The Next Step
Hybrid & virtual solutions for your policy event

www.forum-europe.com
The Next Step...
Hybrid event solutions

Creating an engaging event experience in the current climate takes unique planning and a new approach.

As the policy community looks to connect in person again, Forum Europe is uniquely positioned to deliver the cross-over format of virtual and in-person events - often referred to as hybrid. Since March 2020, we have delivered 150+ virtual and hybrid events, backed up by our more than 30 years of policy event management experience.

Talk to us about your next event and how we can help deliver it.

We have the network to draw in the right audience and the technology to ensure an engaging hybrid experience.

At Forum Europe we provide a uniquely strategic offering, combining both policy and event management expertise.

We deliver virtual, physical and hybrid events with creativity, attention to detail and a can-do attitude.
Hybrid is here to stay!

Combining the benefits of being together in a room, with the ability to reach beyond the “Brussels bubble”, Forum Europe’s hybrid event solutions offer the best of both formats.

- New ways to engage your audience
- Draw in speakers from around the world
- Sponsorship opportunities with a deeper impact
- Extend the reach of your event across borders and timezones
- Options for exclusive networking in smaller in-person groups
- On-demand content for all attendees
- Valuable data and metrics

Hybrid is not a compromise - it is in fact an optimal scenario.

Healthy hybrid events...

Forum Europe’s starting point is to deliver Covid-responsible events. Alongside our own guidance, event venues also set out their own health and safety rules. These change regularly subject to conditions at the time, but you can expect to consider the following:

- Track and trace - capturing of contact details for all those on site
- Reduced venue capacities or larger venue spaces to ensure the comfort of those attending in person.
- Temperature and vaccination record checks, subject to local rules at the time
Hybrid made simple...

To help you better understand your options, we have broken hybrid down into two broad scenarios - Hybrid Present and Hybrid Connect.

The first - Hybrid Present - places your event in a studio, with the emphasis on the broadcast and online interaction, with physical attendance limited to key speakers and staff.

### Hybrid Present

**Moderator only or moderator and limited number of speakers onsite**

- **Moderator or moderator and limited number of speakers onsite only**
- **No audience onsite** - all delegates participate remotely via our interactive virtual platform
- **Speakers participating remotely** will appear in the venue via LED screens
- **Onsite moderator and remote speakers** broadcast live to our event platform for all audience members
- **Customised background** created at the venue - no green screen required
- **Forum Europe team** onsite to ensure smooth broadcasting experience
- **Multiple camera angles** available
The second possibility is - Hybrid Connect. This allows for more in-person interaction where attendance is encouraged, subject to the prevailing rules at any given time.

Hybrid Connect is about being together again...safely.

The next stage is introducing an onsite audience to the event, enabling enhanced connection and engagement.

Hybrid Connect

Moderator, some or all speakers and onsite audience

- **Moderator** and most speakers onsite
- Speakers participating remotely will appear in the venue via **LED screens**
- Speakers in the room and virtual speakers will be **broadcast live** onto our event platform for virtual audience members. Shots of live audience can also be included in the live broadcast
- **Customised background** created at the venue - no green screen required
- **Onsite audience** numbers dependent on the chosen venue restrictions
- Networking, coffee and lunch breaks also dependent on venue restrictions
- **Multiple camera angles available**
- **Bespoke programmes** for in person and virtual audiences, with the main goal to ensure a coherent and integrated experience for all attendees
- **Interactive event app** available for both onsite and virtual attendees to connect all your delegates, enabling an all-inclusive experience

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This allows for more in-person interaction where attendance is encouraged, subject to the prevailing rules at any given time.
Other hybrid elements to consider

- Onsite and virtual private meeting rooms available for sponsors to curate private networking opportunities
- Speaker green room set up onsite and via the event platform to connect all speakers participating in person and virtually
- Carefully selected host / enthusiastic moderator to connect your in-person and virtual audiences and keep things running seamlessly
- Onsite / virtual expo booths with the option to link content and broadcast onsite demos or presentations live onto the virtual booth
- Roving reporter onsite capturing vox pops which can be played during breaks on the virtual event platform, allowing a more cohesive live event atmosphere for online attendees

Hybrid opens up opportunities to create multiple public and private networking opportunities
Your Event - Our Solutions

At Forum Europe we know that every event is different. At each project outset, we work with you to answer:

■ What is the best format and platform to meet your key objectives?
■ How can you develop and market your event so that it stands out from the crowd?
■ How can you engage your audience from the moment they register?
■ And crucially, how can you connect with and maximise engagement between all members of your audience, whether they are participating in person or virtually?

Our team will work to build a bespoke virtual or hybrid solution that best fits your event objectives, and which combines the necessity to power personal connections and networking, with accessible and innovative technology.

Networking

Now more than ever, the ability to meet and engage with each other is key. We have the solutions to enable participants to connect publicly in groups, privately, one-to-one on camera, or jump into the networking rooms for spontaneous connections.

If you want to learn more about our proven virtual event offering, click here.

A snapshot of our virtual solutions

Our innovative virtual solutions have been built to replicate the benefits of face-to-face participation in a virtual setting. We will ensure a cohesive and seamless experience for both onsite and virtual audiences.

Event Stages

Bring your audience together for the plenary content with keynotes, presentations, videos, panels, chat and polling. You can host multiple sessions, in parallel if required. We will provide clear instructions to delegates and speakers on how to navigate the platforms.

Privatised, Exclusive Sessions

You can provide exclusive sessions, either in the margins of a main event or as a standalone occasion, with the possibility to host up to 20 people on screen at the same time.

Exhibition and Showcases

Live or pre-recorded interactive exhibition booths, where sponsors and partners can talk on camera with participants, discuss projects and ideas, and swap contact details for easy follow up.

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A few of our recent clients and partners

accenture  Alibaba Group  BARCLAYS  BAYER  Bloomberg  BMW GROUP  BSA

DIGITALEUROPE  eit Food  ERICSSON  European Commission  Google  Hewlett Packard Enterprise

Legal Executive International  METRO  Microsoft  orange

Qualcomm  SAP  VISA  workday

Cruelty Free International  Internet Society  Huawei
Get in touch to discuss ideas for your perfect hybrid event

If you’re trying to figure out how you should approach your next event and would like to discuss or brainstorm with us, we’d be delighted to hear from you.

And if you’re interested in finding out more about how you can get involved with any of Forum Europe’s own initiated events, just get in touch and we’d be pleased to talk this through.

If you’re trying to figure out how to approach your hybrid event, we’d be delighted to help.

Contact

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Visit our YouTube channel to view our virtual events