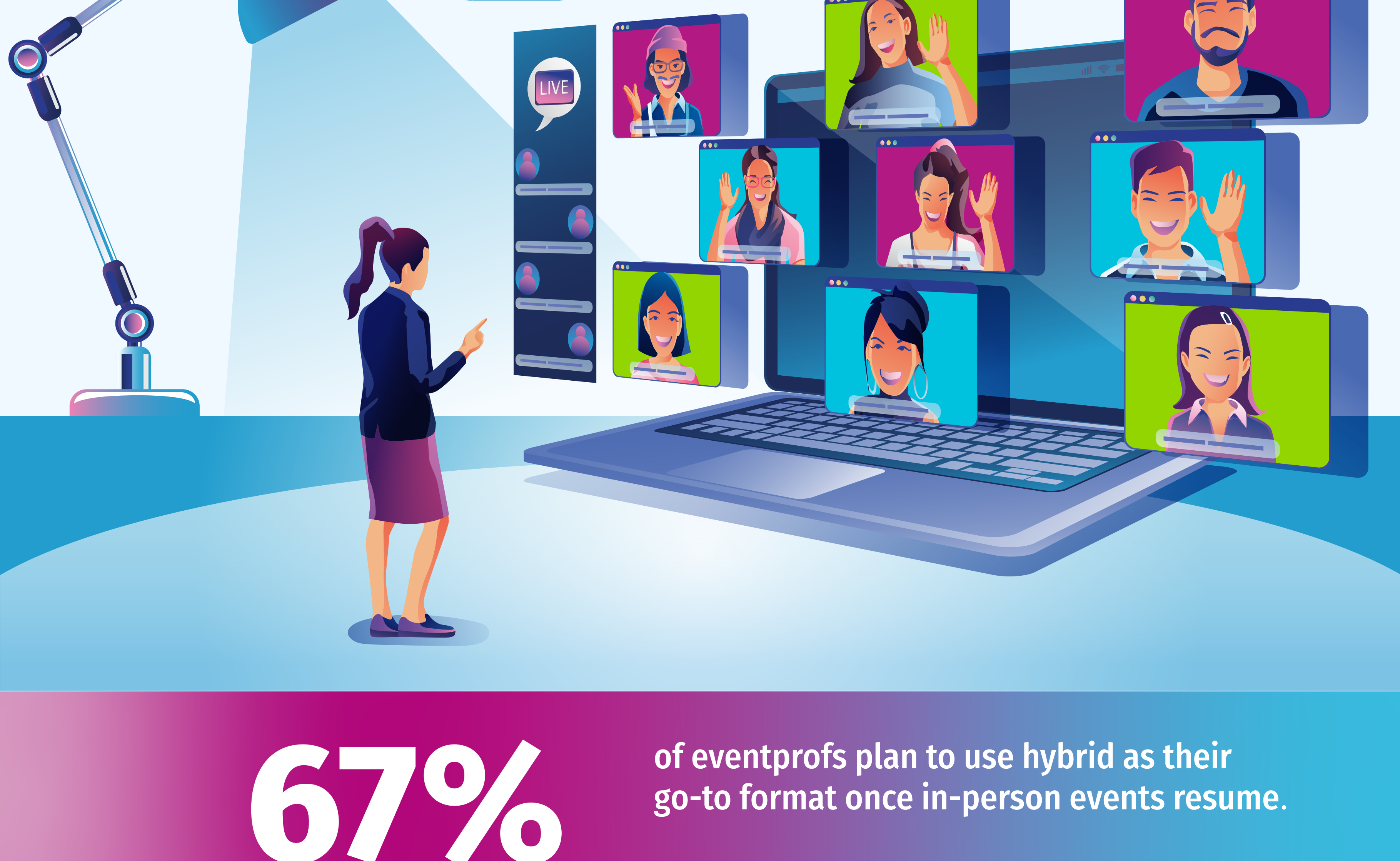


How to Design a Shared Experience in a Hybrid World.

