

Hybrid and Virtual Meetings



Introduction

The virtual/in-person event combo has become a new normal. Some people are ready to reconnect in-person and others want to connect virtually for a while longer. Pulling off a successful hybrid event can be challenging, as it requires catering to two different audiences and ensuring all attendees have a consistent, engaging experience. We have compiled some helpful tips in planning your next hybrid or virtual meeting. Our Destination Services Team is here to assist you throughout your planning process and can connect you to vendors and partners that have the knowledge and expertise to help you plan a successful event.

Health & Safety Checklist – Attendee Protocols



Medical Facilities

Provide information on nearby medical facilities with instructions on what to do if an attendee feels ill or comes in contact with someone with COVID-19.



Attendee

What are the health and safety protocols at each stage of the attendee's journey?



Positive Test

If a guest or attendee tests positive for COVID-19, what are the protocols for the individual, the meeting space, and guestrooms?



Contact Tracing

What are your protocols to ensure successful contact tracing? Will you require temperature checks or health & safety forms for attendees?

Health & Safety Checklist – Venue Staff Protocols



PPE

Are staff and colleagues required to wear PPE in all areas of the venue?



Staff Safety

What health and safety practices are in place for hotel and/or venue employees?



Venue and Guest Protection

If a venue employee tests positive for COVID-19, what measures are in place to protect other staff and attendees? What procedures are in place to facilitate contact tracing?

Health & Safety Checklist – Venue Protocols



Consider providing on-site medical staff or wellness program.



Ask venue to share their crisis response and communication plan.



Is a safety site inspection of the venue possible? Can it be done virtually?



Can the venue provide health and safety protocols being used during the event?



Can venues provide examples where health and safety measures have been implemented?



Are you responsible for handling temperature checks or can the venue provide this service?



Ask venue if they have a cleanliness certification such as GBAC or others.

