

# THE ULTIMATE HYBRID CONFERENCE CHECKLIST



2025 Edition  
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# HYBRID EVENTS ARE HERE TO STAY



Hybrid conferences and events have grown significantly in the last few years, taking center stage as an industry standard. As in-person gatherings returned, event organizers found that blending virtual and live elements offered them the unique ability to reach a broader, more diverse audience, expanding their reach and offering attendees the flexibility to consume event content as it best suits them.

However, planning a successful hybrid event presents some specific challenges that can make their execution more difficult than their in-person-only and virtual-only counterparts. So, how can event organizers deliver a great experience for both audiences?

That's why we created this guide! We've put together a comprehensive checklist to ensure your hybrid conferences hit the mark and help you meet your event programming goals!



## PLAN FOR DUAL AUDIENCES FROM THE START

As an organizer, you're tasked with creating two parallel but interconnected experiences. That alone can add layers of complications managing two distinct event spaces. To avoid logistical headaches and increase your odds of cohesion between the two audiences, incorporate these steps *first*.

- **Audience Profiles** - Define who your target audiences are, their expectations, and how they prefer to engage. Consider demographics, attendance preferences, and content needs for both types of participants.
- **Set Clear Objectives** - Your goals guide your event structure, content, and engagement strategies, so deciding on goals as you're starting with your plan is essential. Determine what you want to achieve for each audience segment, whether it's brand awareness, lead generation, education, or networking.
- **Synchronize Registration** - Your registration system should be flexible enough for you to create and customize distinct registration paths for each type of attendee, while also being flexible enough to allow for changes.

**TARGETS****GOALS****SYSTEMS**

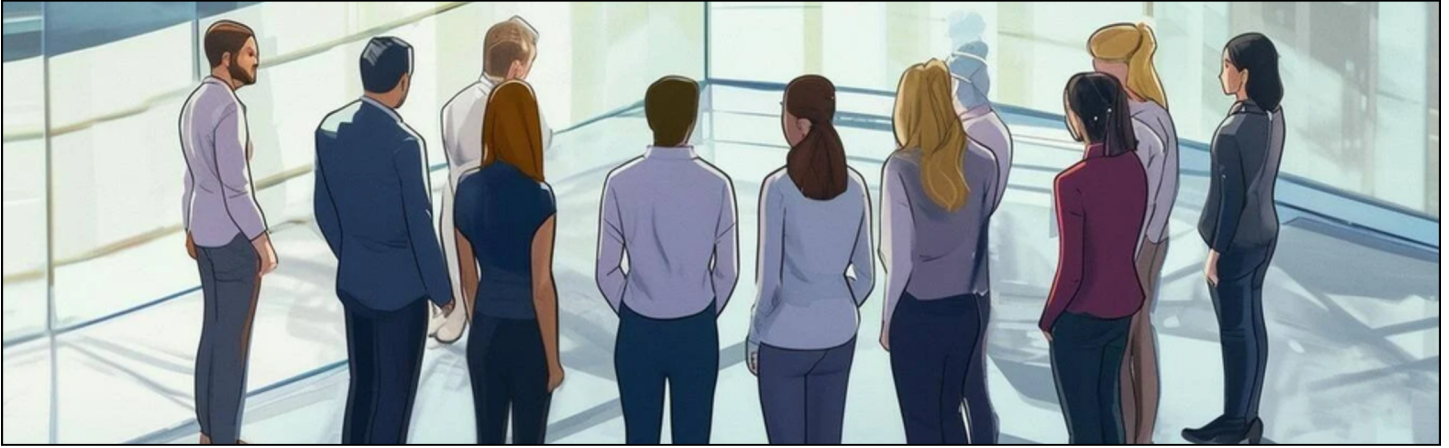
# THE CHECKLIST

## 1. MATCH YOUR TECHNOLOGY TO YOUR EVENT GOALS

Foundational to your success: choosing the right tech. Make sure your technology stack supports both seamless streaming and in-person audience engagement effectively. Look for:

