

ONLINE

Planning a hybrid event

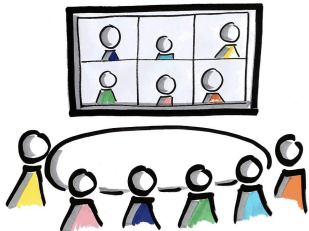
6 QUESTIONS FOR A REFLECTIVE DECISION

Does a hybrid event make sense?

What does it take to plan a successful hybrid event?



IN-PERSON



HYBRID

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WHAT DOES HYBRID MEAN?

hy·brid | \ 'hī-brəd \

: something heterogeneous in origin or composition

: something (such as a power plant, vehicle, or electronic circuit) that has two different components performing essentially the same function

<https://www.merriam-webster.com/dictionary/hybrid>

What do we understand by 'hybrid'

When we talk about 'hybrid' in this paper, we mean a meeting where some of the participants are physically on-site and some are online.

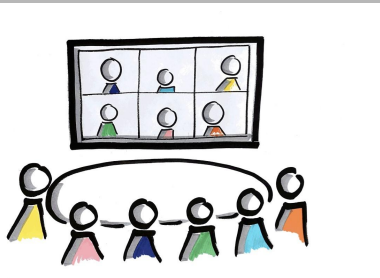
Hybrid processes in which physical and online moments are alternated is referred to as 'blended learning'. We do not address this in this paper.

To support a reflective decision on whether a hybrid event makes sense, we have created a decision wheel. In it, we show what needs to be considered for a successful hybrid setting. This work was triggered by the fact that, in the course of the Covid-19 pandemic, we increasingly read and heard that 'hybrid' was the future and the 'new normal' - which we dare to doubt when it comes to hybrid meetings.

*Hybrid is not the intersection
of physical and online.*

*Hybrid is something new /
particular / different.*

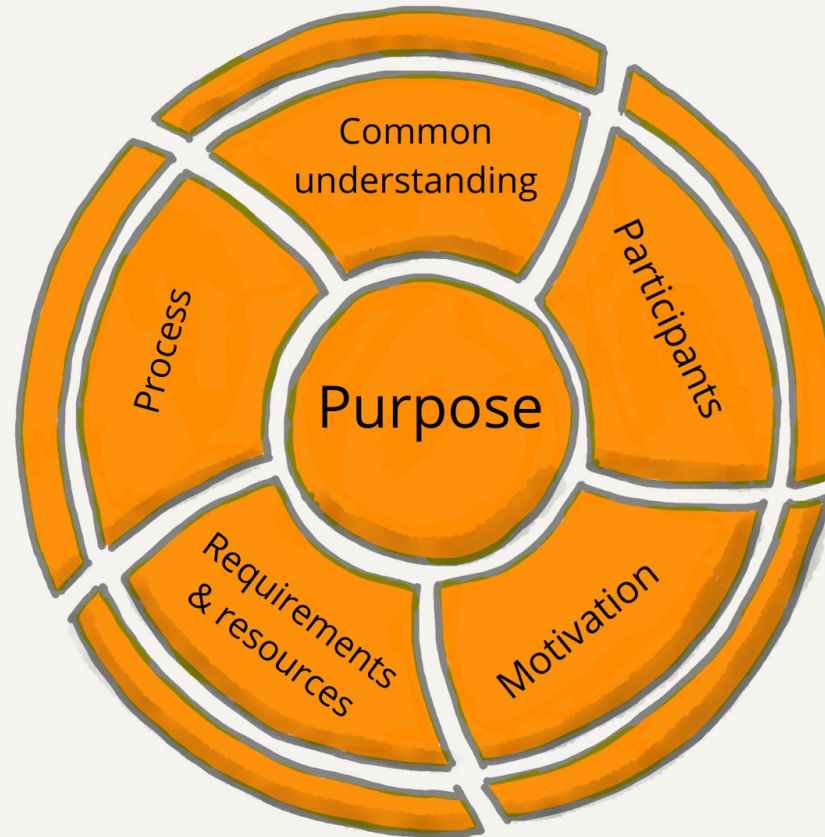
Hybrid is not simple!



