

# Hybrid Event Do's & Don'ts

What do you know about planning a hybrid event? Combining an in-person and a digital component may be overwhelming. Our team has put together a list of Do's and Don'ts for hybrid events. Learn from our experts and their real world experience.

## DO'S

Have a run of show document



Train your staff on how the technology works

Dedicate a showrunner



Prioritize having a dedicated emcee for the event

Conduct tech checks and leave time to troubleshoot



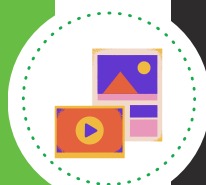
Provide both in-person & virtual sponsorship

Include your virtual audience as much as you can



Offer ways for in-person & virtual attendees to connect

Consider offering your content on-demand for a limited time



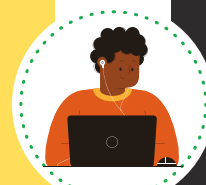
Make sure surveys go out immediately after the event

Plan ahead to repurpose your virtual content

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## DON'TS

Don't put on a hybrid event unless it aligns with your overall goals



Don't try to run your hybrid event alone

Don't undervalue your content



Don't assume everyone knows how hybrid events work

Don't forget to capture & share virtual attendee data in real time



Don't expect everything to go perfectly, and remember to have fun