EVENTZILLA

The Ultimate Guide to Planning and Marketing Hybrid Events

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Introduction

Even before the COVID-19 pandemic in the early 2020 hit, the event world was changing. We were living much of our lives online via email, social media, Internet searches, and more. Tech companies were planning virtual events to launch products or engage audiences. It was only a matter of time before more events migrated online. The pandemic just made that migration necessary instead of optional. Even now as we look to the future and the possibility of meeting in person again, there will still be a permanent place for both virtual and hybrid events alongside in-person events. Now is the time to add the knowledge of planning and marketing a hybrid event to your event planner toolbox.

What is a Hybrid Event?

It may sound high-tech and scary but chances are, you've already hosted a hybrid event. A hybrid event is any event that incorporates both an in-person experience and a virtual experience. So, if you've live streamed a panel discussion at a conference or Skyped in a speaker simultaneously for an important meeting in multiple locations, you know exactly what a hybrid event is.

Types of Hybrid Events

But just to be crystal clear, let's break down the types of hybrid events. A hybrid event could be any or a combination of these online elements added to a traditional in-person event or meeting.

- Live audio or video streaming of speakers along with presentation material
- Online presentations or webinars
- Live audio or video streaming of a panel discussion
- Live audio or video commentary of a taped video or an interaction happening in-person at the event

- Live virtual expo area where online and in-person attendees can interact with vendors via chat function or live streaming

- Online chat or discussion forums during a presentation

- Integration of live attendee and presenter interactions on other social media tools such as Twitter, LinkedIn, and Facebook

- Integration of live attendee and presenter interactions on a dedicated event app

- Integration of recorded in-person event activities in a later virtual event

With technology innovations and updates happening every day, the sky's the limit for planners when thinking about incorporating virtual elements into an in-person event.

Examples of Hybrid Events

If you need some inspiration, here are some examples of actual hybrid events.

2012 Summer Olympics

The 2012 London Olympics was the first to live stream every scheduled sports event online and on mobile/tablet apps. But the planners took it one step further and offered opportunities for fans to engage with the athletes and each other via social media. For 2012, this was unprecedented. Visit: https://www.olympic.org/london-2012 for more details.

Nike Product Launches

Nike launches new products to their regional teams before they launch to the public regularly. While they used to host these launches at corporate headquarters, only a few employees could attend those events. So they would take the launch on the road, visiting as many offices as possible. But by the time the launch roadshow made its way around the world with their message, the excitement and magic were gone.

So Nike started hosting a small launch event in the Netherlands and streaming it live to all regional offices. The new products were shipped to each site before the event. Once the announcement was made, a leader in each location would reveal the new products to their teams. Now, regional employees shared in the excitement of the product launch and were able to touch and feel the products at the same time as the announcement. It was a win for everyone. Nike now hosts these launch events several times a year.

Webinar World

ON24 hosts an annual conference that is "two days filled with best practices and tactics for experiential marketing." ON24 is a San Francisco-based company that markets products and services using webcasting and virtual event and environment technology so they have been at the forefront of creating online event experiences. They have been hosting hybrid events for a few years and I'm sure will go back to doing so very soon. Visit https://www.on24.com/webinarworld/ for more details.

Why Should I Plan a Hybrid Event?

The big question is … why would we host hybrid events now? As the world opens up and people are allowed to go back to normal life, why would we continue to host virtual events when we know that in-person events are so effective? The answers are many.

First and foremost, a hybrid event offers you the opportunity to reach more potential attendees. While with an in-person event you are limited to people in a certain geographical region or with the ability and time to travel to your event location, with a hybrid event the world can literally be at your doorstep! In the same vein, a hybrid event will accommodate more people than a physical location would.

A hybrid event could also open up doors for new content and ways to deliver it. You may have access to different speakers located around the world or a new technology that engagingly showcases your content. New technology can also offer new ways for your attendees to engage at your event, not only with each other but also with your speakers, vendors, sponsors, and team. No more counting on the networking happy hour to make sure your attendees connect! They can engage right through your online platform or app.

Sponsors are also very interested in hybrid events because not only does a hybrid event increase their reach but it also gives them more opportunities to engage with attendees. A recent survey found that 72% of corporate sponsors are interested in participating in a hybrid event, as long as they can effectively reach both audiences. That extra reach can be powerful!

