
- Data collection and participants behavior insights

Challenges

- Tech capabilities and integration
- Business models and monetization
- Changing trends
- Security measures



We are entering a new exciting time.

**Let's be creative and innovative by building the
next generation of events.**





Free Braindate Discovery call with our team of peer-learning experts

[▶ Book here](#)

Upcoming this fall >

Try Braindate yourself at the next **PCMA x Braindate** event



Brudis Limar III

Head of Sales and Marketing

brudis@e-180.com

by **e180**

