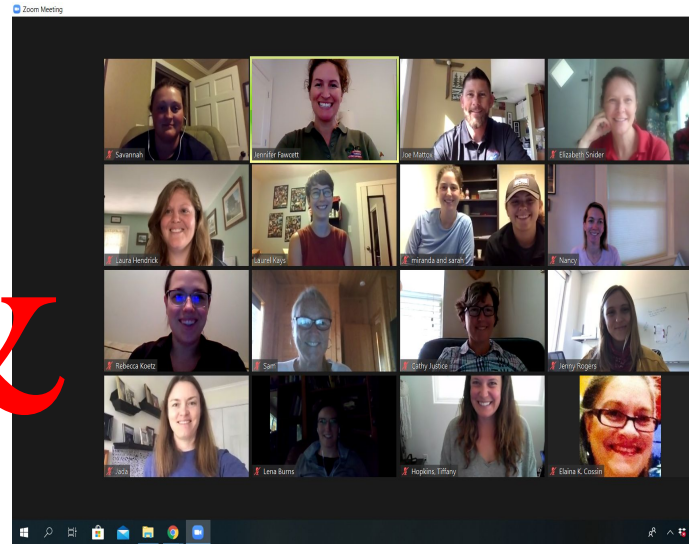
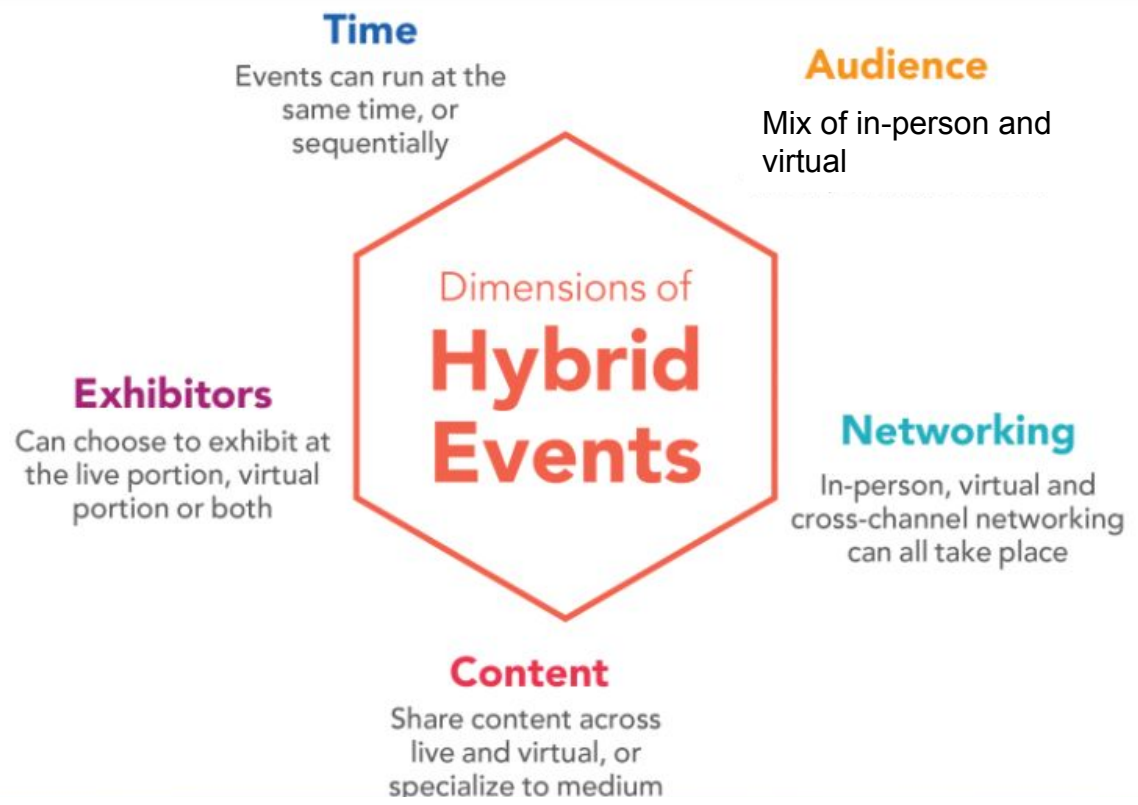