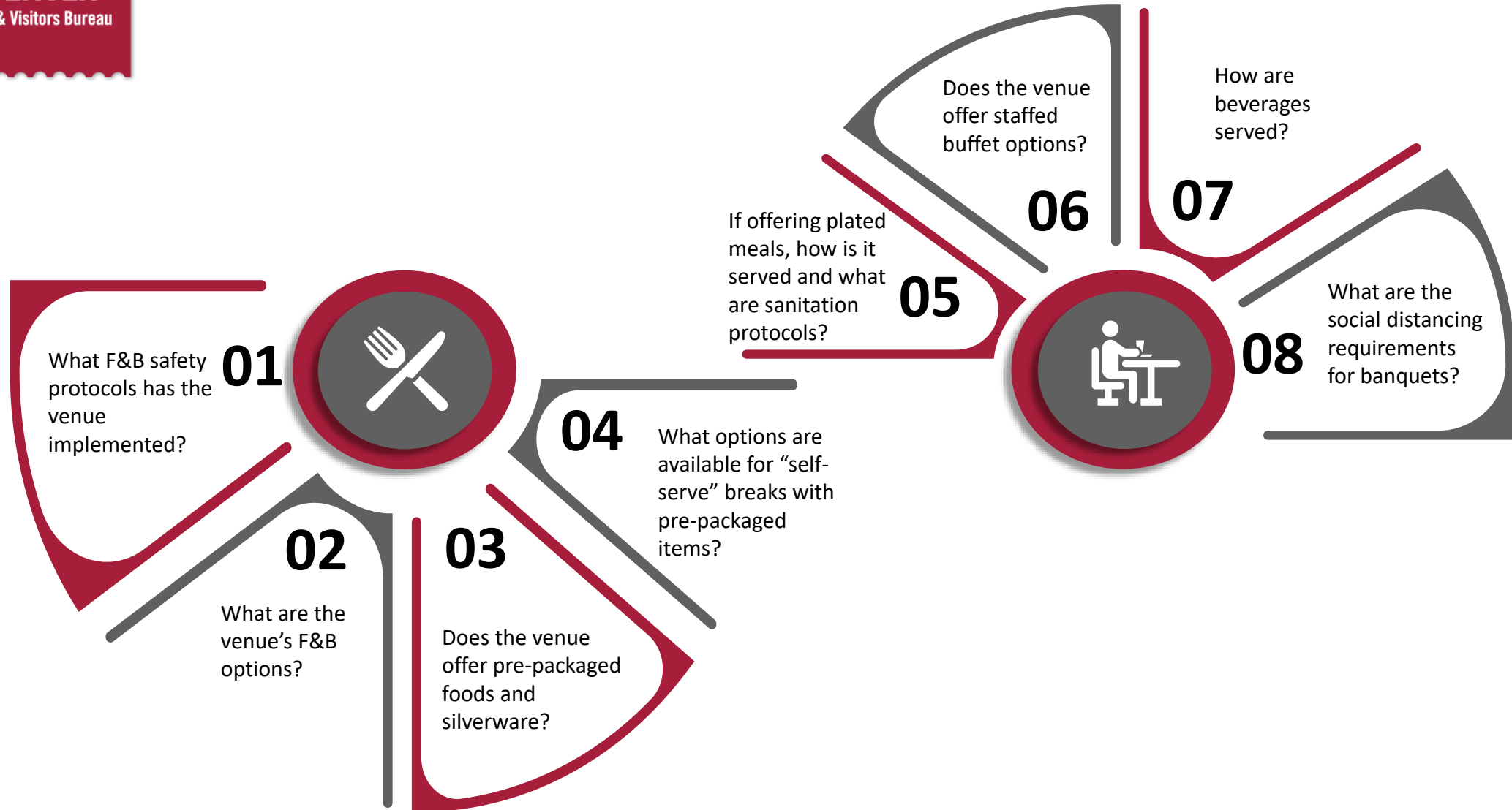


Does the venue require a waiver or liability form? Determine if your organization will require one.



Is the venue complying with any existing protocols? How is this being monitored for quality and performance?

Health & Safety Checklist – Food & Beverage



Health & Safety Checklist – Room Setup

1

Social Distance

What room setup options do you have in order to keep the group physically distanced based on current meeting mandates?



2

Cleanliness

Does the venue offer linen-less tables? How are your chairs being disinfected?



3

Table Settings

What are you allowed and not allowed to place on the tables?



4

Accessibility

What accessibility protocols are in place to meet the needs of people with disabilities?



Health & Safety Checklist – Wayfinding



1 Entrance and Exit

Have you designated separate entrance and exit points for all your meeting space?

2 Social Distancing

Are there wayfinding considerations for directing attendees to meeting rooms to support social distancing? Are accessible routes clearly indicated?

3 Cross Contact

What protocols are in place to limit cross-contact between attendees of different events?

4 Signage

Ensure you have a plan for signage and double-check with the venues what you can and cannot do.

Health & Safety Checklist – Registration

01

What are you allowed to give out at registration?



02

Consider using mobile technology for on-site check-in.



03

Develop and assign time slots for badge pickup.



04

Is it possible to send lanyards or badges to attendees ahead of the meeting?



Technology - Virtual Platforms

Audio Visual

Virtual platforms need to compliment your AV.

Consider using multi-channel experiences, such as Facebook Live, LinkedIn Live, and podcasts to engage your audience and sponsors

Breakouts

Two-way audio and video is best for facilitating breakouts between virtual and live attendees.

Tradeshow

Does the virtual platform include an exhibit tradeshow component, if needed?

Connect exhibitors for “Face to Face” interaction with attendees. Allow them to showcase their products.

01

03

05

02

04

06

Support

Does the virtual platform need to support virtual and hybrid events?

