

VIRTUAL AND HYBRID EVENTS

“It has always seemed to me the real art in this business is not so much moving information or guidance or policy five or 10,000 miles...the real art is to move it the last three feet in face to face conversation.” - Edward R. Murrow.

Current times not only impact the world, but will continue to have a very lasting effect on many aspects of life including the economy, the way we travel and how we manage and/or attend events post-pandemic. Whilst we experience an age that is both unprecedented and unknown, we have had to renew focuses on the importance of technology and the opportunities it has provided us with.

Leading technology and its unstoppable process has eliminated the need for physical encounters, fostering the alternatives - virtual and hybrid events. Here we explain just how both processes work, the differences between them and how we can offer these services to you.

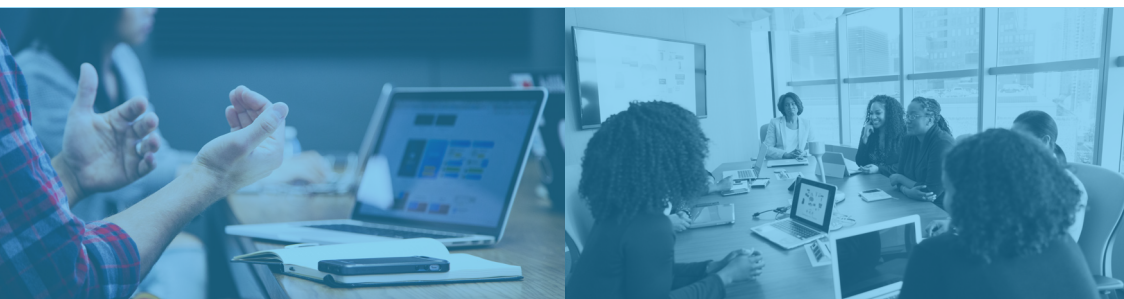
Virtual Events: The Future is Here

Whilst events will continue to be one of the most effective forms of communication for businesses, the current climate of social distancing stands in the way. The adoption of virtual and hybrid events combats this. Whilst the former is developed in a virtual online platform, the latter combines the virtual world with the physical world, integrating elements of each one to reach a medium.

Virtual events provide an online platform in which those with an interest in attending can do so by connecting in a virtual environment. This boasts endless possibilities; webinars, webcasts, online conferences and team building activities to name a few. You can connect and engage live with hundreds of people across the world simultaneously right from your mobile device on your desk.

Whilst large gatherings are not currently permitted, that doesn't mean you can't engage with large groups of people. In fact, you can still make the most of the people you can get into a room in a face-to-face event; creating a virtual event in one of our studios and broadcasting it online can ensure high rate of engagement with no restrictions.

Companies can adopt a range of styles to adapt to the event itself. Whilst a webcaster style will allow event hosts to present and interact with their content, a set-up such as one that mimics a talk show allows for more informal, conversational event. This need for a suitable space is still necessary despite its digital connection.



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Furthermore, this eliminates delegate travel, reducing costs in travel and accommodation and the intangible cost of your delegates time.

Even with emphasis on brand representation and professional production, the event itself is likely to be cheaper on a cost per head basis, hence there's a profitability benefit.

Interacting with hundreds of participants simultaneously positions technology as a consideration for events; the connection with movement and voice and the interpretation of realism makes for a very effective way to communicate.

Whether it's a fully managed conference, a virtual training activity or a team building exercise, a platform delivery has huge potential for success.

Hybrid Events: A Union of Virtual and Physical

Hybrid events are effectively a compromise of physical and online experiences, achieved simply by inviting a small portion to join the event in person and bringing in a larger proportion to participate virtually, thus combing the benefits of VR tools and elements whilst keeping travel expenses, other relevant costs and physical encounters to a minimum.

Allowing attendees to participate from wherever they sit in the world, either in-person or online, offers everyone flexibility and convenience whilst allowing you to achieve a broader reach and impact, regardless of geographical limitations.

Both virtual and hybrid events extend various benefits, including flexibility, cost efficiency, networking and potential to receive long-term ROI. But its effectiveness in the current climate and abiding to the social distancing rules without limiting the live experience of an immersive situation allows both event types to thrive.

To find out more about how we can offer these services to you, explore our event packages page.