HYBRID

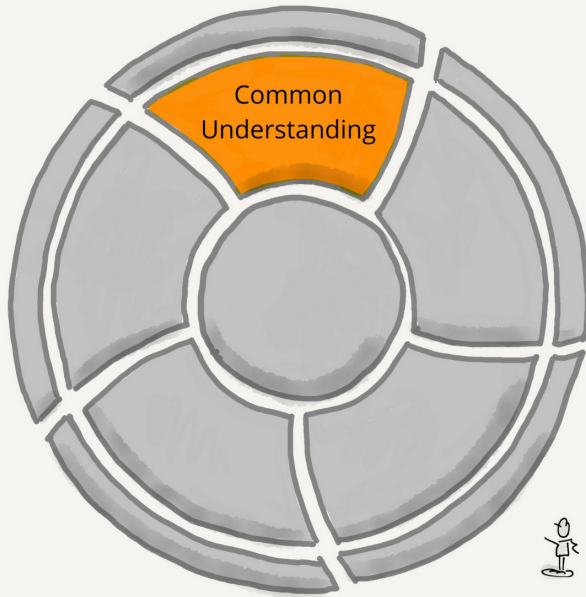


THE “DECISION WHEEL” FOR HYBRID EVENTS



From our point of view, a reflective decision about hybrid events involves six different questions. These questions must be addressed systematically, which is why we present them as a “decision wheel”.

What do you understand by a hybrid event?



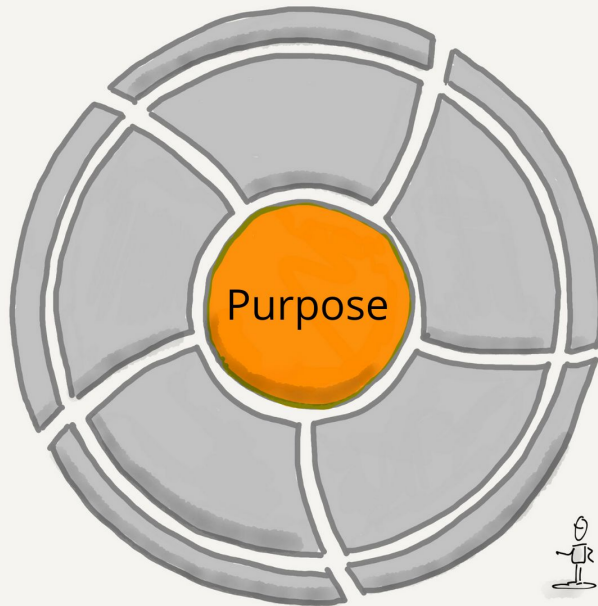
Hybrid can mean many things, such as:

- People joining a face-to-face event online (via their device).
- In an event, face-to-face and online elements alternate.
- Several groups work together at different locations and the results are compiled online.
- On-site and online participants are equally involved in an event.

→ *Clarify together what you mean by a hybrid event before you begin the decision-making process. What are you talking about?*



What is the purpose of the event?

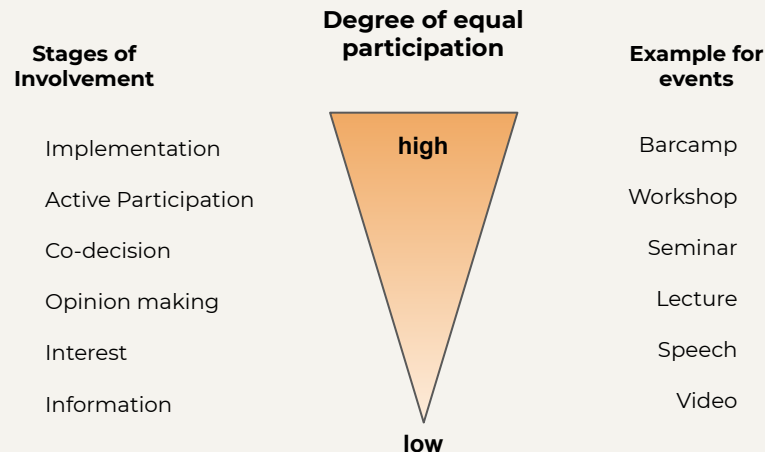


Before you decide on a hybrid version of your event, it is crucial to clarify the purpose.