Build your brand, delight your audience and fuel community engagement.

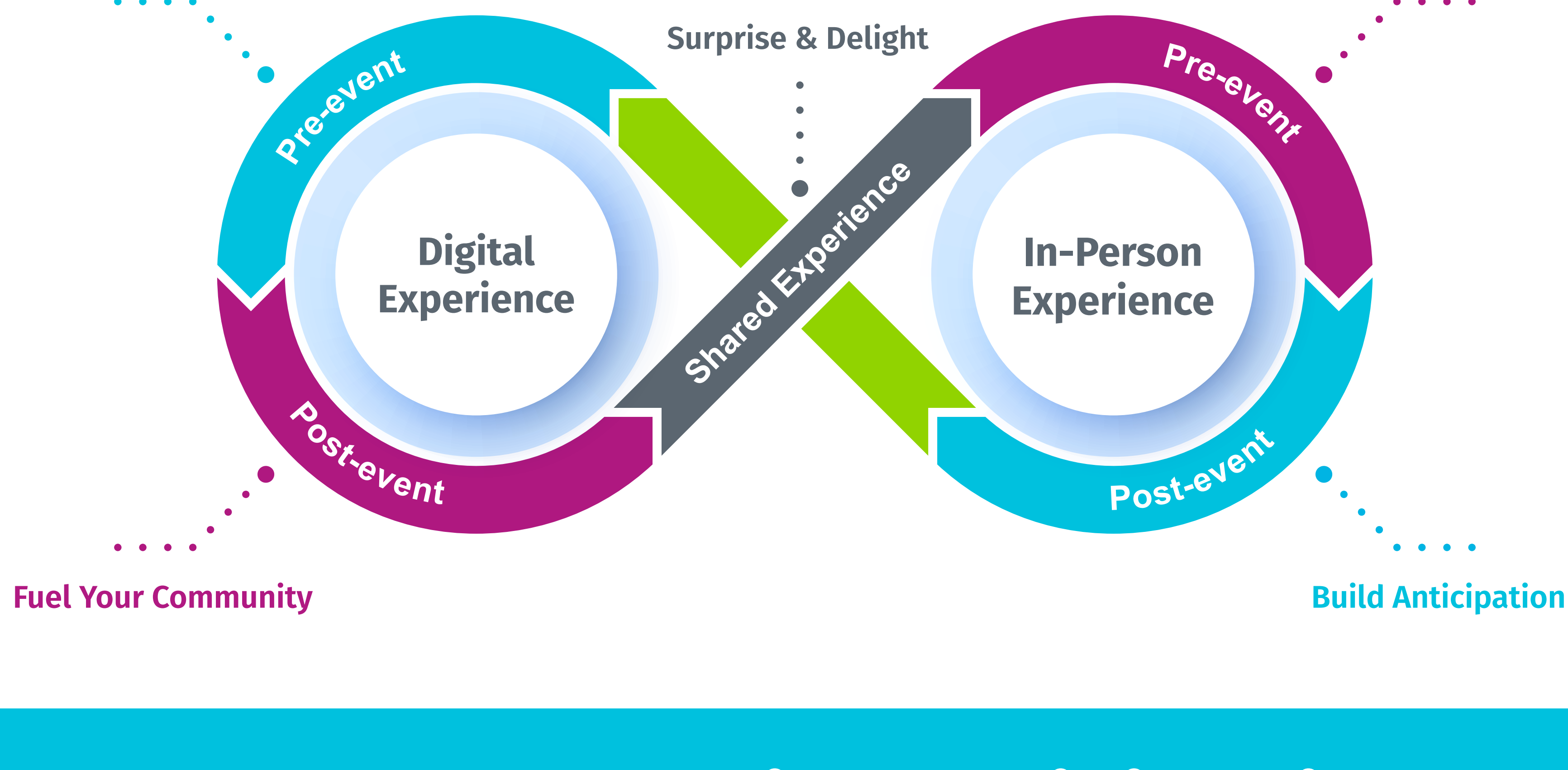


67%

of eventprofs plan to use hybrid as their go-to format once in-person events resume.