Of course, the bottom line is always important. Although you will need to make some investments in technology and tech services, you will also save travel and location budget dollars. And to make it even better, because you've expanded your potential attendee reach exponentially, your Return on Investment should be greatly improved.

Do Your Event Goals Align with the Format?

Even though we just outlined several reasons why hosting a hybrid event may be beneficial, it's always important to make sure that your audience, your event goals, and your event content align with the format. It may be super cool to try the new interactive meeting technology at your next event but if your attendees would rather see the tech in person, it's not worth the time and expense to plan an online experience. If your budget doesn't allow for new technology or new vendors, a hybrid event may not be in the cards. And, if the goal of your event is to show products that need to be touched, tasted, smelled or anything tactile, an online event element may fall flat with your attendees. Review your goals before going forward with any event planning, hybrid, or not.

The Challenges of a Hybrid Event

Most of the challenges of planning a hybrid event fall in the category of "doing something new". Change is hard for all of us. Sometimes it seems easier to do what has always been done. If any of these challenges feel overwhelming to you, find good partners to help you with your planning.

Using new technology can be a big challenge for traditional event planners. This is not something you should attempt to do on your own with just a laptop and an Internet connection. Most hybrid events will need a streaming partner, a virtual event platform, ticketing, and marketing websites like Eventzilla, high-speed Internet bandwidth, and a production crew. It's important to think through how you want your event experience to be for your online attendees. That will help you pinpoint exactly which services you need. Do your research regarding each of these services and choose vendors that fit your needs the best. If you need help, there are very good event production companies that can help you set up your event and find the vendors you need. We'll go into greater detail in a later section and there is a worksheet for you to use in the Appendix.

Also using tech for an event, new or otherwise, could create headaches for you and a poor experience for attendees during the event if something fails. Something as simple as a poor internet connection will hinder your online attendee experience. All of your vendors should offer tech support during the entire planning process and during the event itself to avoid this challenge.

New technology tends to be costly. A recent survey revealed that 17% of event planners are hesitant to host a hybrid event due to extra costs. A recent MPI publication noted that streaming services are one of the most expensive line items, ranging from 30 percent to 60 percent of an event budget, and platform vendors could cost between $5,000 and $25,000.You essentially have two audiences to engage during a hybrid event. Each experience will be different even if the content is the same.

To be even more successful, each event experience should be shared with the other. In other words, a good hybrid event will allow online and in-person attendees to interact with each other as well as engage with the content together. For example, if you are planning to host an in-person panel discussion that will also be live-streamed, make sure that online observers can see the presentation and ask questions through a chat function so that they can participate. For some hybrid events, this is a challenging but important balancing act. We'll talk about some ideas on how to address this challenge in a later section.

Your agenda schedule and content will be challenging to create. Offering engaging content in digestible segments will make each experience more fulfilling. No matter what tech tricks you have up your sleeve, it will be more difficult to keep online attendees engaged from behind a camera lens. Online audiences juggle all kinds of distractions that in-person audiences do not, especially those working from home. Make sure your content translates well over video. Use polls and chat functions to keep virtual attendees involved. And keep your sessions short with plenty of breaks in between. You could even offer a musical or video interlude or contest during breaks so that your virtual attendees are still engaged during the break but in a more informal way.

Hybrid events add a layer of complexity to an in-person event but we've shown that the benefits can outweigh the challenges in many cases.

What About Ticket Prices?

One challenge we have not discussed yet is a pricing strategy for a hybrid event. As we've said, you are essentially hosting two events with two similar but separate experiences. Your pricing strategy should reflect that.

For your in-person experience, the ticket price calculation is straightforward. The easiest way to set a price is to use the Profit Margin formula (Ticket Price based on Profit Margin = Break-even ticket price/(100 – profit margin %)).

We've written a blog post on this strategy if you'd like to read more.

For your online experience, it's more difficult to use that calculation because you are charging for access to content, instead of charging for the room, food, staff, etc. I would argue that content is the most important benefit of any event, in-person, or online. In your marketing, you should show that attendees are receiving something valuable when paying the ticket price. Of course, you still have expenses to cover when hosting a hybrid event so absolutely make sure your ticket price covers them. Consider your base price for any pricing strategy.

But how do you put a price on content? That might be hard to calculate. There are many schools of thought. A recent DEI Benchmark study revealed that 35% of organizations hosting a hybrid event charged between 35-50% of the in-person ticket price for the online event experience.

