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SHOPPING LIST

The essentials

- Do what you do - and do it well
- The Royal Family of Content
- Fireworks, not features
- Schedule enough breaks
- Wow them before, during and after the event
- Nacho's
- Cheese
- Guacamole



* for the innovative and pioneering Event Organiser

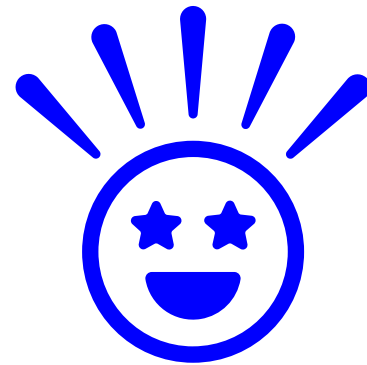


WHAT ARE THE ESSENTIALS?

Hosting a hybrid event isn't easy, especially with all possibilities we have in this day and age. It all comes down to this: keep your visitors engaged. It's less of a hurdle to click on the x in the corner, than it is to walk out of an actual event venue. So let's keep this in mind: you're not just hosting a livestream with pre-recorded speakers - a hybrid event is much more than that. To ensure the fireworks go off at the right time, you'll need to implement a couple of things. With this list we help you create incredible event journeys through our platform.

Keep this list at hand to create events that will be remembered by millions.

DO WHAT YOU DO - AND DO IT WELL.

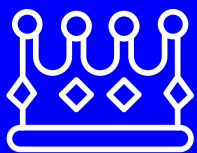


There's not much worse than trying to listen to someone who sounds like they are under water, or looks like they are made up of just 9 pixels. Not only because it makes for disappointing and underwhelming promo-videos, it's also a shame that they can't share their knowledge in a smooth and proficient manner. Our advice? Invest in

reliable Audio and Visual materials! And make sure all the speakers, presenters, workshop-facilitators have the right equipment at their disposal, so your event goes off without a hitch. Get yourself a presenter, setup an event intro, create aha-moments.

Content is not king - but rather the whole royal family of your event. Users come to an online event to **get inspired**, **learn something new**, **connect with others** or to **be entertained**. So the content that you offer, should be specifically designed with the goal in mind to reach its optimal potential and be remembered. Besides creating the right content to inspire, entertain or connect your visitor, the element of exclusivity will give you that certain something. If you can find the content online within a couple of days after the event, visiting the event will lose much of its value.

THE ROYAL FAMILY OF CONTENT



**GET
INSPIRED**



**LEARN
SOMETHING
NEW**



**CONNECT
WITH
OTHERS**



**BE
ENTERTAINED**

FIRE- WORKS, NOT FEATURES



The list of features you can get during an online event seems endless. The possibilities that the internet offers are limitless. Yet, it's essential to know how to use them correctly. It's easy to get overwhelmed, both as an event organiser or attendee. Choose your features wisely. If used at the correct moment, your event will be remembered for its amazing features. If not, this X in the corner will start to look very tempting. It's about creating a moment of fireworks, not overwhelming your users with an endless stream of colours and excitement.

It's not just about the features your event has but how

those features contribute to the event experience. In The people you've met, the experiences you had are way more important. Don't focus on all those conditions: if you facilitate inspiring experiences and connections, your event will stand out and be remembered.

Give them the unexpected like a good energizer or an unexpected earthquake to shake things up. This ensures your event to be memorable.

SCHEDULE ENOUGH BREAKS



You need event-content that fits various needs. Long, short, and somewhere in between: this way the visitor can choose which element he or she could get engaged in. This keeps the attention span in the hands of the visitor and helps you to suit their needs. It would also be great if everyone decided to go to the bathroom at the same time, but not everyone has

this urge right after the first talk. So make sure you schedule enough downtime - give the visitor a break to detach themselves from the screen. We all know how exhausting it is to focus on something that's happening on screen, without getting distracted.

WOW THEM BEFORE, DURING AND AFTER THE EVENT

Your event does not only exist in the time that's scheduled for it, but it starts weeks before and requires the right aftercare. In fact, the moment someone purchases their ticket, the event experience starts. And that's something to keep in mind: don't spam them with emails but use those touchpoints wisely instead. See it as an opportunity to create the mindset in which your event will take place - and wow them! Use personalised emails, create a branding that's recognisable

Even after the event is done: don't lose touch too quickly and make sure they not only leave the event amazed, but keep surprising them by sending a detailed report of who they met, where they went, what they've done and even how much they've done for the environment by attending online!

Hybrid event organisation is not just about the time, place, visitors and speakers. It's about attention and amazement. Use our features to light up the sky with fireworks and create experiences that will be remembered, long after the event is done.

WANT TO KNOW EXACTLY HOW TO WOW THEM?

You've come to the right place! Get in touch with us to keep your
events inspiring and blow your visitor away

[Get in touch](#)