EV-NT
A Skill BRAND

Hybrid Event Life Cycle



Pre-Event: Build Anticipation

DIGITAL

Agenda Reveals

Create a cadence of speaker announcements and event highlights to build buzz and community around your event.
(i.e. weekly sneak peeks)

Promote Registration

Offer flexible registration packages that cater to all attendee types and incentivize the early birds with deep discounts and special experiences.
(i.e. virtual only, hybrid, in-person packages)

Teasers & Talks

Have speakers record or stream small nuggets of info about themselves or their session.
(i.e. intros or cliff hangers)

IN-PERSON

Speaker Meet & Greets

Invite your audience to an exclusive meet & greet where they can bump elbows and have photo opps with high-profile speakers.
(i.e. exclusive experience for in-person only)

Scheduled Networking

Match attendees early with exhibitors that fit their target profile to better facilitate meaningful connections.
(i.e. ice breaker activities)

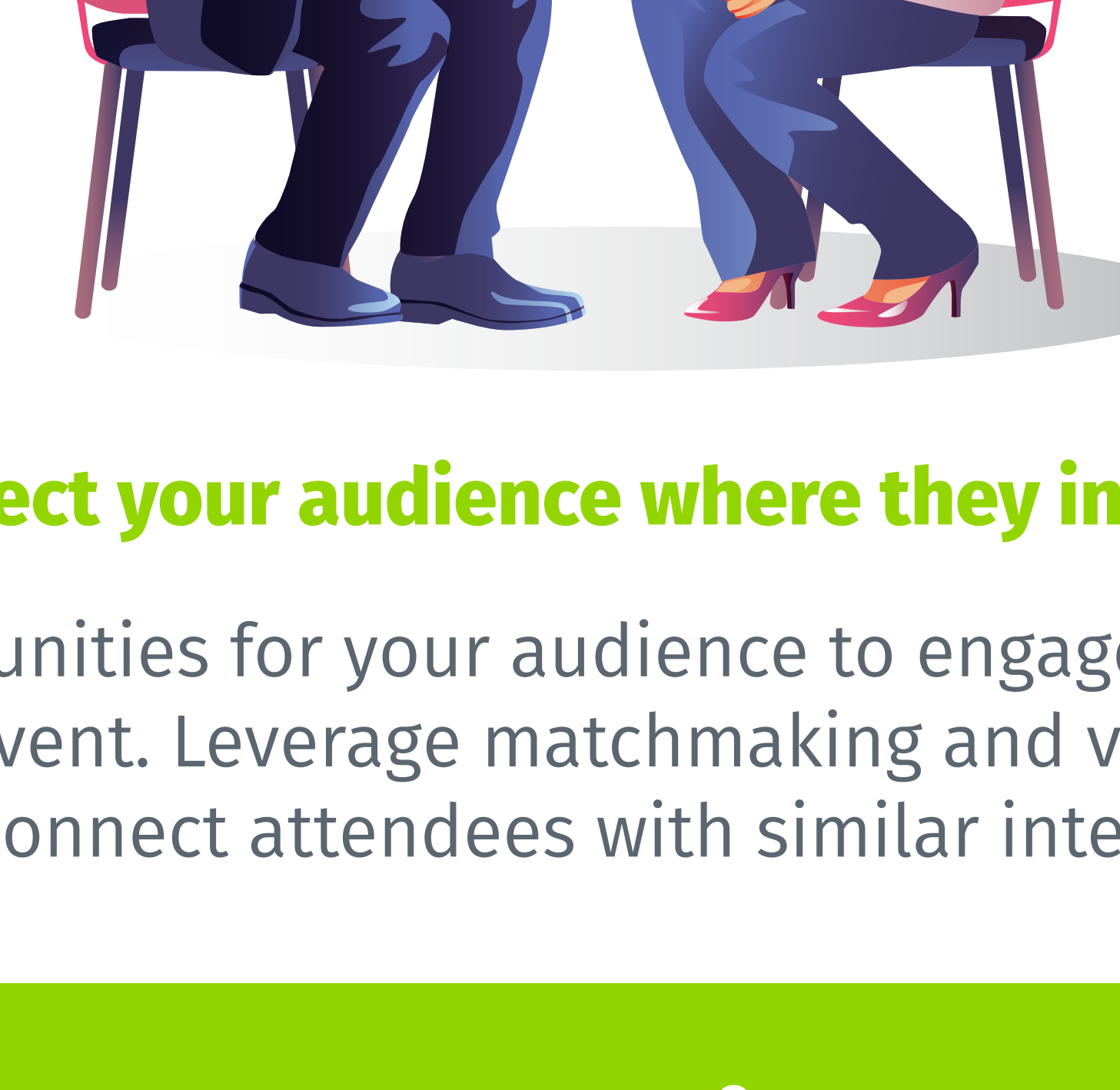
Surveys & Polls

Ask your audience what they want to see, do, hear, and experience.
(i.e. social polling and short questions in registration)

71%

of event organizers say that connecting the in-person and virtual audience is their biggest challenge.

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Connect your audience where they intersect.

Create opportunities for your audience to engage, before, during, and after the event. Leverage matchmaking and video chat features to connect attendees with similar interests.

Live Event: Surprise & Delight

DIGITAL

Personalization

Utilize audience insights to guide the attendee journey and optimize the experience to better engage attendees.
(i.e. tailored content recommendations)

Engagement

Encourage attendees to engage by featuring a virtual host, activating gamification tactics and sending out branded "event packs".
(i.e. games, 1:1 video chat, breakouts, branded swag)

Streamed Entertainment

Stream keynotes, and general sessions and create virtual only content that gives attendees a glimpse into the in-person experience.
(i.e. speaker interviews, session highlights)

IN-PERSON

Live Entertainment

Engage attendees with powerful story-telling and next-level entertainment that inspires.
(i.e. musical performances, comedy shows)

Brand Immersion

Create multi-sensory brand experiences and use innovative ways for your attendees to safely experience your brand.
(i.e. VR/AR, touch-less interaction)