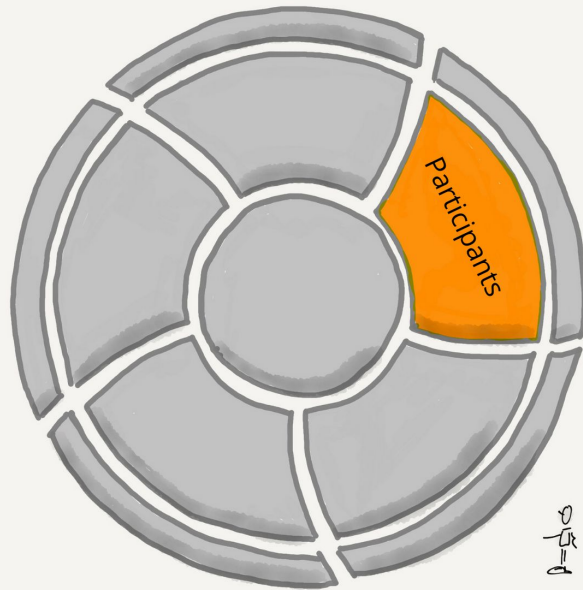
- What do you want to achieve?
- Is the purpose why you are organizing this event clear to all participants? And do they support it?
- What level of equal participation should the meeting have?

→ *Define how far the level of involvement plays a role and what you want to achieve and with whom.*

The pyramid of participation can be used to determine the degree of equal participation



Who participates in what way?

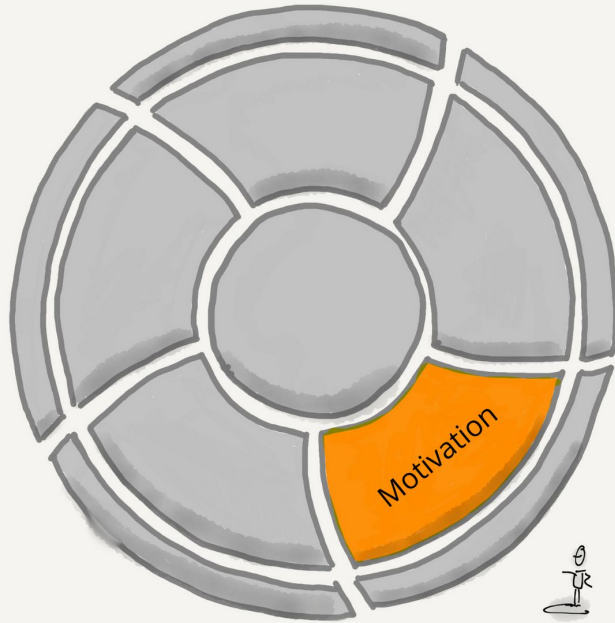


It makes a big difference whether a few online participants take part in a large face-to-face event, a few people meet on site and are expected to interact with many online participants, or the number of online and offline participants is roughly balanced. Depending on the constellation, the result has a completely different balance and thus is a completely different experience for the participants.

- *Check how many participants you expect online, how many you expect in presence, and what this will mean for your event.*
- *What imbalance could result from the constellation? Take both perspectives: that of the online participants and that of the face-to-face participants. What will they experience? How can they get involved and participate? How will this affect their motivation?*



What is your motivation to organize the event in a hybrid format?



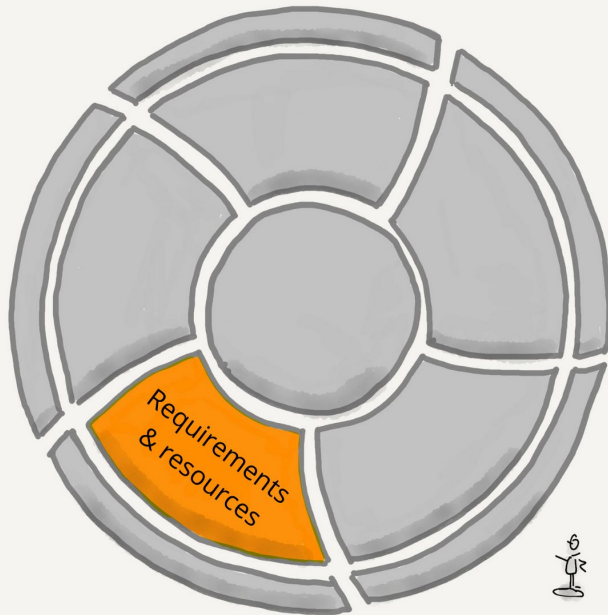
Before you decide on a hybrid event, we recommend that you think through various possibilities:

- What would your event be like if everyone participated online? Which arguments are there against an all-online event?
- What would your event be like if everyone only participated physically? What would be different? What are the arguments against this variant?
- What advantages do you expect from a hybrid setting?
- What other (unusual) possibilities would there be?

