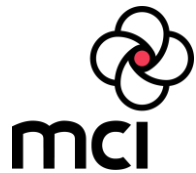


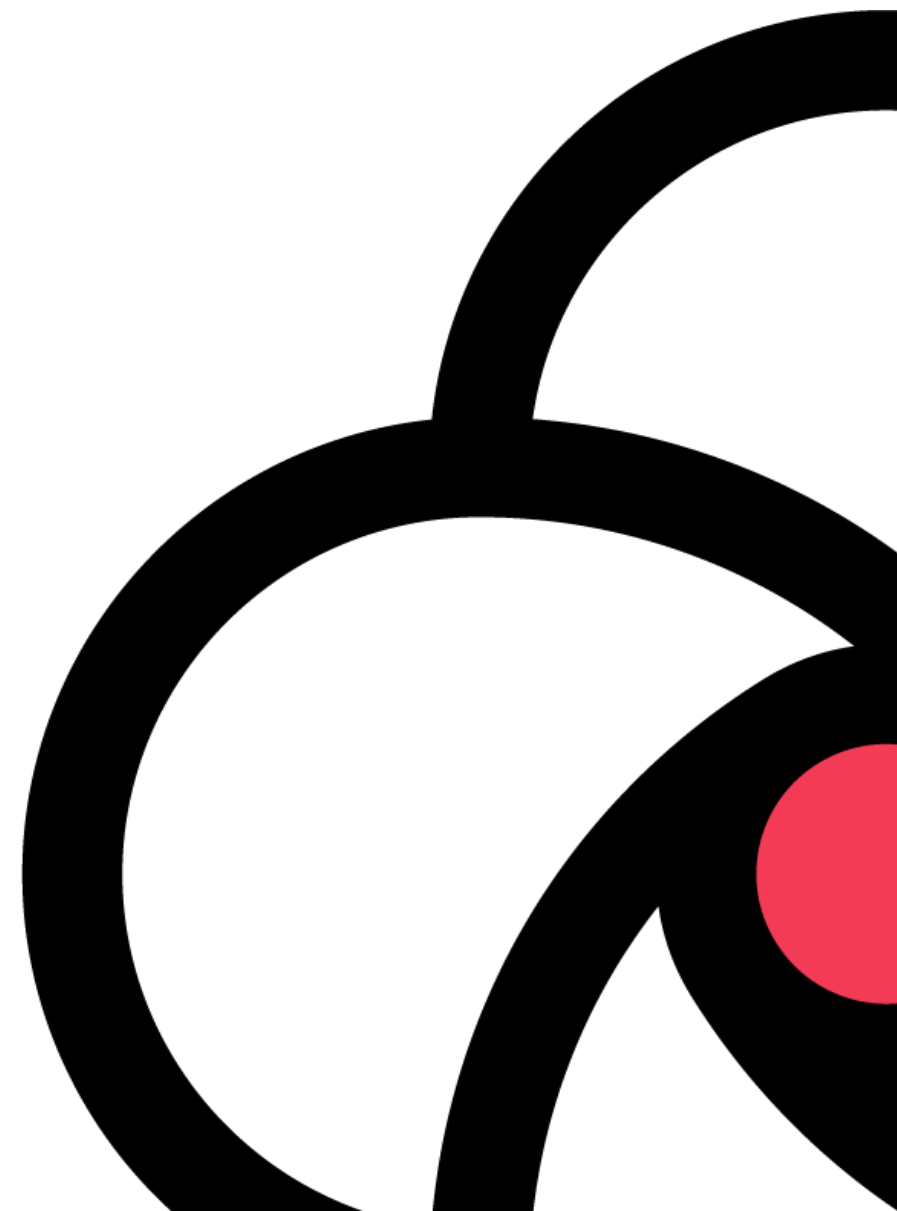
Hybrid congresses An organisers perspective – The PCO

