Key Questions to Ask Before You Plan Your Hybrid Event

When you start planning, there are some key questions to ask. These will inform the scale and scope of your virtual and live event elements, the scale of your budget and staffing needs and the overall architecture of your hybrid event:

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Attendees

How many attendees do I expect to host?

How many can or want to attend live?

How many can or want to attend virtually?

How many will want to engage with the event later?

Speakers

How many speakers do I expect to have?

How many can attend in-person?

How many can attend virtually?

Timing/Schedule

How long will my event be? Minutes, days, hours?

Staffing

What additional staffing needs will I have for the virtual aspects of my event?

Live Chat   Tech Support   Live Streaming   Attendee Assistance

Rehearsals with Speakers   Social Media   Other:

Does my team have the ability to help attendees troubleshoot?

Equipment

What extra equipment do I need in order to make this a successful event?

Cameras   Microphones   Lavalier Microphones   Tripods

Hard-Lined Internet Connection   Other:

Graphic Design

What type of design do I need?

Video Intro/Outros   Lower-Third Graphics   Other:

Attendee Return

Do I want my attendees to come back later, such as in the case of multi-day events or if they want to revisit content weeks later?

Can I host content myself later? Do my members expect to be able to find this content in a member portal later?

Pre-Recording

What portion of my content will be pre-recorded? Some, all or none?

Live Stream

Will part or all of my event be live-streamed?

Do I have the appropriate Internet capabilities to make this seamless?

Does my audience have the appropriate tech savvy to be able to engage with it?

Engagement

What kind of engagement opportunities will I need to offer my attendees?

Live Chat   Polls   Up-/down-voting Questions   Emojis   Hand-Raising   Pop-Up
CTAs   User Profiles   Calendar Syncing   Attendance Monitoring for CEUs   Other:

Engagement

What kind of engagement opportunities will I need to offer my sponsors?

Leave a Business Card   Embed a Video   Embed Live Video   Analytics
UTM Tracking   Profile Pages   Zoom "Office Hours"   Other:

Who Stops By Their Page?

Technology

Do I want or need my platform to handle registration?

Does it integrate with my current tech stack?

Do I want or need a virtual platform to handle email invitations?

Do I want or need to host video after the event?

Do I need to provide a delivery space for static content, like PDFs, eBooks and other handouts?

Do I want to offer offline networking?

Do I need to support cross-location networking, such as setting up Zoom calls between someone on-site and someone off-site?

Do I need a virtual exhibit hall?

Should it be interactive?

What kind of data do I want to get back from the platform?

Who Attends What   UTM Tracking   Who Replies to What Polls

Email Opens/Click-Thrus   How Long People View   What Content They're Interested In

How Many Meetings They Set   Other:

About Sidecar

At Sidecar, we create the professional development tools a leader needs to grow their career and their purpose-driven membership organization. From interactive workshops to step-by-step courses, being a part of our community drives innovation and empowers you to be a change-maker wherever your career takes you. Learn more at SidecarGlobal.com!