- **Hybrid-Ready Platform** - Choose a platform that integrates features for both in-person and online attendees, such as real-time Q&A, chat, polling, and breakout rooms. It should also be robust enough to handle high traffic and maintain consistent functionality.
- **High-Quality Audio and Video** - Your investment in professional AV equipment to deliver HD streaming for remote attendees, as well as crystal-clear sound for on-site participants is worth the expense. Test lighting and camera angles and be sure presenters can be seen across both mediums.
- **Reliability and Scalability** - Your technology should be able to scale in accordance with attendee numbers. Find venues with robust network solutions that can handle streaming demands and avoid interruptions.
- **User-Friendly Interface** - Attendees should find it easy to switch between sessions, interact with content, and network. The platform's design should be intuitive to help keep their focus on the event experience.





## 2. ENSURE ADEQUATE STAFFING & CONSIDER OUTSOURCING

Staffing is one of the biggest investments you can make in your hybrid conference's success! It requires a coordinated team with defined roles for both the virtual and in-person components.

- **Staffing for Dual Engagement** - Assign specific teams for each audience. On-site staff duties should include managing logistics, crowd control, and tech support while your virtual staff monitors the online platform, moderates chat, and provide troubleshooting support for remote attendees. Remember: *Your on-site tech team also plays a vital role in supporting your virtual attendees.*
- **Training and Documentation** - Investment in training on your tech and engagement tools is an absolute must. Equip your staff with playbooks and troubleshooting guides to help you handle potential issues professionally and efficiently.

- **Role-Specific Moderators** - Skilled moderators for each audience will help keep your attendees engaged and bridge the two audiences. Your virtual moderator can interact with remote attendees, and your on-site moderator can facilitate live Q&A. Your moderators should work together and be in communication for a more seamless experience.
- **Rehearsals Are a Must** - Schedule multiple rehearsals - both technical and logistical walk-throughs - with your entire team. This will help you identify and solve potential problems before your event day. You'll want to include tests for how moderators and support staff will interact throughout the event, as well.
- **Consider Outsourcing** - Not enough hands on deck to access needed expertise internally? Explore outsourcing options. Hybrid and virtual event services providers can support you with training, technical know-how, professional event moderation, and much more.

## THE FOUR KEYS TO EVENT STAFFING SUCCESS

**1****Training**

Train your team members well.

**2****Documentation**

Maintain clear documentation for event best practices.

**3****Rehearsal**

Perform technical walk-throughs and rehearsals.

**4****Disaster Recovery**

Make plans for every eventuality.

### 3. CHOOSE THE RIGHT VENUE WITH HYBRID ESSENTIALS

Finding a venue with the capabilities to support both in-person and virtual components is crucial for a smooth hybrid experience.

- **Assess Technological Capabilities** - Check that the venue has high-speed internet, reliable Wi-Fi, and sufficient bandwidth for live-streaming needs. Confirm AV requirements, from cameras and lighting to audio, are compatible with your other tech.
- **Accessibility and Inclusivity** - Design the venue layout with accessibility in mind, offering options such as assistive listening devices, ADA-compliant entrances, and accessible seating. For virtual attendees, provide captioning, screen-reader friendly materials, and translated content if necessary. It's important to design accessibility for both!
- **Space for Networking and Engagement** - Create zones for networking that serve both in-person and virtual attendees. Include spaces such as virtual lounges or networking rooms for remote participants to join live discussions and participate fully.



## 4. DEVELOP CONTENT STRATEGY FOR MAXIMUM ENGAGEMENT

Hybrid events require a dynamic approach to content - it needs to resonate with *both* audiences. Make sure your content strategy maximizes engagement, reach, and interaction, and keep your virtual audience in mind to ensure they gain as much value from your content and speakers as your in-person attendees.

