

**SERIOUS ABOUT
SUSTAINABILITY?**



**HYBRID EVENTS
ARE THE ANSWER.**

An estimated **73%*** of an event's carbon footprint is down to travel.

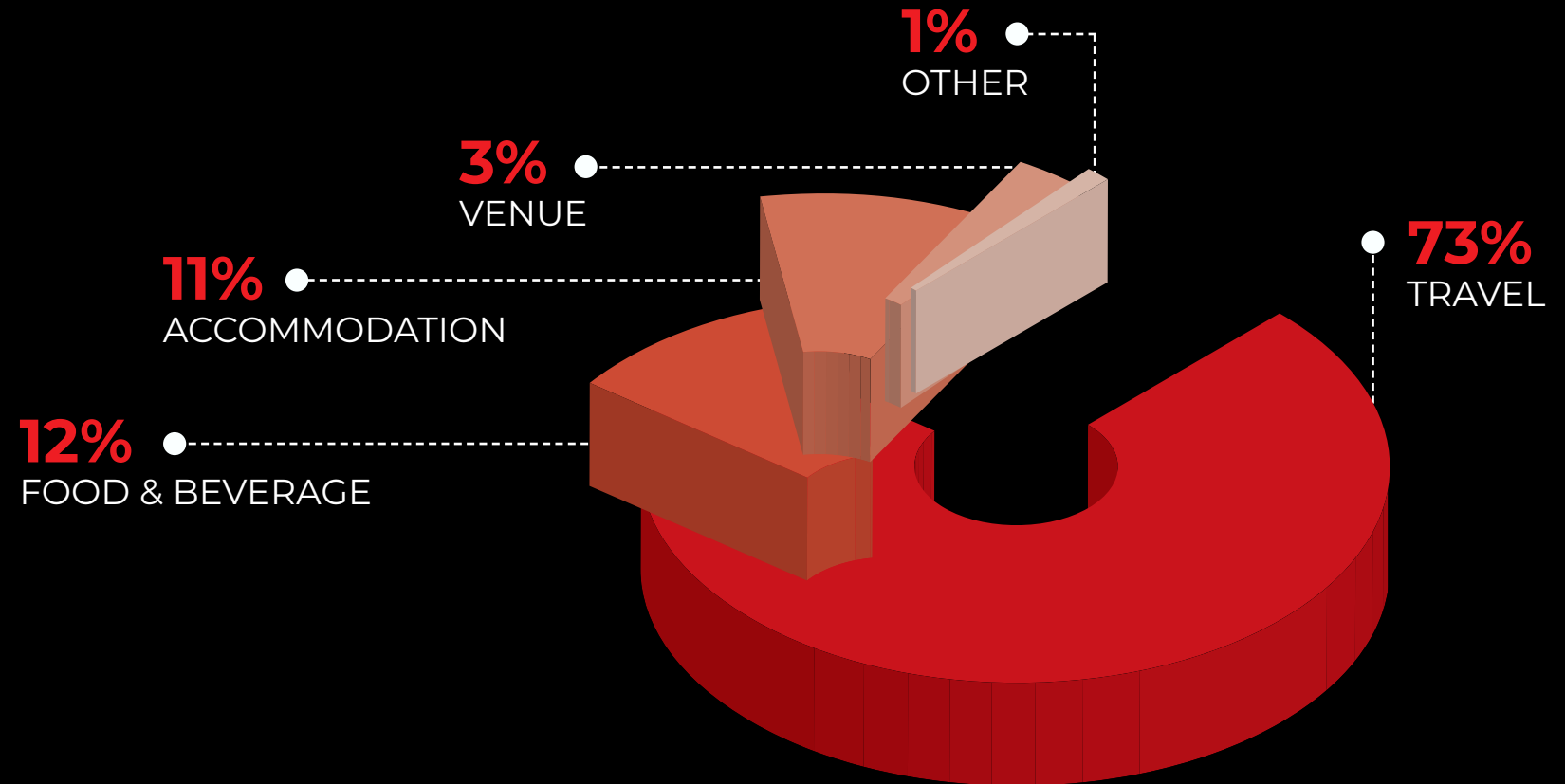
**University of Columbia*



Transport is an inevitable part of bringing people together face-to-face, but more and more businesses are using multi-location hybrid formats to dramatically reduce travel.

