

Hybrid Events: Changing the Way Companies Communicate

by Dave Kovalcik

In recent years, soaring fuel costs, increased travel restrictions, smaller staff, and tighter budgets have sparked a new approach to training and marketing communications within many industries. Since their inception within the past five years or so, hybrid events have been evolving and gaining ground within marketing and training budgets. Coordinated as a combination of in-person meetings and virtual presentations, a successful hybrid event blends these elements seamlessly to derive greater reach and participation, tailored messages, memorable experiences, extended contact, valuable data collection, and of course, greater cost effectiveness.

The obvious and immediate appeal is a financial savings. Travel expenses, accommodations, per diem, and hospitality costs are dramatically decreased by eliminating the need to gather the entire sales force or potential

customers in one physical locale. Conversely, if a subject matter expert vital to an event is unavailable to travel to a meeting, virtual technology allows their portion of the presentation to be dovetailed into the agenda with ease.

Beyond budgetary concerns, time savings is a very real benefit of hybrid events within marketing communities, especially, but not limited to training and education on new products, equipment, or technology. A hybrid approach allows the sales force to stay in the field with their customers while simultaneously partaking of critical training opportunities.

The fast-growing trend of hybrid events and marketing is also a response to the cutting edge mindset of today's customers and employees, who are well-versed and receptive to the technological advancements and speed with which information is disseminated. This audience has come to expect a tailored

message and a techno savvy experience; a demand that validates hybrid events as an integral and truly valuable asset within marketing plans going forward.

Even more compelling is the ability to reach a far broader audience than with a typical "live only" meeting or event. Those individuals who, for whatever reason, would not be able to physically attend an event can easily devote the time to a virtual experience of that event. The upshot of virtual material is that it can remain available beyond the meeting/training timeframe, enabling an even larger audience than ever before. The end result is a wider reach and deeper saturation of the message than previously possible.

To answer the increasing demand for well-coordinated hybrid events, Dyventive, Inc. provides the experience, skills and technology required by its clients. Using robust systems and innovative technology, Dyventive continues to explore new approaches to solving the hybrid marketing equation. Live, in-person events are certainly an integral part of most marketing communications plans; however, there is no denying that hybrid events have certainly earned a permanent place and a bigger piece of the budget. Handled well and properly planned, both the "live" and virtual event experiences can be mutually compatible, with one serving to enhance the other to derive optimal reach and results. Dyventive's experts orchestrate the most effective and innovative solutions in the marketplace today.