Antonio Guadagnoli - MCI Switzerland

28 April 2022



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Reasons to go hybrid



Meet again



Travel



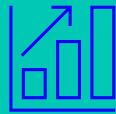
Network



Delegate
experience



Content delivery



Grow congress



Multiply channels



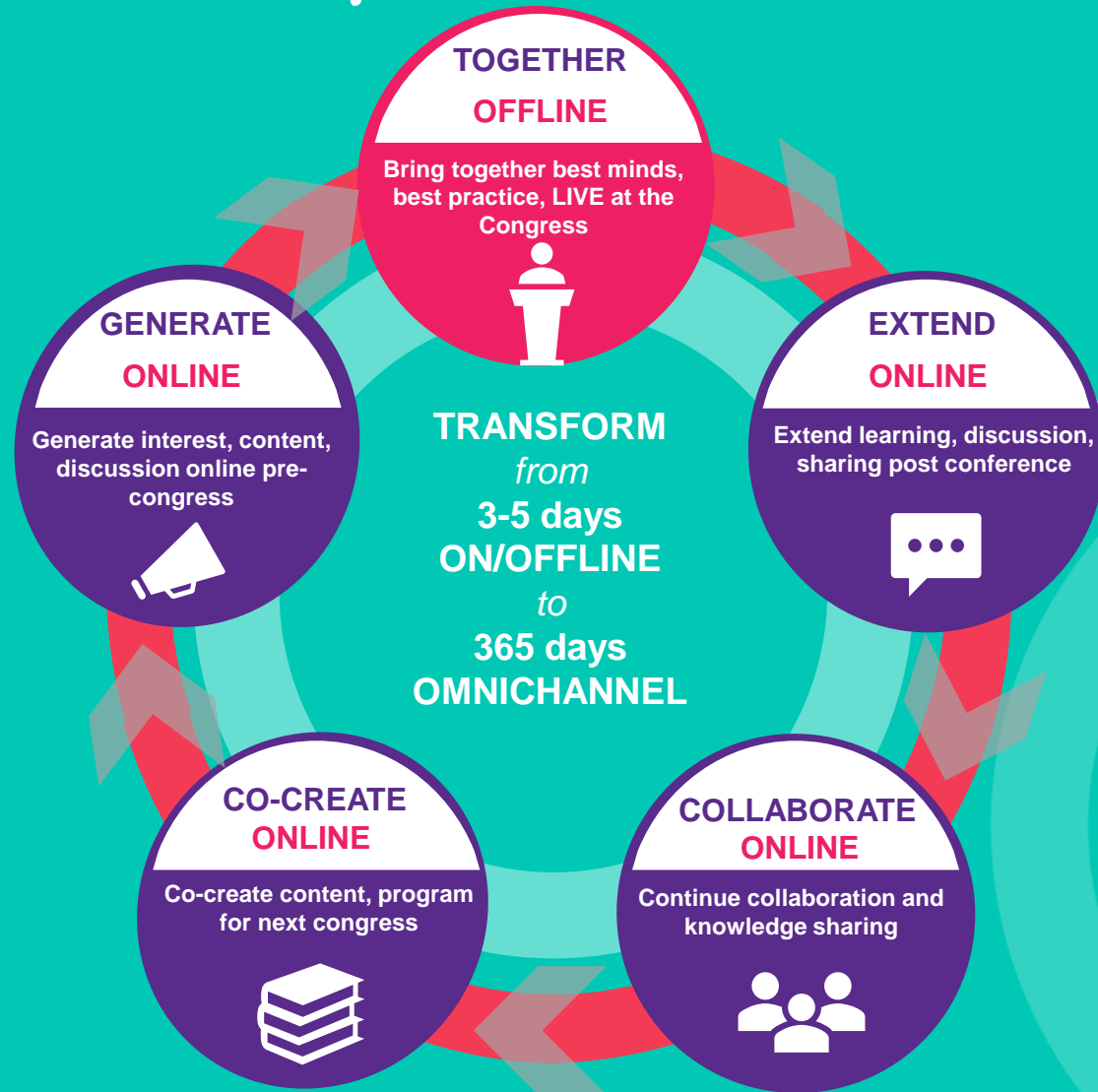
Increase audience



365-24/7
engagement



Next hybrid step?



THE hybrid event?

- Have we found THE right hybrid format?





THE hybrid event?