What's interesting about planning a hybrid event is that you can set up tiers of access to content both during the event and after. This offers you even more revenue streams to take advantage of after the event. Here is an example of a tiered ticket approach:

- Ticket price for full access to the in-person event
- Ticket price for full access to both the in-person event and all online content after the event
- Ticket price for full access to the online event
- Ticket price for some access (one day or half-day or number of presentations) to the online event and some content
- Ticket price to all or some content after the event is over (no access to actual event)

These prices are set as tiers to reflect the amount and type of content the attendee receives. This is a classic way for a planner to promote how beneficial the event will be for prospects and highlight the value of the content. Of course, you could also set up other pricing promotions such as Early Bird and group discounts.

These are also viable strategies for hybrid events. We would suggest that if you are planning a tiered pricing strategy for your hybrid event, only deploy other pricing promotions if you have to boost sales so that you don't confuse or upset your customers. Keep your pricing strategy message around the benefits the attendee will receive. Don't discount the value of your content. There is a ticket pricing worksheet in the Appendix to help you get started.

Hybrid Event Sponsorship Strategies

As we mentioned in the benefits section, hybrid events can be very attractive to certain sponsors looking to increase their reach either nationally or globally or want to promote their products both digitally and in person. Selling both in-person and virtual sponsorships is another very lucrative revenue stream for savvy hybrid event planners.

Just like your pricing plan, the online elements of your event open a whole new world of sponsorship package options. The sponsorship package is your "pitch" to potential supporters to convince them to invest in your event. It should feature not only a list of benefits the sponsor will enjoy but also strategies to make this proposed partnership successful. You can read more about how to write a sponsorship package on our blog.

The benefits to offer companies when soliciting for event sponsorships are varied. Just don't do the usual. Hybrid events are becoming more common and the competition for sponsors grows every day. Do not waste potential partners' time by offering a package that is unremarkable or even downright unacceptable. It's not as simple as throwing a sponsor's logo on your ticketing site.

Think through your event plan before crafting the package. How will you highlight the sponsor not only during the event but also before and after? Outline all of your proposed marketing plans including advertising and marketing campaigns, in-person branding opportunities during the event, promotion on all digital platforms and apps during the entire event cycle, public relations campaigns, and influencer campaigns.

We'll talk more about marketing in the next section.

Keep the prospect's goals and targeted audience in mind when developing your sponsorship pitch. What will drive the attendee to engage with this sponsor? How can you make your sponsors shine? Be creative yet authentic and leave room for negotiation with your prospect. Offer exclusivity whenever you can. Here are some examples of virtual benefits outside of the norm and might be interesting to a prospective sponsor:

- Naming the online portion of the event
- Setting aside a portion of the agenda for the sponsor CEO to highlight their product
- Takeover of a pre-event live stream session
- Sponsorship of your event app
- Takeover of your event social media accounts live from the in-person event
- Branded online waiting rooms and in-person quiet rooms
- Sponsored content in each attendees' online briefcase and in-person swag bag
- Sponsored content on post-event content site
- Ad placement on post-event content site
- Guest blog written by the CEO
- Attendee email list

The possibilities are truly endless. Dare to be different! Just remember that the package should always drive your event goals and your bottom line.

Hybrid Event Marketing Strategies

When marketing any event, it's important to first make a list of the unique elements of your event. The hybrid format is, of course, the most obvious differentiator but what else? Are you introducing a brand new product or service?

Are you presenting new research? Are you hosting a well-known speaker? Anything that makes your event stand out is a hook to be used to gain attention and drive awareness.

Also, think about your target audiences. What are their needs and expectations for your event? What content are they expecting? What do you want them to take away from your event? Where are they? Are the answers to these questions different for in-person attendees versus online attendees?

From these lists you've just written, create a compelling and memorable headline that will appeal to each target audience. Write something that is short, clear, and usable for many kinds of media. It may be one headline for each audience or separate headlines. Also, create a persuasive Call to Action (CTA). This CTA should be included in a copy of your marketing pieces. It will be critical to driving success for marketing campaigns. A good CTA should elicit an immediate response, perhaps "Click here for exclusive conference information" or "Register now to receive the early bird discount".