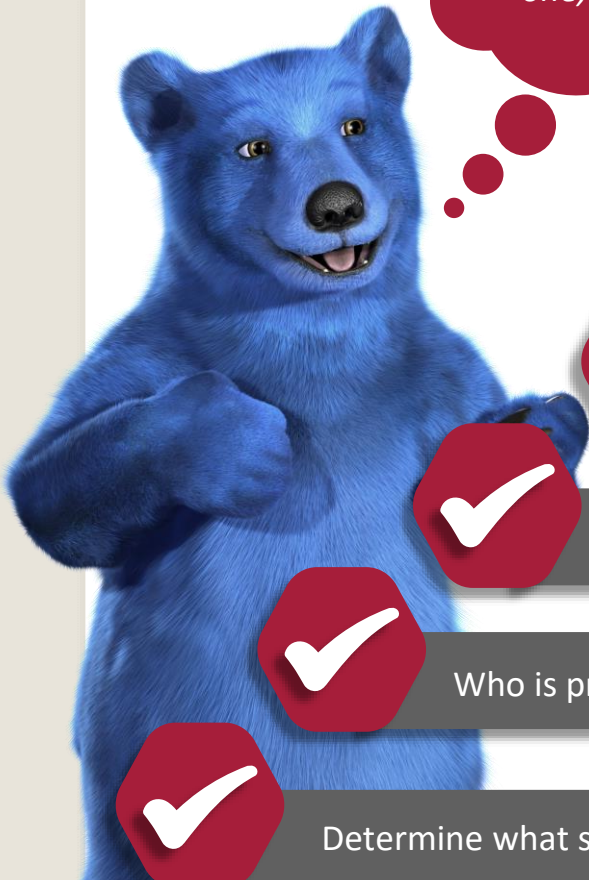
Chat Function

If you need a chat feature, ensure it’s functional and assign a staff member to monitor & manage the chat.

Help Center

Establish a “Help Center” – a virtual room on the event platform where attendees can go to reach help immediately.

Technology – AV and Production



“Even though hybrid events are two events in one, it needs to appear as one, cohesive event!”



Determine exact production timeline in the beginning. This will outline any customizations and delivery dates.



How many cameras will be required to achieve the best results?



Require a tech rehearsal and full run of the show before the meeting date.



Does the venue or your production/AV company have a studio?



Backdrops, staging, and sets are critical, especially for the virtual audience and their experience.



Invest a large portion of your budget in a top-notch AV company. More than you would for a normal in-person event.



Who is producing and directing the show and managing the timing of speakers? Determine if your vendors can do this.



Determine what speakers or sessions will be pre-recorded. Does it make sense to pre-record any sessions for a hybrid meeting?

Technology – Information Technology

1

Infrastructure

What is the technology infrastructure to support a hybrid meeting model?



4

Wi-Fi

Contracting enough Wi-Fi bandwidth is critical. Negotiate during the contracting phase, not after! Frequent testing of Wi-Fi is imperative.



2

Microphones

What type of microphone system works best for your interactive sessions? Wireless, table, free standing – ask about sanitation protocols.



5

Browsers

Be sure to test across various browsers. If you anticipate an issue, be prepared to have instructions on how to download other browsers.



3

Flipcharts

Ask your venue/hotel/vendors if paperless flipcharts are available.