Hybrid Events

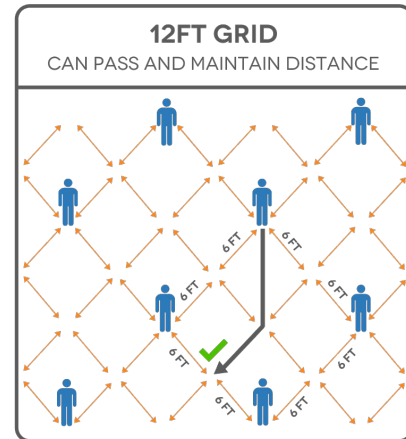
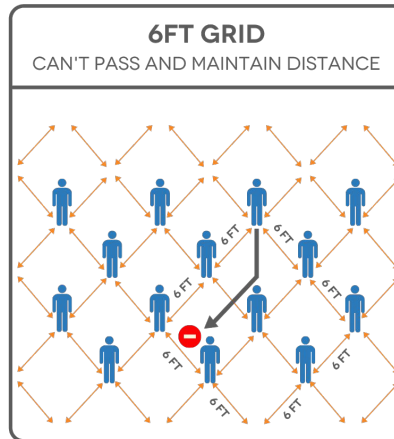


Jennifer Fawcett, Extension Associate,
NC State Extension Forestry



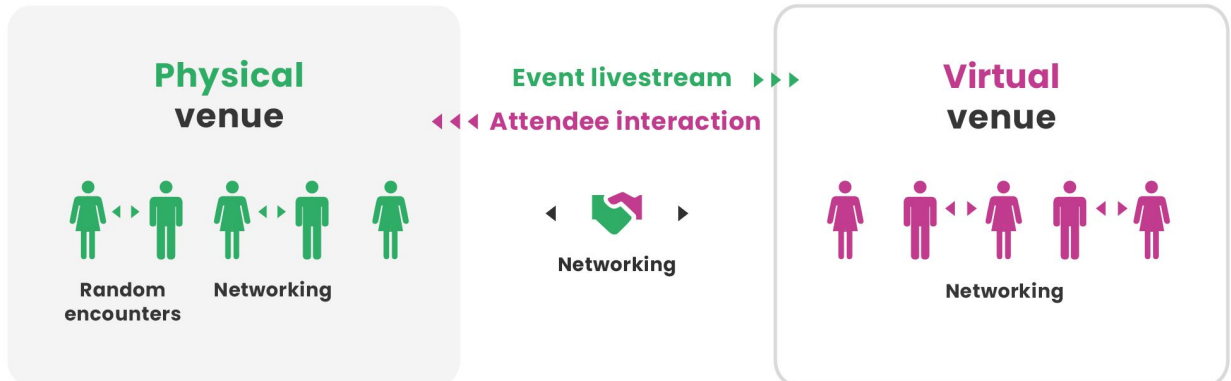
Steps for Creating a Hybrid Event

- Decide whether a hybrid event is right for you
- Define your goals
- Make a plan
- Spend extra time planning your content and its delivery
- Start marketing now
- Set up your tools
- Evaluate it's impact



Key Elements

- Marketing
- Registration
- Engaging content
- Interaction with your audience
- Networking
- Fun elements & games



Poll Question

What challenges have you faced or are concerned about in hosting hybrid programs?

- Knowledge of technology and equipment
- Cost
- Administrative / leadership support
- Staffing demands for hybrid delivery
- Technology issues
- Other
- None

Why Have a Hybrid Program?

Pros

- Increased Reach & Attendance
- Higher Engagement with your Audience
- More Powerful Sponsorship Opportunities
- Reduced Environmental Costs
- Reduced Travel Costs
- Feed your marketing pipeline for the year
- Improved return on investment
- Valuable data & metrics

Potential Cons

- Learning curve
- Costs for new tools and equipment
- Capacity
- Unstable internet
- Technology issues
- Tricky to merge the virtual & in-person components

What Will You Need

- Virtual event platform
- Networking tool
- Live stream tools
- Participant engagement tools
- Equipment



3 Ways to Present your content

Options

- Live stream/Pre-recorded content
- Webinar
- Webcast

Things You Can Track

- Views, average view length, device viewership, live/on-demand views, audience engagement
- Participation (% of invitees), views, engagement (questions raised)
- Participation, views, engagement

Definitions

- Virtual/Online – Can be used interchangeably when referring to training or learning that occurs on a computer or online
- Hybrid – A portion occurs virtually, and a portion occurs in person
- Asynchronous Learning - On-demand and self-paced learning and uses tools such as videos, documents, quizzes and discussion boards.
- Synchronous Learning - A group of students are engaging in learning simultaneously.
- Learning Management System (LMS) - A software application that contains a wide variety of tools for the administration, documentation, tracking and delivery of educational courses and training programs that are developed, delivered and taught all in one space

Thank You!

Jennifer Fawcett

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