Now, think about the ticket promotions you have planned. What are your pricing tiers and who will they appeal to? Are you offering an early bird discount or a bulk rate? Will there be promotional contests or giveaways to drive interest? Will your sponsors pitch in to run their own promotional contests? Work out these details now so that you can communicate them clearly. Add these promotional plans to your list of unique attributes.

From the lists, create a list of messaging mandatories. This is a list of details that must always be included in your marketing efforts. It's the beginning of your communication strategy. Obviously, the messaging mandatories should include event details like date, time, and locations but don't forget to include those hooks" that set your event apart. Try not to have more than 6-10 messaging mandatories, listed in priority order. No matter what headline or focus you choose, your hybrid format message should always be included in every marketing piece.

Find graphic designers that can build visual mandatories that are flexible for many types of marketing. As with messaging, you'll want the visual look to be consistent across all tactics. Develop a color palette, event logo, and images that will represent the event positively and memorably.

Identify your targeted marketing channels. For hybrid events, there is a multitude of marketing channels to use including:

- Direct Mail
- Email
- Paid Media
- Earned Media
- Social Media
- Event ticketing site

Choose marketing channels that appeal to the target audience and where the event messaging and goals could be expressed clearly. A good mix of one or two tactics from each group is an effective marketing strategy. Choose the best channel for the types of visual creative you've built (video, audio, photos, or infographics). As always, the budget is an important consideration.

To reach the most people in varied locations, digital marketing, and social media are very cost-effective ways to promote your hybrid event. These channels are easy to use and very flexible.

Target the intended audience as specifically as possible via demographic targeting or retargeting. For the in-person aspect of your event, use geo-targeting and the same messaging. Make sure to include a very compelling CTA. It's often a good practice to supplement digital marketing with another touchpoint such as email or direct mail. The more times the event information is in front of a potential guest, the better chance they will pay attention and react. Your ticketing site is critical for marketing your hybrid event. Don't skimp on this step.

Find a good partner like Eventzilla that will work with you to build a branded site that is easy to navigate, pleasing to the eye, and comprehensive in their services.

Other Considerations When Planning a Hybrid Event

Legalities for In-Person Activities

There are still legal issues to consider when hosting an in-person event. Always review the CDC, state, and local health department guidelines for gatherings before making your plans. If gatherings are permitted, go ahead and make your event plans but be smart about your planning decisions.

COVID-19 is not going to go away any time soon. Neither will the need to find ways to mitigate your company risk should someone get sick at your event. Requiring all in-person attendees to sign a liability release and waiver is a good first step. This puts the assumption of risk on the attendee, not the planner. A liability waiver should not hold the host responsible should an attendee contract COVID during your event. Here is an example of an event liability waiver from the American Cancer Society. There is a lot of debate about if these waivers are enforceable in every jurisdiction but it doesn't hurt to have one for any in-person event right now.

However, these waivers will not stand up in court if you or your vendors do not practice CDC safety guidelines at your event. So, a good second step is to amend your vendor contracts to ensure compliance with social-distancing guidelines and mandates. These contracts should also not hold you responsible should you have to cancel your in-person event if there is a new outbreak of COVID.

In addition to contracts, check your insurance policies for event cancellation coverage. In some policies, infectious diseases are not covered as a reason for cancellation or if they are covered, the definition does not apply to COVID.

Safety Procedures for In-Person Activities

As with legal issues, always follow the CDC, state, and local health department guidelines for safety at your in-person events. Here is a helpful website that outlines each state's event recommendations.
To start planning, here are some very general guidelines for safety at any in-person event:

- Limit the number of attendees so that you can accomplish social distancing
- Require attendee, staff, vendor, and speaker temperatures took regularly at your event
- Have medical professionals onsite to monitor attendees, staff, vendors, and speakers
- Send anyone exhibiting flu-like symptoms home
- Require all attendees, vendors, staff, and speakers to wear masks
- Set up all event rooms following social distancing guidelines
- Offer handwashing and hand sanitizing stations throughout the event venue
- Establish vigorous cleaning and sanitizing protocols
- Post signs reminding attendees of healthy and safe guidelines
- Limit shared objects such as pens, clipboards, tablets, microphones, serving utensils
- Serve only packaged or individually plated food and drinks

The CDC does not recommend testing all attendees and staff before an event. It is not known if testing at event venues would provide any additional reduction of spread beyond what the above preventive measures accomplish. Above all, it's important to be transparent and clear with your attendees and staff regarding your safety measures and any infection risk that might occur during your event.