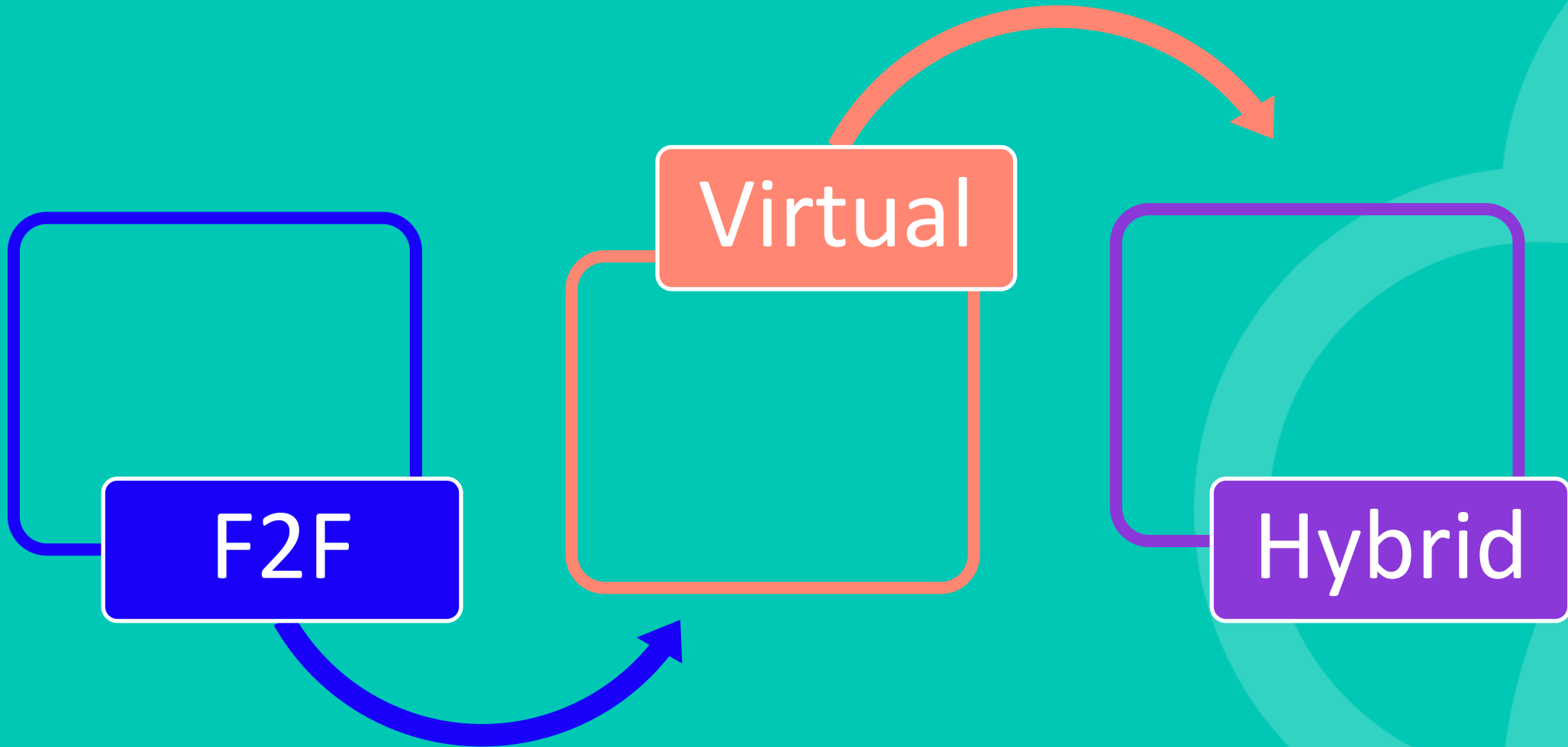
- As many possibilities as there are different events!
- Live
- Recorded
- Multi-site
- F2F audience
- Virtual audience
- Mixed metrics
- 2D/3D
- In room
- At the venue
- At the office
- Home
- Mobile