- **Interactive and Actionable Content** - Integrating polls, live Q&A, and breakout sessions goes a long way toward keeping both audiences engaged. Deliver content that encourages participation, such as collaborative workshops and panel discussions, allowing both remote and in-person attendees to submit questions and interact.
- **Personalize Content for Each Format** - Some content works better for in-person attendees, some better for virtual. Plan for some sessions that are tailored to specific settings, as well as combined sessions that bridge both seamlessly.
- **Storytelling and Visual Appeal** - Capture attention with narratives and stories that promote your event's primary messages. Include high-quality visuals, videos, and accessible slides to grab and keep attention.
- **Accessibility is a Must** - Prioritizing inclusivity is a key to expanding your audience and reach, and demonstrates your commitment to equitable experiences for everyone. Include closed captioning, descriptive slides, and make downloadable resources available ahead of your event, and include a question on your registration form for attendees to request specific accommodations.

## 5. A MARKETING AND PROMOTION PLAN TO DRIVE ATTENDANCE

A critical factor in a hybrid conference's success: a structured marketing and promotion plan. Clear, compelling communication should be the priority.

- **Attention-Grabbing Registration Page** - Build an eye-catching, accessible registration page that accommodates both online and in-person attendees. Include essential event info, such as speaker bios and session highlights to build good buzz.
- **Targeted Email Campaigns** - Segment your email lists to send personalized invites to your various target audiences. Be sure to follow up with reminders and event teasers to help keep your event top of mind.
- **Social Media and Influencer Partnerships** - Create preview teasers, speaker highlights, and event countdowns, and share across your social networks. Be sure to include relevant hashtags and tag your featured speakers! Engage influencers and industry experts to extend reach and encourage registration.
- **Analytics and Real-Time Adjustments** - Use source tracking/referral links to assess which channels are performing the best, then make adjustments as needed. Keep analyzing and refining your approach in the weeks/days leading up to the event.

### PARTNERSHIPS / CO-SPONSORS

Consider partnering with an aligned brand as a strategy for expanding reach and driving registrations. Your partner brand offers opportunities for new audiences, greater brand awareness, cross-promotions, and more!



## 6. POST-CONFERENCE ASSESSMENT AND ANALYSIS

Your work doesn't end, even after the event *does*. Analyzing data and gathering feedback is an essential step in measuring success and discovering what worked, what didn't work, and where you can implement improvements and changes for future events.

- **Send Tailored Follow-Ups** - Send segmented, post-event emails and include event highlights, links to session recordings, and additional resources. Be sure to adapt your follow-up to fit the audience - in-person or virtual - and base your approach on levels of engagement for each. Offer your online attendees additional opportunities to engage post-event to ensure their experience continues to be on par with their in-person counterparts.
- **Post-Event Surveys and Feedback** - For qualitative insights, leverage surveys and the data they provide for insights. Target your questions for each audience, assessing satisfaction, engagement, and where improvements could be made.
- **Analyze and Leverage Data** - Utilize your event platform's analytics and reporting tools to understand attendance, popular sessions versus less-popular sessions, and engagement metrics. This information is vital for turning the insights gathered into actionable steps for future hybrid events, empowering you to refine your approach to better meet audience needs and wants.





# THE CHECKLIST PART OF THE HYBRID CONFERENCE CHECKLIST!

## BEFORE YOU START...

- Plan for dual audiences right from the start.
- Decide what you want to achieve for each type of audience.
- Be certain your registration system can differentiate audiences and accommodate changes.

## #1

### MATCH YOUR TECHNOLOGY TO YOUR EVENT GOALS:

- Have a hybrid-ready platform in place.
- Invest in high-quality audio and video.
- Use tech that is both reliable and scalable, both online and in-person.
- Create a user-friendly interface and seamless audience integration.

## #2

### ASSEMBLE THE RIGHT TEAM AND TRAIN THEM THOROUGHLY

- Assign specific teams for each audience for their varied needs.
- Provide training and documentation for tech and engagement tools
- Assign role-specific moderators.
- Rehearse! Conduct both technical and logistical walk-throughs.