We've included a complete venue comparison and planning worksheet in the appendix to address not only these new pandemic issues but all of the other things you have to consider when [selecting a venue](#) for an in-person event.

Scheduling a Hybrid Event

While an in-person event can happen over the course of several hours in a day or a set of concurrent days, it may be difficult to manage that schedule with a hybrid event. What if your virtual participants are in Bali or Rome? They are in a time zone that does not comply with a keynote address at 8 am. ET. You may need to find creative ways to schedule the most important elements of your event so that most of your attendees can view it live. For those who don't, offer a second chance presentation or on-demand viewing.

Online attendees may also not be willing or able to devote an entire day to an event. Some event planners are addressing this by spreading out their typical in-person event from one full day to two mornings or more in order to accommodate virtual attendees. Of course, you can't forget your in-person attendees' needs. These same event planners are offering more in-person activities to fill the extended time or only offering the in-person portion of the event to local attendees who don't need to travel to a multi-day event.

Of course, since each event audience will have different event experience, you could just establish an independent timeline for each event. This could be complicated if you have speakers that need to present twice or vendors who need to be available over multiple weeks. A good compromise might be to establish two overlapping agendas that are beneficial to both audiences. The key is to be flexible and creative with your scheduling.

Planning Your Agenda

While scheduling the date of your hybrid event may seem complicated, creating the agenda can also be a challenge. The easiest way to start is to create your in-person event agenda. That is the least flexible of your schedule. Identify the in-person elements that can or must change. Now, layer in your virtual event elements. Which in-person activity will include a virtual activity? Where are the overlaps in content or presenters? Which elements are the most important? Which activities can move to a more convenient time for both audiences?

Try to keep each activity both in-person and online short and focused. Our attention spans are decreasing every minute we spend looking at screens. Scheduling shorter and very interactive sessions will grab your attendees' attention and keep them focused on your content. Keep your event content to the most interactive, attention-getting, and engaging materials. You can provide the rest through your in-demand content tickets. Use speakers and presenters who know how to engage and retain audience attention over video. Disperse entertaining interludes like music or funny videos between activities to give your online attendees a mental and physical break.

How Do I Keep Attendees Engaged?

Go back to your intended customer experience and the benefits they are expecting. How can you deliver that experience and content in an interactive way both digitally and in-person? You've probably got all kinds of ideas in your in-person event planning toolbox but virtual engagement is a whole other animal. You can't rely on the energy in the room or the tangible evidence of a hands-on demonstration to engage and impress.

Virtual engagement opportunities can be as simple as offering a live poll during a speaker presentation or scheduling a private Zoom session with VIP attendees and the CEO of your key sponsor. Schedule group discussion time between in-person and online attendees. Virtual vendor expo platforms offer sponsors the opportunity to interact with interested attendees online while attending your event in-person. Sponsored contests and games engage attendees with a fun activity and a prize at the end. New online engagement vendors and software are introduced every day. Look for opportunities that bring both audiences together for discussion, experimentation, demonstration, and gamification. The best audience engagements will offer each attendee a valuable takeaway, a piece of content, or a lucrative connection.

Tech Needs

There are several technical issues to consider for a hybrid event. Aside from your [event ticketing and marketing platform](#), you'll need a few new vendors. You'll need a vendor to host your virtual activities on a web-based platform and you'll need a vendor for live streaming. If you've chosen event activities that include engagement elements like live polling, contest registration, or gamification, you may need to find separate vendors for those. You may be able to find an event platform vendor that offers a package of engagement services that includes these types of activities.

No matter what online activities you choose, you will need a strong internet connection at the in-person event. Don't assume the venue will have the internet bandwidth that you need. Your online attendees will expect the same experience that in-person attendees receive and that will not happen if your feed is choppy or unusable. If your venue does not offer a strong enough connection, you'll need to hire an internet service provider for your event.

You will also need a production crew at your event location. This will include video and audio professionals who will ensure the quality of your presentation is of the highest quality. With competition at an all-time high, no event planner should think that one hand-held camera and a wireless mic is "good enough" any longer. Your video and audio need to be highly coordinated so that your online audience has the best experience. For example, an audio professional who watches the speakers and shuts microphones on and off will avoid excess noise and feedback during a panel discussion. Also, a high-quality video and sound crew will ensure that you have good video content to leverage after your event is over.

