

HOSTING HYBRID EVENTS

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Start your planning by considering the following questions, focusing on your intended outcomes:

1. Why are we producing this event?

2. Who are our event participants?

3. What change do we hope this event will create within our organization and our community? How will we value and measure our success?

4. What specific things do we want participants in our event to be able to do to drive that change? (i.e. connect, donate, learn, etc.)

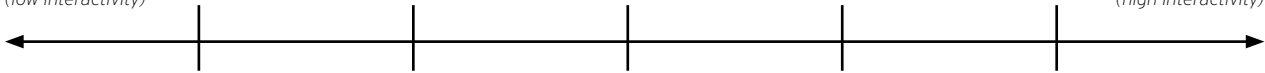
5. Where are we?

Think through where your specific event(s) fit on these scales:

Intended level of interactivity

Completely Presentational
(low interactivity)

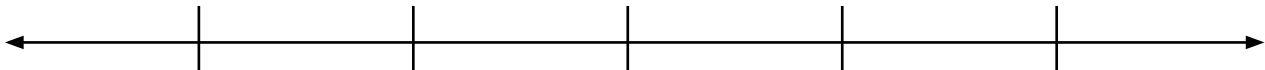
Very Peer to Peer
(high interactivity)



Technological skills of attendees

Keep it Simple

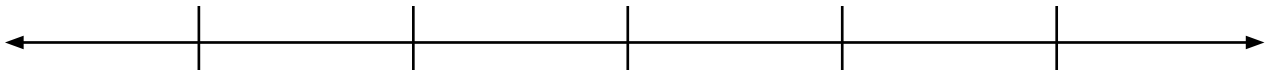
Tech Savvy



Number of locations (audience and presenters)

Single
(all participants & presenters are remote)

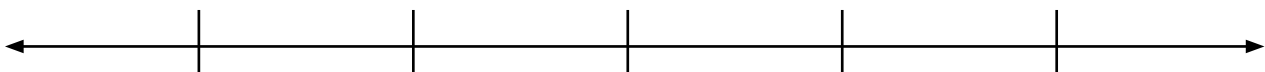
Multiple
(multiple presentational locations and/or multiple audience locations)



Balance between in-person and fully virtual

Mostly Together in one Location

Mostly Virtual/Remote



Let us know how we can help! Contact us at info@messagemakers.com