

# 10 Ways to Attract and Keep Hybrid & Virtual Event Attendees Engaged

When you want to expand your reach, build community or engage audiences around the globe, adding hybrid to your in-person gatherings can be a smart business decision. To help you, we've compiled this list of the 10 best ways to maximize the impact of your next hybrid event.



# 1

## **Cultivate FOMO**

Get people talking about the event early and they'll look forward to the big day. One of the easiest ways to accomplish this is by crafting compelling pre-event communication. Encore can help you ideate and execute a strategy that will leave an impression on your guests that this event is one they can't miss.

# 2

## **Personalize experiences**

Leverage our expertise and broad base of knowledge to create an experience tailored to your group and its unique needs. Encore uses advanced video conferencing and streaming technology from industry leading partners. From two-way interactions to one-way broadcasts, we've got your back. We bring new ideas to the table and work with you every step of the way to bring your ideas to life. Ask us how we can help you personalize the experience and make it special for your audience.



# 3

## Eliminate tech hiccups

If you're producing a live hybrid broadcast, sending speakers a spec sheet for home internet requirements, rehearsing them in advance and having them log on early for tech checks helps troubleshoot and eliminate common tech issues. But to really reduce planning stress, consider hiring production support. We recommend adding a virtual event producer and a stage manager, especially if you have high-profile speakers or multiple educational programs. If you want to eliminate any potential glitches completely, pre-record and edit speakers, interviews and other segments for simu-live broadcasts or on-demand viewing. Self-serve options, like Encore Remote Presenter Kits can be customized to fit your needs and shipped to your speakers so everything they need to present professionally is at their fingertips.

# 4

## Create visual appeal

Elevate the production quality of your hybrid or virtual event by making it look like a professional broadcast. Encore Pop-up Studios™ can be set up at your office or as a mini-TV studio at your in-person venue for one or two presenters. Featuring branded LED backdrop and confidence monitors, 3-point lighting, microphones, HD cameras, and experienced audiovisual engineers to support and operate, fully customizable Pop-Up Studios lets you get creative.

# 5

## Utilize engagement platforms

If you want to help minimize distracted viewing and increase audience engagement, choose an [interactive event platform](#), like Chime Live. In addition to high-quality video streaming, it offers real-time polling, word clouds, Q&A, chat tools, emojis and an option to include AI-enabled captions or translations. Best of all, [Chime Live](#) comes with a dedicated project manager who can help you set up your platform and streaming as well as share ideas to maximize engagement.



## 6 Create memorable moments

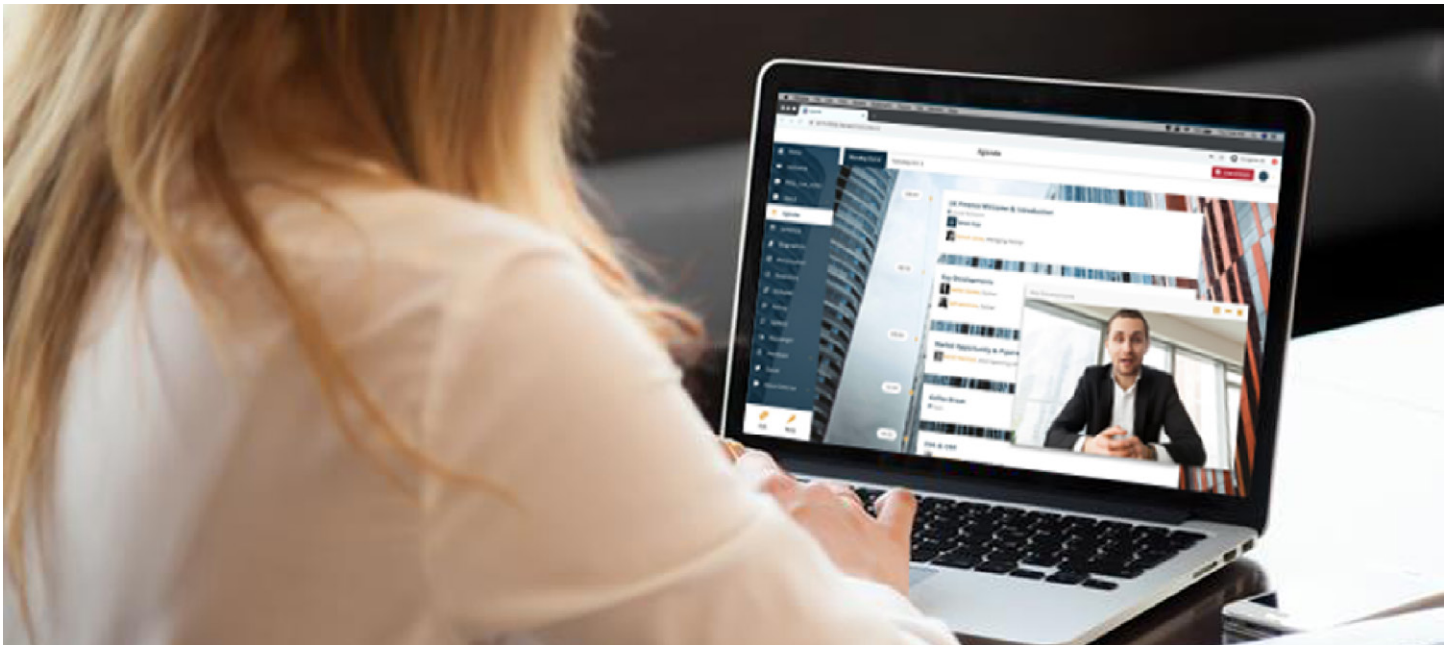
Transform snooze-worthy slides into dynamic content that sparks audience interest and keeps them from tuning out. Draw viewers in with emotionally engaging content, illuminated with artful lighting, textured scenic décor and wraparound sound designed to enrich the participant experience for all attendees. Encore can provide [custom playlists](#), and flexible and scalable [scenic](#) and [lighting solutions](#) to add depth, color and emotion to your event that will make it visually and sonically engaging — for both in-person and remote participants.

## 7 Shake up content delivery

Fight screen fatigue by mixing up the content for your remote audience. Follow a livestream broadcast of the general session with an interactive speaker Q&A. Keep sessions short and supplement them with vibrant visuals, downloadable assets and AI-enhanced on-demand content. Consider adding “office hours” or forums where participants can get questions answered in real time, even after the event concludes. Pressed for time? Encore can help you develop a full engagement strategy and coordinate all the moving parts. Share your vision, and we’ll take care of bringing it all together into a tailored experience for your audience.

## 8 Include dynamic graphics

A simple way to combat screen fatigue is to employ static and motion graphics that you might see on broadcast TV. For example: lower thirds for speakers, illustrated stats, animated graphics and branded backdrops to set the (virtual) stage. Looking for a well-integrated solution? Our award-winning [Encore Creative Content Studio](#) can help you bring your ideas to life in visually captivating ways that are always the right specs.



# 9

## **Facilitate connections**

One of the fastest ways to add value to the hybrid experience is to facilitate communication and connections between your remote viewing and face-to-face audience. Look for tools, like [Polling+ Q&A](#) or matchmaking platforms, that let participants find people with common interests and interact in real time.

# 10

## **Partner with an expert**

Every hybrid event deserves the same attention and care as your in-person events. Partnering with a professional event technology provider, like Encore, makes this process stress-free. Let us handle the details so you can focus on what you do best: Creating a lasting impact that delivers serious ROI for your key meeting stakeholders.

We hope these tips have inspired you to try something new at your next hybrid event.



**Ready to get started? [Let's chat!](#)**