It's also a good idea to employ a host specifically for online viewers. This facilitator will engage with the audience during each session, collect questions for presenters, and generally make sure the online audience is having a great experience. Hire someone who engages with the public well and can hold an audience's attention even through a video lens.

Lastly, it's critical that your vendors provide onsite tech support during your event. Just as you would rely on your venue to solve room set-up issues, you need to rely on your tech vendors to solve technical issues. Whether the problem is connectivity issues or live poll app failures, someone onsite should know how to fix it. Even better, they should be knowledgeable enough to spot signs of a problem and fix it before it actually happens.
We've included a Tech Vendor Comparison Worksheet in the Appendix. It will help you find the best partners for your event.

Measuring Hybrid Event Success

The most common calculation for measuring the success of any event is Return on Investment. If your goals are bottom-line driven, meaning profit is the goal, this is the metric to use. And it's pretty simple. The calculation is:
Return on Investment = (Revenue-Expenses)/Expenses

Revenue includes not only ticket sales but sponsorship dollars, donations, or content, and merchandise sales. Expenses include every bill you have to pay to host the event both online and virtual including venue, equipment and food costs, speaker fees, swag, advertising, tech vendors, etc. The goal is to make the resulting number as large as possible. For example, if your ROI is 2 that means you doubled your investment and made a very nice profit. At this point, there is no good industry benchmark to measure against, especially for hybrid events. It's best to measure your event on your revenue needs and your own business goals.

Other than ROI, it's really up to you how you measure success. What were your goals for the event? Was it to grow product sales or collect leads? That's easily measured. Was it to launch a product? Again, measure your sales during the event. Was it to build awareness for a product or your company? That's a little harder to measure but not impossible. An exit survey of your attendees with some very pointed questions about what they knew before and after your event would help you measure success there.

The benefit of hosting a hybrid event is that you have exponentially more opportunities to collect data that can help you not only measure success but also provide you with feedback. Almost every digital touchpoint is a collectible data point. This includes:

- Web Page clicks
- Email open rates
- Social media page engagement
- Session attendance and engagement
- Engagement activities usage (live polling, message boards, apps)
- Content downloads
- Registration and usage by ticket type
- Survey answers

All of this data will tell you something about your event. Use this data to improve the planning and results of your next hybrid event.

Conclusion

Hybrid events are here to stay. The benefits of attracting new audiences and new sponsors through a virtual medium are just too lucrative to ignore. But hybrid events do not have to be difficult to plan. It comes down to having the right event goals and the best partners. We've included a comprehensive planning checklist, a budgeting worksheet, and more in the Appendix to guide you through planning your hybrid event.

Appendix

Planning Checklist for Hybrid Events

Category	Task	Deadline for Completion	Notes	Status
Goals	Define in-person event goals Define online event goals			
Audience	Define who your in-person guests are Define where your in-person guests are Define what your in-person guests expect from your event Define who your online guests are Define where your online guests are Define what your online guests expect from your event			
Budget	Define expense goals (see worksheet) Define revenue goals (see worksheet) Define ROI goals (see worksheet)			
Ticket Pricing	Set pricing strategies (see worksheet)			
Find Sponsors	Build tiered packages Research prospects Pitch prospects Confirm sponsors			

Category	Task	Deadline for Completion	Notes	Status
Event Planning & Scheduling	Choose event topic/content Choose in-person activities Choose online activities Choose speakers and presenters Plan guest interaction options Plan agenda			
Legalities	Check legal needs Check insurance policy			
Vendor Selection	Venue (see worksheet) Food and Beverage Rental Equipment/Furnishings Linens Florals/Decorations Staffing Production Crew Event Registration site (see checklist) Online Event Streaming Platform site (see checklist) Internet Connectivity Services (see checklist) Audience Engagement Vendor Other			

Category	Task	Deadline for Completion	Notes	Status
Marketing and Promotion	Write list of event benefits Write list of message mandatories Write list of headlines Plan marketing campaign Deploy marketing campaign Measure results			
Measuring Success	Calculate ROI Measure other goals Measure other goals			

Venue Planning Worksheet for Hybrid Event

Budget Worksheet for Hybrid Events

	Budget	Projected	
Revenue			
Ticket sales Sponsorship Exhibitor Fees Other			
Total Revenue Expenses	$0	$0	$0