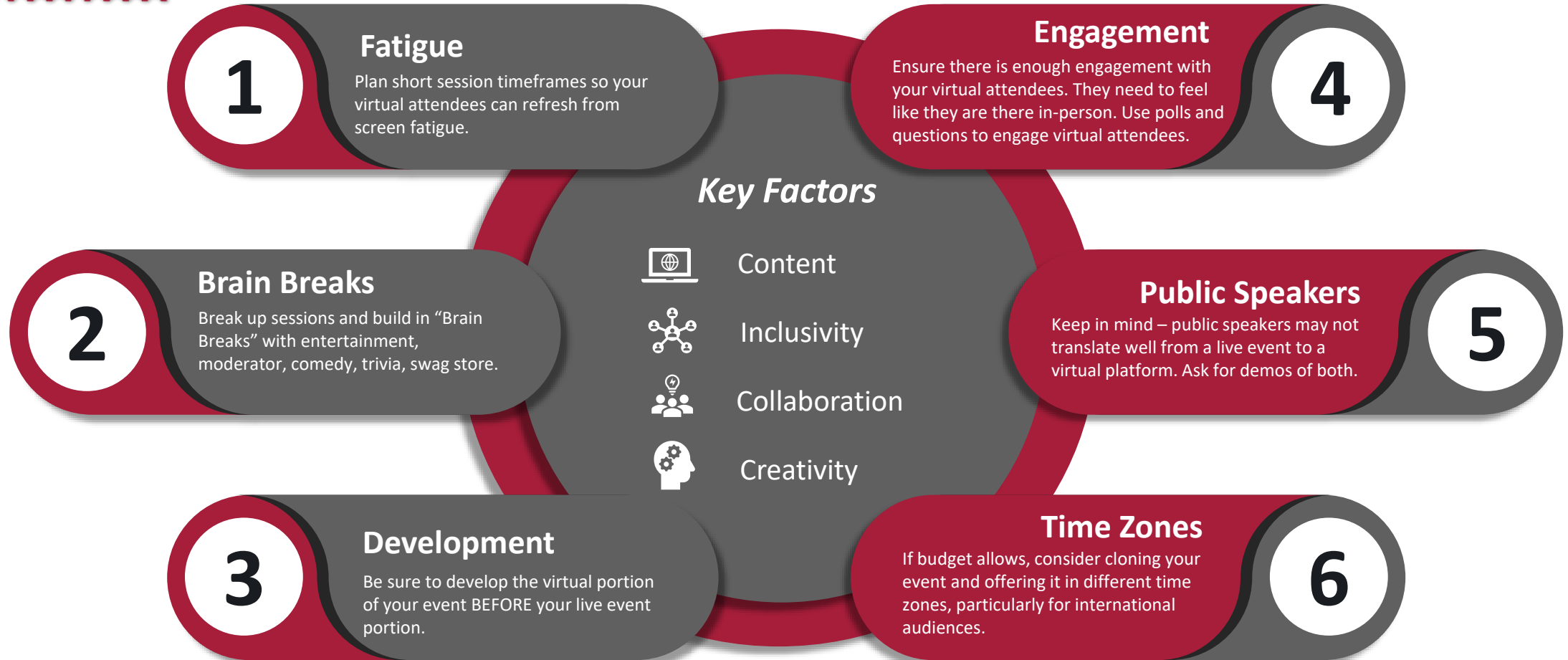
6

Troubleshooting

Discuss how IT issues will be diagnosed on-site during the event.



Content



Revenue



Newsletters

Host a daily show to replace newsletters and room drops to maximize advertising and sponsorships.



Commercials

Consider using advertisers during breaks or insert commercial spots.



Registration

Charge registration fees for virtual attendees and exhibitors.

Forbes

How to Approach Virtual
Events as a Long-Term
Marketing Strategy



How to Price
Virtual Events

Sustainability and Social Impact



What measures will the venue implement to reduce landfill waste due to increased use of single-use items?



What other CSR actions are the venues taking during these times and how can the event participants be a part of these opportunities?

Virtual Resource Directories

Please refer to the categories below for a list of VISIT DENVER partners offering services for virtual/hybrid meetings.

Looking for Denver digital/virtual resources to enhance your meeting?

[Click here](#) for videos, zoom backgrounds, virtual demos, venue tours, and more...

Virtual
Demonstrations

[Click Here](#)

Virtual Events &
Meetings

[Click Here](#)

Virtual
Platforms

[Click Here](#)

Virtual
Producers

[Click Here](#)

Virtual Meeting Enhancement - Gifting

“ How do you connect with your audience, especially in virtual settings, in a way that leaves a positive lasting impression? Gifting is an opportunity. Think of your own experiences – what gifts have brought you the most joy, even as a child? Consider gifting as an art form. ”

Consider the Source

Curate the gift thoughtfully. Where are you sourcing gifts from? Are you utilizing local goods and products?



Why Gift?

Gifting is not incentivizing. Incentive awards are transactional. Gifting is spontaneous, seasonal, and personal.

Who is the Receiver?

It should mirror your relationship with them. Consider their personal attributes. Are your attendees outgoing? Quiet? Introverted?



Timing

Provide gifts at a time that they will be most helpful or useful for the receiver.

Customization

Customization and branding are important. Gifts are intended to be heartfelt and meaningful so be careful not to “over brand.”



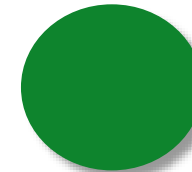


Strategy

Develop a communication strategy. Clear and consistent communication needs to be established regardless of a face to face, virtual, or a hybrid event. Work with your team and designate a point person to stay on top of developments, mandates, and clean/safe protocols. Establish go-to resources and FAQ's to help distribute key messages, health & safety measures, and attendee requirements to attend. Communicate often via website, videos, social media, mobile alerts, and signage before and during your event.

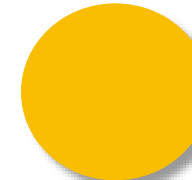
FUN TIP!

Use stickers or wristbands that indicate attendee health & safety comfort level.



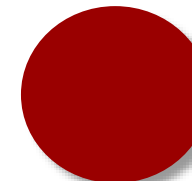
Green

Okay with some degree of social interaction such as handshakes.



Yellow

Okay with social interaction if social distancing guidelines are met.



Red

Observing strict social distancing.



**For More Assistance,
Contact Your Destination
Services Manager!**



Vikki Kelly
[Email](#)



Tiffany Eck
[Email](#)



Theresa Blankenau
[Email](#)



Liz Perrot
[Email](#)



Zachary Effren
[Email](#)