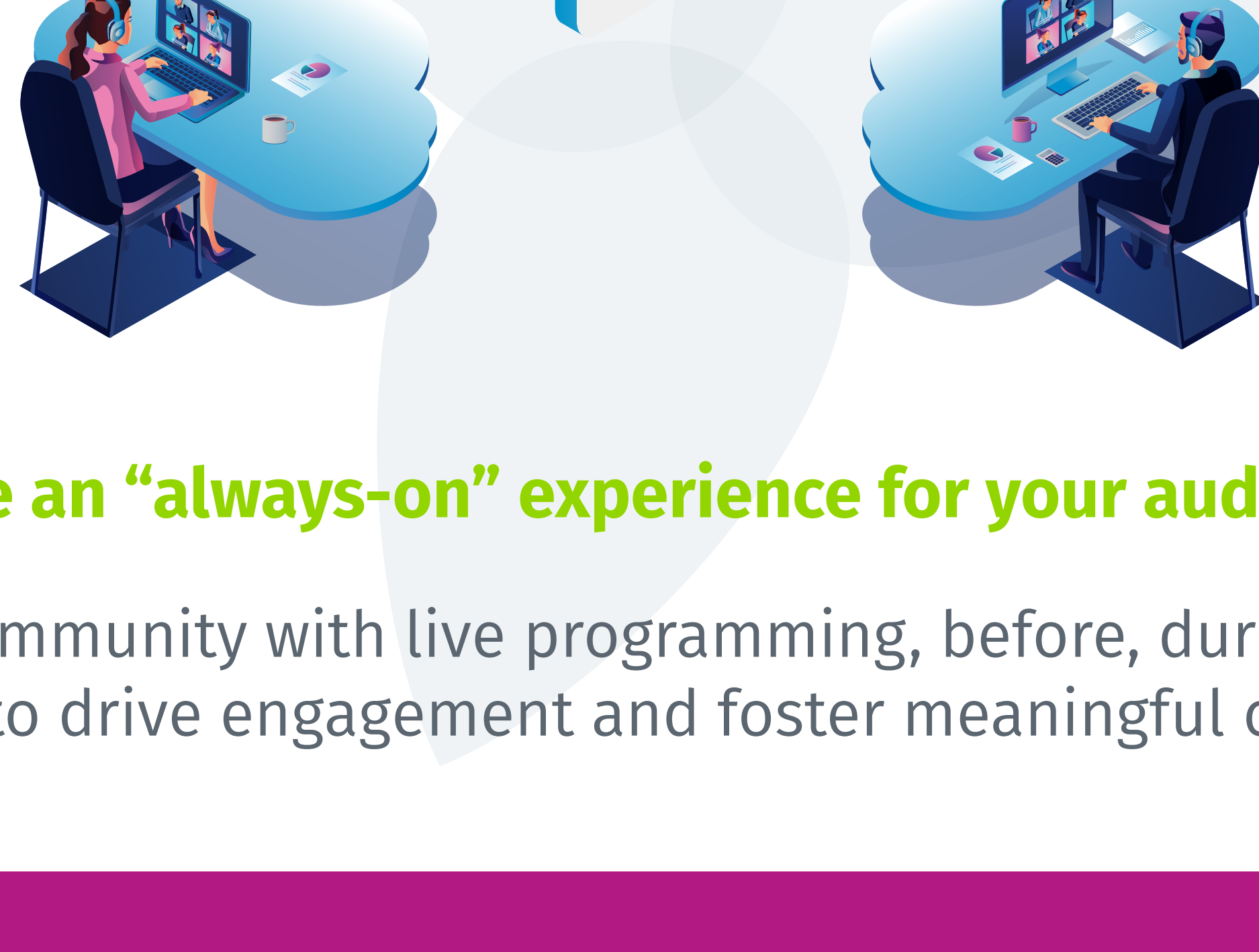
Giveaways

Leave a lasting impression with your attendees and think outside of the box for practical giveaways that end up in their home or on their desk.
(i.e. premium merch w/ tasteful branding)

66%

of event organizers state that live sessions contribute to higher audience engagement and overall event success.

markletic



Create an "always-on" experience for your audience.

Fuel your community with live programming, before, during, and after the event, to drive engagement and foster meaningful connections.

Post Event: Fuel Community

DIGITAL

On Demand Replay

Activate the on demand period immediately after the live event. Add fresh content to keep your community coming back for more! Ensure attendees can go on a self-guided user journey.
(i.e. record host videos, virtual tours)

Session Highlights

Produce highlight videos from sessions that you didn't stream, to push on demand attendance.
(i.e. highlight reels, recap blogs, post-event speaker interviews)

Micro-events

Program a follow-up series leveraging all the session data collected from the live event. Review Q&A logs for trending questions and potential topic ideas.
(i.e. webinar series, round tables, Q&A w/ speakers)

IN-PERSON

Attendee Interviews

Capture attendee perspective and get their feedback on the event. Look for ways to activate influencers and record testimonials.
(i.e. testimonials, case studies, identify influencers)

Scheduled Networking

Don't let the live event be the only opportunity for your attendees to connect. Schedule networking activities post event to keep the conversation going.
(i.e. sponsored speed networking)

