

**MOVING TO HYBRID PROGRAMS:  
A Discussion with Natural Resource  
Professionals**

**September 23, 2021**

**Mikel Robinson (*pronouns she/her*)  
Executive Director  
International Association of  
Wildland Fire**



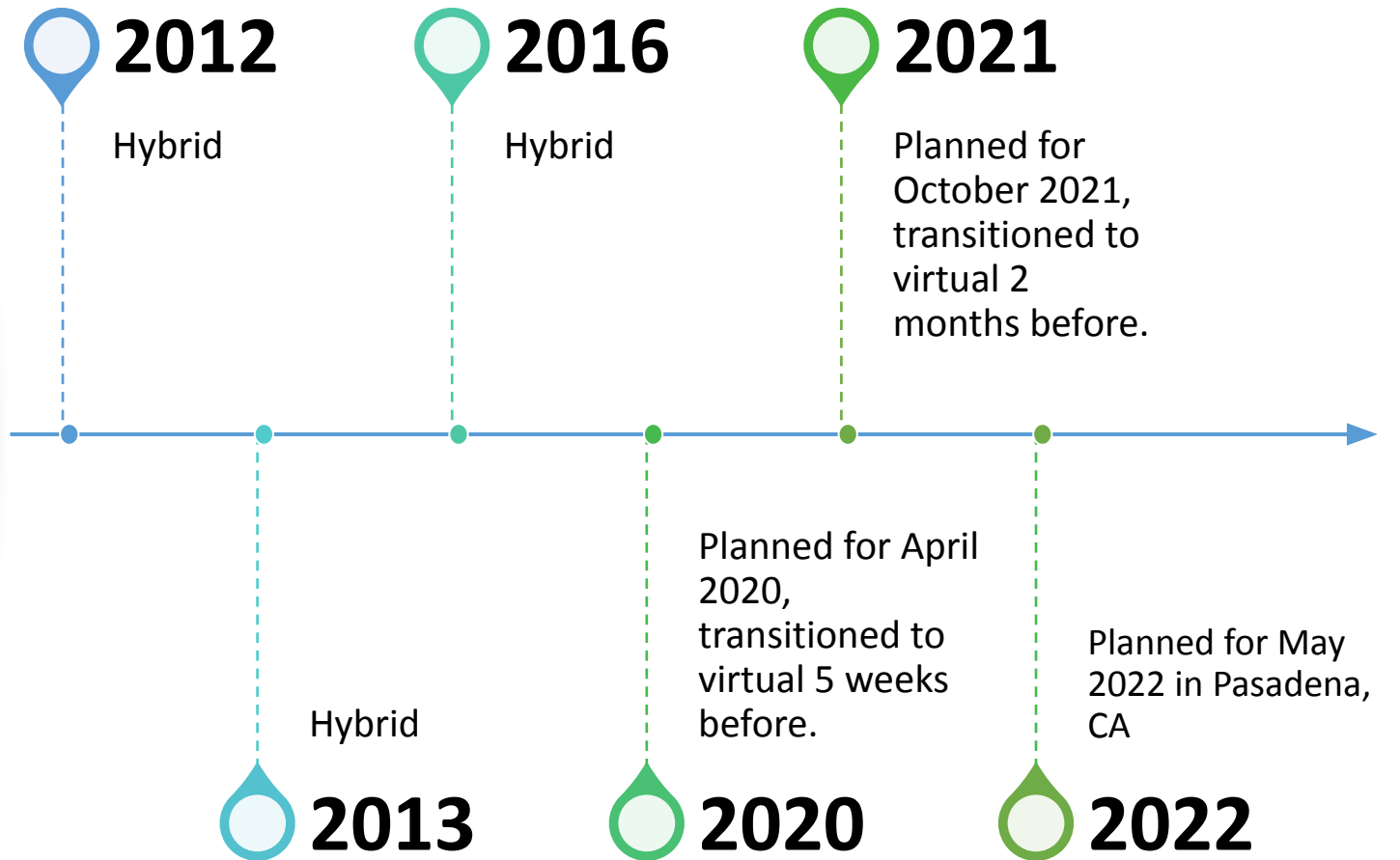
**International Association  
of Wildland Fire**

**Hybrid  
Conferenc  
es**

# IAWF Hybrid Conference s



International  
Association  
*of* Wildland Fire



# Attendance

At the first few hybrid conferences we did not have many people attend virtually.

We did not get a return on our investment in a traditional sense.

However, we did get a social return on our investment because we created value for our community.

Year	In Person	Virtual
2012	160	30
2013	150	50
2016	200	52
2020	0	450
2021	0	100+

# Technology and Cost

The cost of a hybrid event is generally higher than an in-person or virtual event.

- ✓ Virtual Platform
- ✓ Production Partner
- ✓ Streaming Solution
- ✓ Mobile app for onsite attendees
- ✓ Onsite Videographers, Cameras
- ✓ Extra audio-visual equipment
- ✓ Internet
- ✓ Extra staffing & volunteers (in-kind)

# Networkin

g In our earlier events all the networking was done through a chat only feature.

- Most platforms now have a video chat feature which is important to us.
- The mobile app for in person attendees to allow them to network with the remote audience.

# Trade

# Show

• You can have a successful trade show at a hybrid conference.

# Tips & Lessons Learned



Hire a production partner when possible.



Properly staff your event.



Negotiate internet needs with the venue early.



Allow time pre-event to prepare your remote speakers, including time for pre-recording.



Staying on schedule is important, especially for your remote audience.



Allow plenty of transition time between sessions.



Don't limit yourself with your keynote speakers and sessions ideas.



Give some thought to where you will house the recordings.



Take a deep breath and give yourself grace, technology does not always work perfectly, and that is OK!



# Thank you

---

Mikel Robinson  
Executive Director  
International Association of Wildland  
Fire  
Missoula, Montana  
406-625-7050  
[execdir@iawfonline.org](mailto:execdir@iawfonline.org)  
[www.iawfonline.org](http://www.iawfonline.org)  
(pronouns: she/her)