## #3

### CHOOSE THE RIGHT VENUE EQUIPPED WITH HYBRID ESSENTIALS

- Assess the tech capabilities at the proposed venue.
- Look into accessibility options - both in-person and virtual.
- Check into spaces for networking and engagement that serve both audiences.

## #4

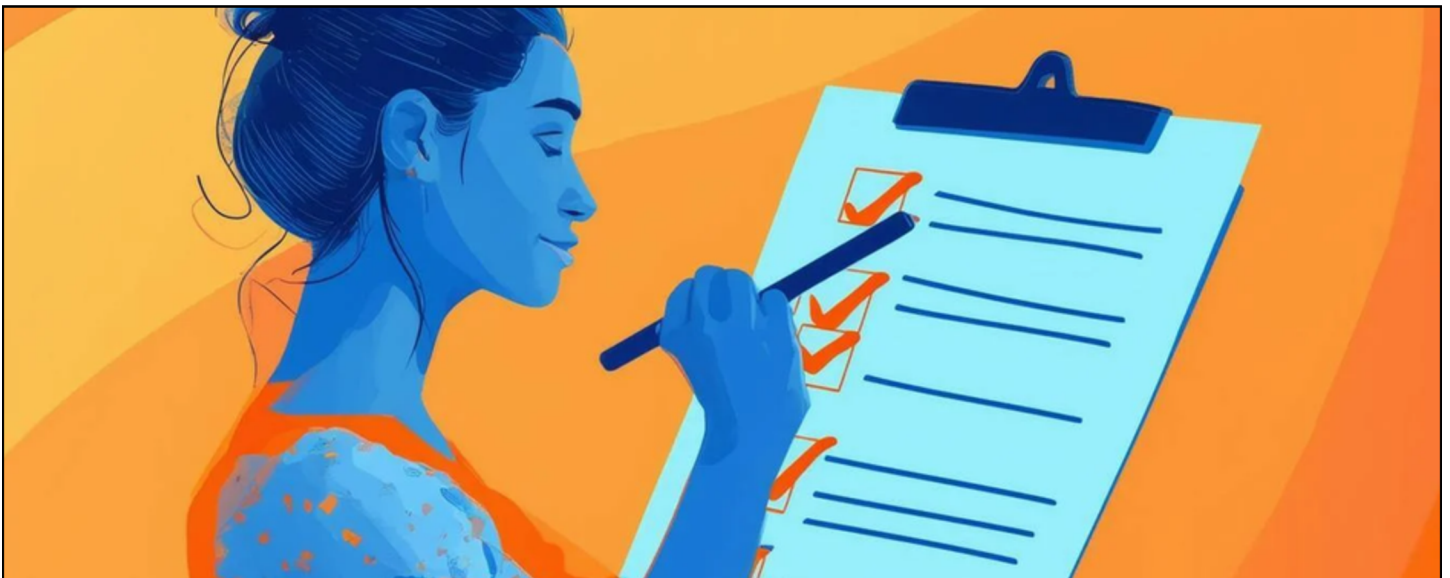
### CONTENT STRATEGY FOR MAXIMUM ENGAGEMENT

- Plan for interactive and actionable content.
- Personalize your content for different audiences by including virtual-only and in-person-only sessions in addition to mixed venue sessions
- Storytelling and visual appeal.
- Keep accessibility at the forefront of your content delivery by having accommodations ready in advance with closed captioning, descriptive slides, etc.

## #5

### MARKETING AND PROMOTION

- Create an eye-catching but uncomplicated registration page.
- Craft email campaigns that appeal to your targeted audiences.
- Leverage influencers and social media channels to help promote your event.



## HYBRID CONFERENCES REQUIRE TEAMWORK



Don't leave anything up to chance for your big hybrid conference - work with the pros at EventBuilder! *With 15 years* of experience in this space, we have the expertise to provide you with guidance, training, and technical support to seamlessly pull off your virtual or hybrid events and conferences.

[Get in touch](#) and let us show you what we can do!



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