→ *Reflect on and clearly explain why you want to hold a hybrid event. Hybrid events are more demanding and more time-consuming than purely online events: Is the extra effort worth it?*



Do you have the adequate technical requirements and human resources to run the event hybrid?

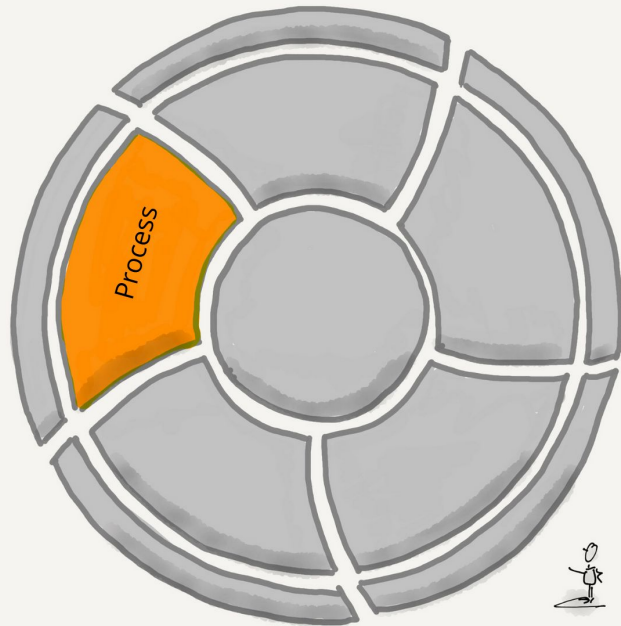


For online and offline participants to be able to work together, they must be able to hear and see each other well. This requires not only adequate technical equipment in the presence room in terms of lighting, microphones, cameras and projector, but also the appropriate know-how. The moderator must have all participants, online and offline, in view, regardless of whether there is a second (online) moderator. Since the technical and methodological preparations are higher compared to purely online or purely face-to-face events, sufficient time resources must be available for this.

- *Clarify whether sufficient technical equipment is available on site.*
- *Make sure that you have the necessary know-how for a hybrid event and sufficient time and human resources.*



How do you plan the process to match with the hybrid setting?



In order to include both online and face-to-face participants in the event on an equal basis, appropriate processes, methods and tools are necessary. They have to enable an equivalent experience for both groups and have to be checked for their relevance and suitability from both perspectives.