	Budget	Projected	
Venue Rental			
Venue Fees (IT, A/V, security)			
Venue Staffing			
Permit Fees			
Insurance			
Other Venue Expenses			
Fixture Rental			
Furniture			
Staging			
Lighting			
A/V equipment			
Kitchen equipment			
Outdoor fixtures (tents, furniture, etc.)			
Security (stanchions, fencing, etc.)			
Other			
Linen			
Props			
Other			
Florals			
Food			
Beverage			
Staffing (other than venue staffing)			
Attendee Transportation			
Production Crew			

	Budget	Projected	
Event Management Platform			
Online Streaming Event Platform			
IT Connectivity Services			
Audience Engagement Vendor			
Printed materials			
Postage			
Advertising and Marketing			
Videographer/Photographer Fees			
Speaker Fees			
Event Supplies			
Giveaways			
Gratuities			
Clean Up/Tear Down Expenses			
Other Expenses			
Total Revenue Expenses	$0	$0	$0
Profit/loss calculation			
Total Revenue	$0	$0	$0
Total Expenses	$0	$0	$0
Return on Investment	$0	$0	$0

Ticket Pricing Worksheet

Ticket Type	Base Price (Expenses)	Plus Expected Profit Margin	Minus Tier Discount	Equals Price	Minus Additional Discount (Early bird, group, etc.)
Full Access for In-person Event Ticket Ticket price for Full Access to both the in-person event and all online content after the event Ticket price for Full Access to the online event Ticket price for Full Access to both the online event and all content after the event Ticket price for half day (or some other time period) to the online event Ticket price for half day (or some other time period) to the online event and some content Ticket price to all or some content after the event is over (no access to actual event)					

Event Tech Vendor Comparison Worksheet

Company Details	Vendor #1		Vendor #2	
Organization name Location Primary contact name Title				

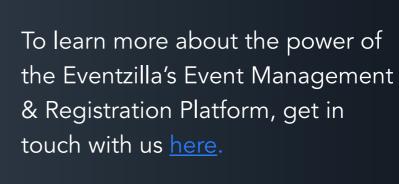| Company Details	Vendor #1		Vendor #2	
Email Phone Email Client Referrals				
Financial Details				
Total contract				
Event management line item details Event platform item details Live streaming line item details Internet connectivity line item details				
Capabilities				
Event management platform	Available	Comments	Available	Comments
Event registration Invitation and reminders emailing Custom email templates Secure payment platform Ticket promotions				

Event Tech Vendor Comparison Worksheet

Company Details	Vendor #1		Vendor #2	
Attendee management				
Agenda management				
Abstract management				
Speaker management				
Session registration				
Personalized client agenda management				
Logistics & information pages				
Personalized information pages				
Maps				
Push notifications and alerts				
Personalized alerts				
App version				
24/4 support during the event				
Virtual event platform	Available	Comments	Available	Comments
Integrate with all other tech vendors				
Virtual lobby				
Multiple breakout rooms				
Live feed				
Survey and feedback				
Chat				
Quizzes				
Q&A				

Company Details	Vendor #1		Vendor #2	
Moderated Q&A				
Live polls				
Feed moderation				
Feed video recording				
Multiple feeds				
Gamification				
Exhibition site				
Sponsorship branding				
Live attendee list				
Personal profiles				
Group chat				
Contact requests				
1-1 live networking				
Nearby attendees feature				
On-demand content site				
24/7 support during event				
Live on-site streaming	Available	Comments	Available	Comments
Integrate with all other tech vendors				
On-site production crew (video and audio)				
Live video streaming				
Streaming from web				
Streaming from video conferencing tools				

Company Details	Vendor #1		Vendor #2	
Encrypted video streaming capture				
Unlimited streaming viewers				
Streaming delivery with 3rd party integration				
List of attendees watching				
Live reactions				
Multiple streaming channels				
Session abstract				
Speaker bio				
Show documents, slides, presentations				
Whiteboard				
2-way video group sessions				
Mobile app version				
Internet Connectivity	Available	Comments	Available	Comments
High speed Internet connection				
24/7 support during event				
Connection security				

EVENTZILLA

To learn more about the power of the Eventzilla's Event Management & Registration Platform, get in touch with us [here](#).

Thank You

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