How to Design a Shared Experience in a Hybrid World.

1. **Pre-Event: Build Anticipation**
   - Build excitement by announcing speakers and special experiences.
   - Create sneak peeks around your event to build buzz and community.
   - Offer flexible registration packages tailored to attendee needs.
   - Utilize audience insights to guide attendee engagement.

2. **Live Event: Surprise & Delight**
   - Stream keynotes, general sessions, and breakouts.
   - Produce highlight videos from sessions that didn’t stream.
   - Produce social polls and short questions in registration.
   - Schedule networking opportunities for your attendees to connect.
   - Collect attendee feedback and try improving your experience in real-time.

3. **Post Event: Fuel Community**
   - Create multi-sensory brand experiences and use next-level entertainment that inspires.
   - Leave a lasting impression with your attendees.
   - Capture attendee perspective and get their feedback on the event.
   - Leave branded “event packs” that can go on a self-guided user journey.
   - Engage attendees by featuring content they might or may utilize a digital strategy once in-person fully returns.

Learn more about the Notified Event Cloud at: www.notified.com