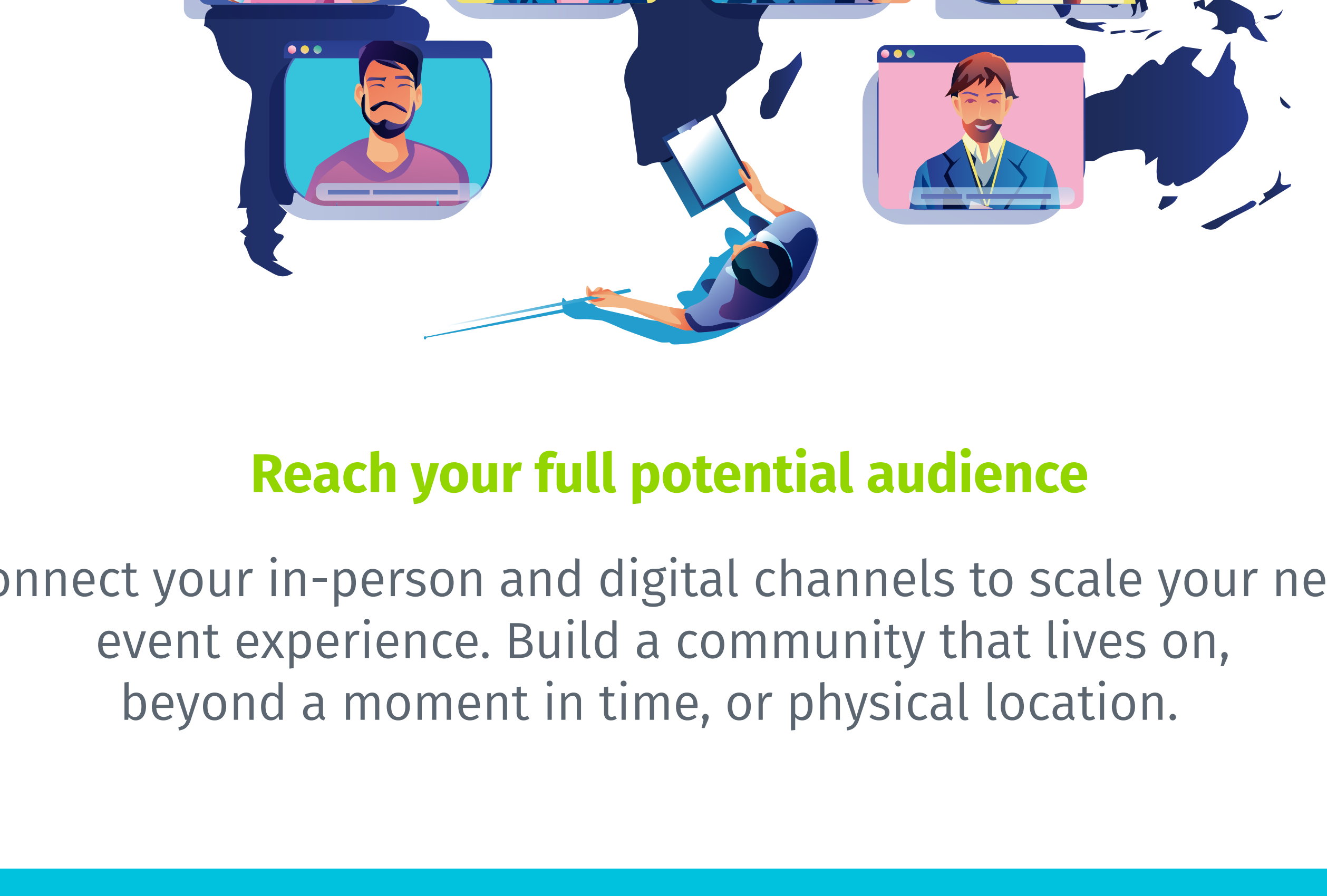
Surveys & Polls

Collect attendee feedback and try improving your experience in real-time. Publish positive results and reach out to attendees with negative feedback.
(i.e. event reviews, customer service moments)

90%

will or may utilize a digital strategy once in-person fully returns.

encore



Reach your full potential audience

Connect your in-person and digital channels to scale your next event experience. Build a community that lives on, beyond a moment in time, or physical location.

Learn more about the Notified Event Cloud at:

www.notified.com