This is our short introduction to the what, why and how of hybrid events. We'll share what we've learnt producing award-winning hybrid events that bring audiences, in different locations, together as a single powerful experience.

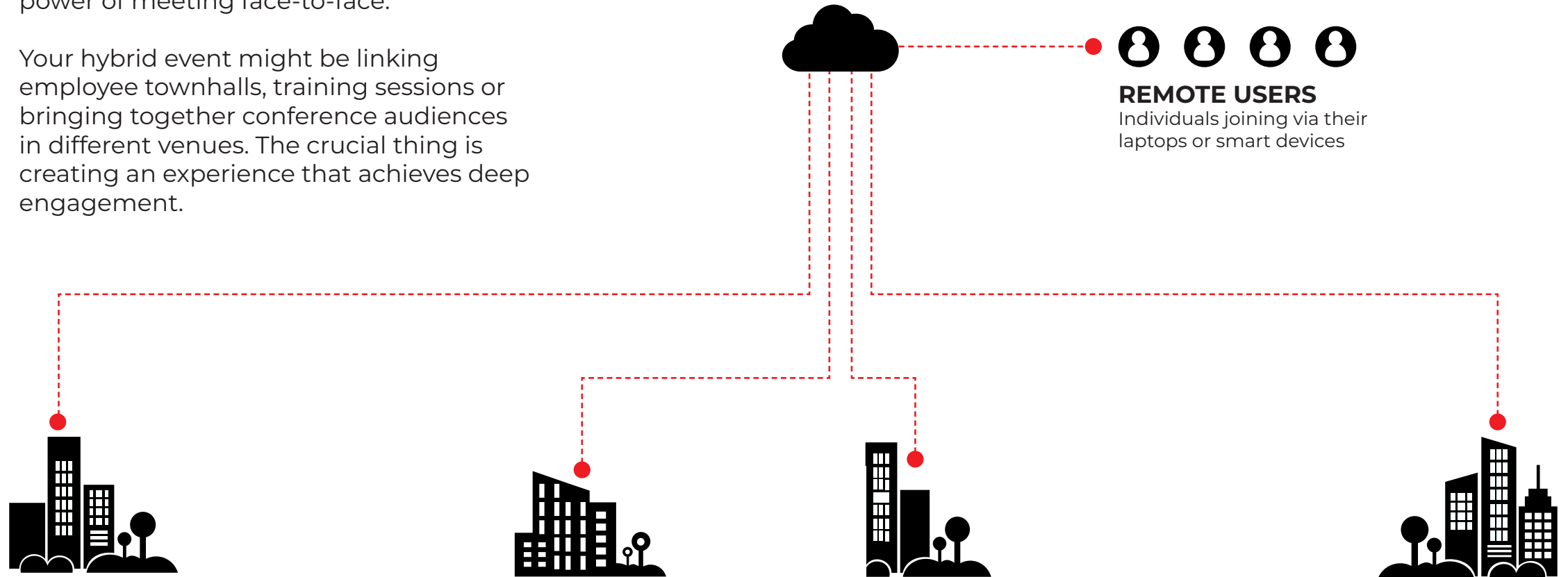
WHAT MAKES UP THE CARBON FOOTPRINT OF AN EVENT?



WHAT?

Hybrid events overcome geography. They bring audiences in different cities and countries together, whilst retaining the power of meeting face-to-face.

Your hybrid event might be linking employee townhalls, training sessions or bringing together conference audiences in different venues. The crucial thing is creating an experience that achieves deep engagement.



WHY?

- Reduce the carbon footprint of your event, rather than everyone journeying to a single location, they're able to travel to a local venue.
- Reduce travel time, both those attending and those presenting spend less time on the road.
- Bring together distributed teams, often mission critical employees are unable to travel long distances.



- More focussed events, host shorter more efficient experiences, less driven by travel and accommodation logistics.
- Celebrate scale, bring everyone together at once to mark a moment in your business.
- Spark connections and collaboration, create a sense of community and drive engagement and audience value.



HOW?



TECHNICAL:

There are two kinds of technical solution: Broadcast and Multicast.