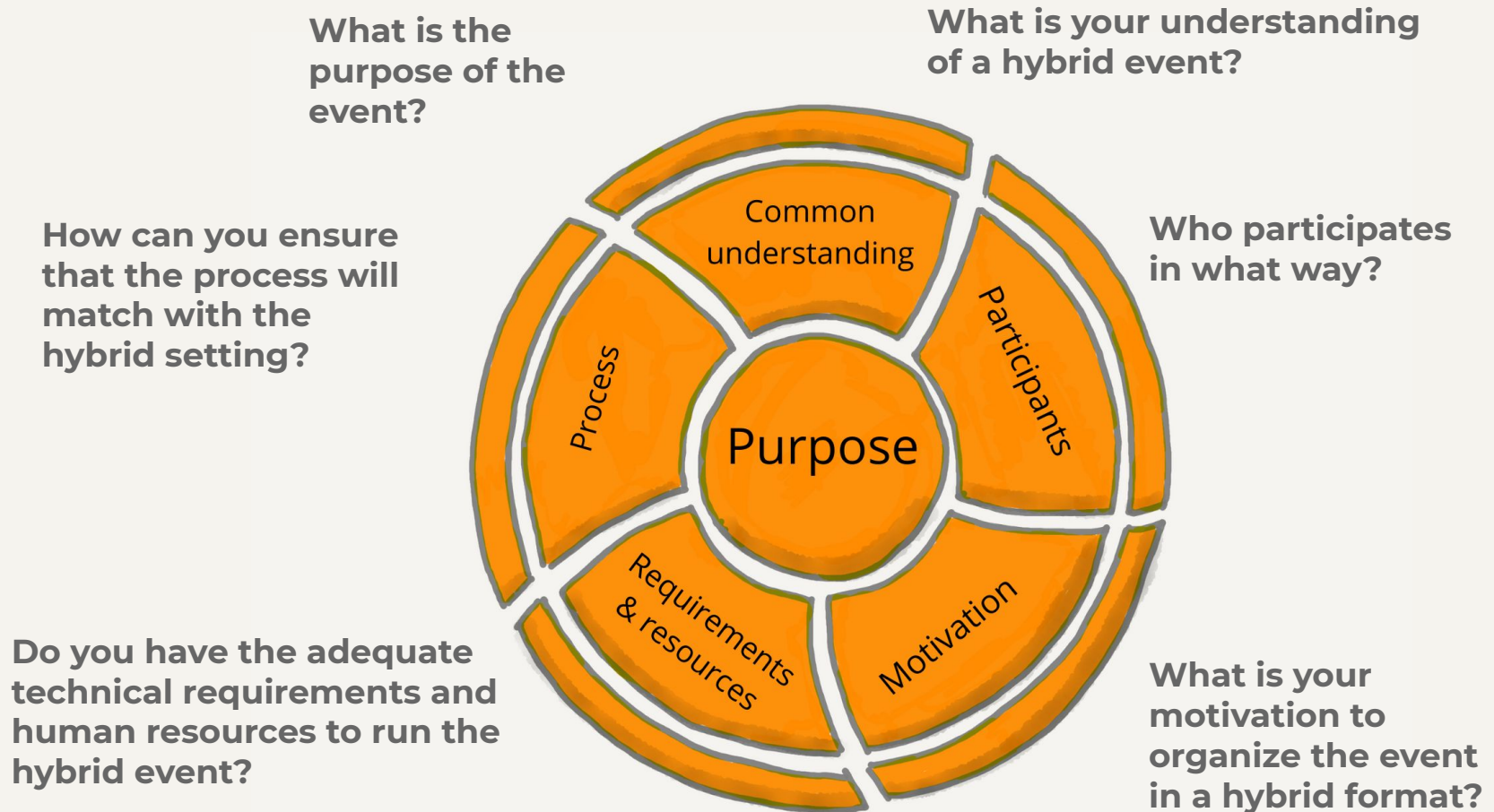
Think through the process and methodological design of your event from both points of view:

- How do online participants experience the process? How do the face-to-face participants experience it?
- How can both groups get involved? What can they take with them?
- Can they use the tools equally?
- Or do you need to design the process or specific moments in the process differently for the different participants? How does this affect the process and the overall group?

→ *Clarify with each other whether and how your planning and facilitation will allow for the active and full inclusion of both online and offline participants.*



The decision wheel - Overview

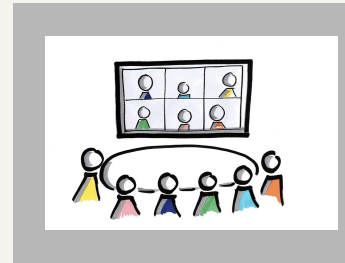
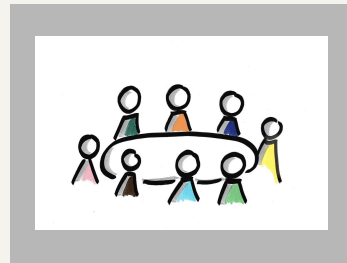
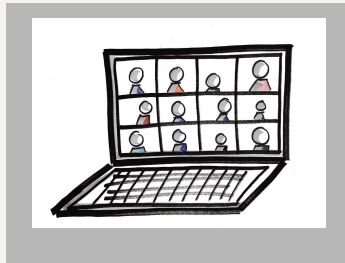
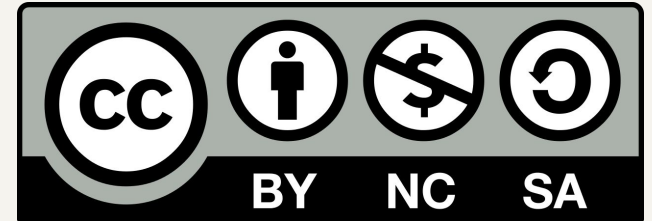


Our experience shows: The higher the level of participation, the more elaborate and difficult the implementation in the hybrid format.

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