Evidence based tips and tricks

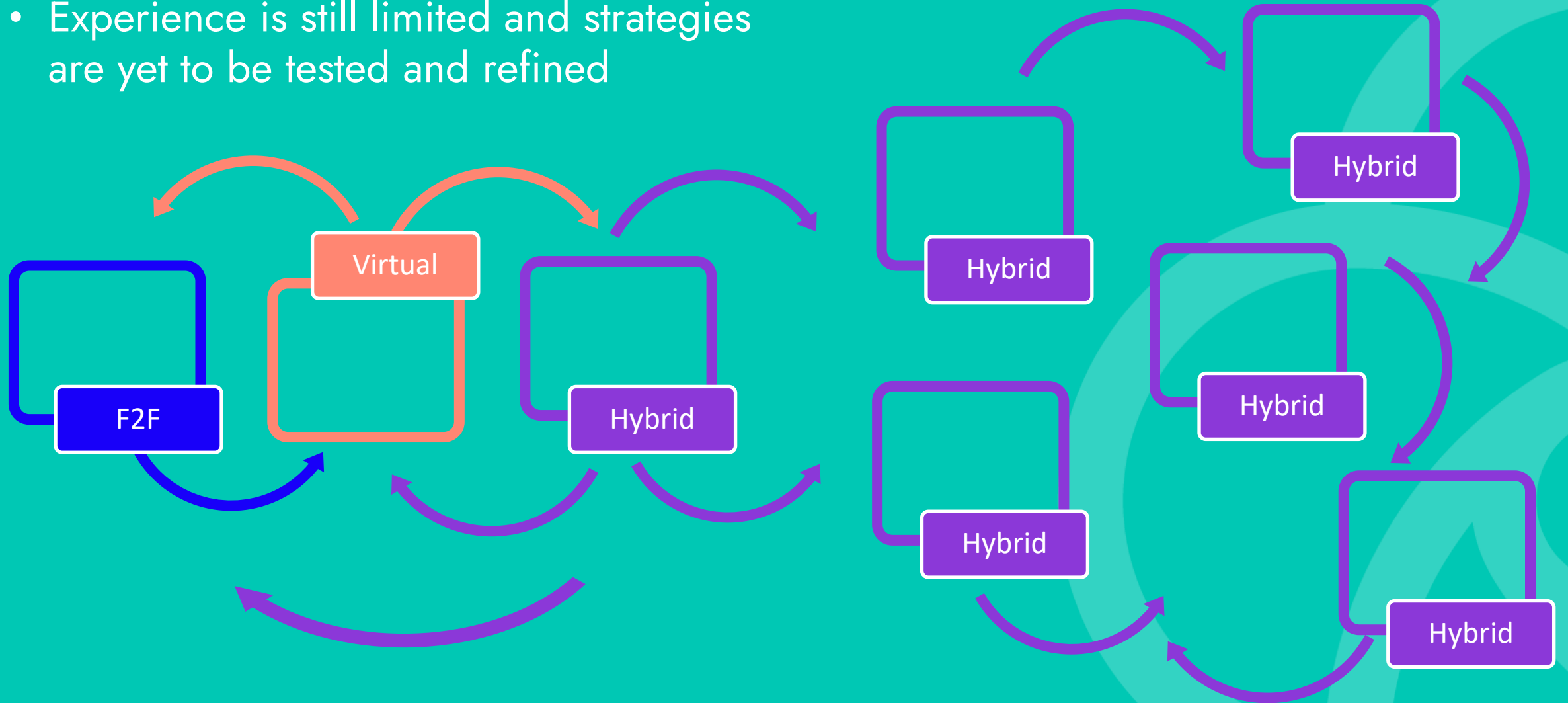
- Resist the natural tendency to go back to 2019 and erase 2020/2021 (if you keep on doing what you always did, you won't get what you always got anymore...)
- **Do not forget lessons learned:**
 - Keep breathing room in the programme
 - Segment audiences and messages (one size does not fit all!)
 - Train speakers (not only for remote presentations)!
- Participants will tend to register much later than they used to do
- Still difficult prediction of participation F2F vs. Virtual

Are we finally done with conversion?



Are we finally done with conversion?

- Experience is still limited and strategies are yet to be tested and refined



Are we finally done with conversion?

- As many possibilities as there are different events!
- Allow for trial and error
- New dynamic of permanent review, reassessment, adjustment and innovation

Challenges and opportunities for the future *(what is keeping me awake at night)*

- How to (and should we) connect F2F and virtual audiences?
- How will we match the quality of data collected at the F2F portion of the event with the data collected in the virtual space?
- What will happen to the virtual audiences/online communities discovered and developed during the conversion?
- Is the metaverse a total game changer?

Thank you!