Broadcast

A central hub event broadcasts out content in one direction to multiple satellite event locations.

Multicast

Multiple event locations have the ability to broadcast content to each other.

In both scenarios event Apps and other digital comms channels can be used to drive audience engagement.



ENGAGEMENT:

Varied Content

Key to powerful engagement is designing an agenda combining broadcast or multicast content and locally facilitated sessions.

Consistent Experience

Successful hybrid events make sure there are no secondary audiences. This means creating identical settings at each location, giving each one the chance to lead a session and having an all-encompassing Q&A session.

Connection & Collaboration

Achieving real audience value means finding ways to help people engage both within and across locations. This means using facilitation techniques and digital comms channels to help people connect and share.

Scheduling & Hosting

Sequencing content between venues means precise scheduling and comprehensive rehearsing. Each venue should have its own host as well as a lead host at the hub.

Catch-up

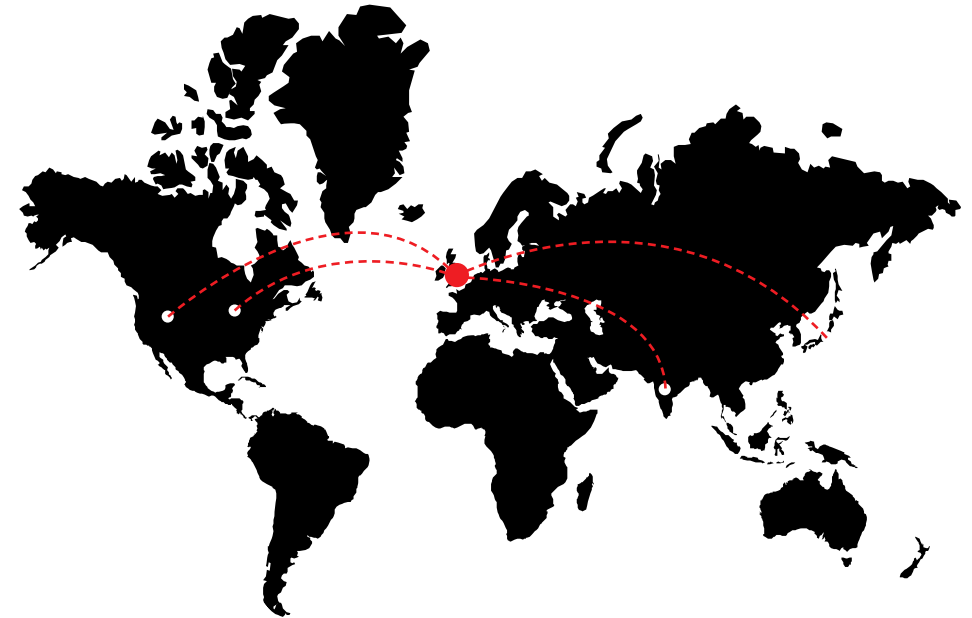
Streaming on demand for people who missed the live experience along with scheduled post event Q+A sessions.

MINI-CASE STUDIES



Unite Students

An award winning experience that saw us linking 1,000 employees across venues in six UK cities. The CEO led the event from Bristol. Content included: broadcast presentations, video and animation, local presentations and group working, challenges and Q&A between venues. An app helped facilitate collaboration and idea sharing between venues. A small percentage of people required to remain at the workplace joined via their devices.



ARM

The hybrid challenge was to avoid flying, linking audiences across different continents and time zones. The brief was to help technical teams workshop new processes and systems. The content was broadcast from the hub event in the UK, audiences in India, Japan, and the US joining live when time zones allowed. Beyond this, collaboration was achieved by teams recording their ideas on video and using Yammer to pass the baton from one country to the next.

MORE?

The need for more sustainable events and greater business efficiencies mean that linking audiences across geographies will become ever more common.

Get in touch to learn more about hybrid experiences and how they can transform the way you design and deliver events.

● **And Another Thing...**

To discover more ideas for re-imagining your events as sustainable experiences checkout our report *[Sustainability: The audience imperative](#)*

To discuss how your business can benefit from multi-location hybrid events:

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‘That’s interesting’ are two words you hear a lot in the Live Union office.

Once a month we share the most interesting and useful event things we’ve come across.

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