

The Hybrid Playbook:

# Do's, Don'ts, and Definites



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WED. FEBRUARY 16TH 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

# HOSTS



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# DO GOOD

## EVENTS

Women Owned Business for 10 years

Award Winning for Event Planning and Non-Profit Events

A-Z Event Planning, Consultation, and Staffing for Community and Mission Centric Events.

### Core Values

- Believe in the Power of Community
- Effervescent Achievers
- Confident, Passionate, Champions
- Be Good Partners
- Creative Idea Generators





AV For You has been providing award winning services to the Twin Cities for over 17 years.

Growing through the pandemic AV For You has emerged as trusted partner for virtual and hybrid events.

As one of the first to open a stand alone virtual studio AV For You has been creating solutions for customers that have needed to adapt.



# What is Hybrid?

Wikipedia:

An event that combines a “live” in-person event with a “virtual” online component. Your live event is your audience – they may be in the ballroom, studio, conference space, tradeshow floor, theater or other location! Then, you have your viewers that are watching the streamed event from the comfort of their home or another satellite location.



# Hybrid Events Spectrum

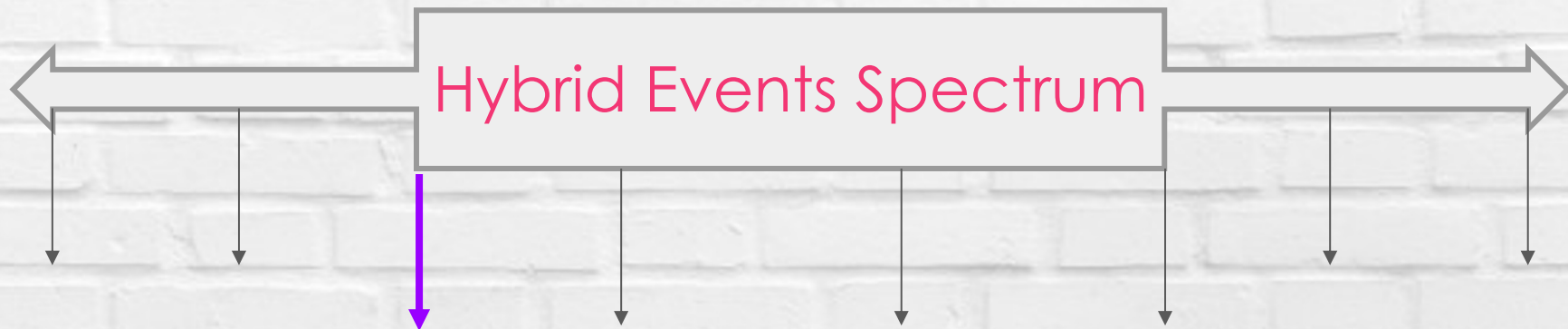


Not hybrid: Fully in-person or fully virtual



Pre-Recorded Content  
Shared to Both Audiences





Live Stream, One Camera  
Proxy Bidding



Hybrid Events Spectrum

Live Stream

Multiple Cameras & Operators



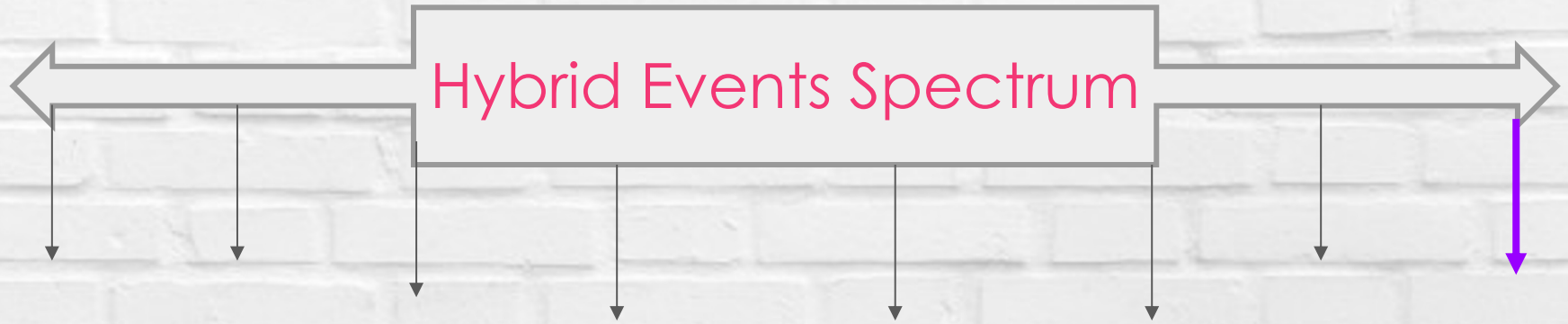
Live Stream, Virtual Host  
Multiple Cameras & Operators  
Viewing of Audience



Live & Virtual Presenters,  
Chat Box



More Engagement! Pre-Event  
Programming, Viewing Party Rooms, At  
Home Experiences



In Person & Virtual Audience  
Dynamic Camera Set Ups  
Onsite Real-Time a Virtual Host  
Cross Viewing of Audiences  
Real Time Donation Updates



Where do you fall on the hybrid spectrum?

- 1) Utilizing pre-recorded content
- 2) One camera set up with primary focus on in-person guests
- 3) Leveraging some platform options and technology
- 4) Fully immersive hybrid experience for both audiences
- 5) No idea yet

# Why Hybrid?

- Reasons for Opting Hybrid
  - Accessibility
  - Sponsor Impact
  - Presenter Options
  - Allows guests to participate at their comfort level
- Reason not to Hybrid
  - Capacity of Your Team - Time & Energy
  - Resources
  - Target Audience



**Do's**  
**Don'ts**  
**Definites**

# Run Of Show

## DON'T

## DO

Stick to the old ROS



Find Compelling Time for Virtual

Start Late



Have Back Up Content

Assume Knowledge & Skill



Effective Tech Check & Rehearsal

Engage to Inspire



Creative Idea Generators

# Audience

## DON'T

## DO

Separate the Virtual Audience

Give your IP audience a role

Assume no bidders

Create a Proxy

Only Acknowledge in the Room

Scoreboard, Seeded Givers

Limit Appearances

Photos or Video of Virtual Audience

**Bonus Engagements:** Countdown Clock, Platform Features

# Communication

## DON'T

Make assumptions on:

- what your audience knows
- what is standard
- what “they should just expect”



## DO

Over Communicate:

- Where to check in/How to Log In
- Timeline of the Event
- COVID protocols in place
- How to make a contribution

**Invitations - Emails - Text Message - Signage**

# Technology

## DON'T

Don't miss an opportunity to  
leverage technology to  
enhance the event  
experience



## DO

Lower Thirds  
Cameras  
Rehearsal  
Record the Event  
Platform Features

# Virtual Audience

## Definites

Special considerations for your virtual audience

- Host/Emcee
- Dedicated Opening & Closing
- Dedicate phone or email to get support



# Audio Visual Definites

Expand your invite list

Dedicated wired internet

Hot spot parachute

No copyright music



# Planning Definites

Choose a Path with Confidence

Trust Your Partners

Remember Pre/Post Messaging

Debrief & Celebrate



# General Event Trends

- Excitement and Enthusiasm
- Early Arrival
- No show rates are low
- COVID precautions evolve and custom to the organization and geographical area - prepare to be nimble and over communicate
- Expectation of shortened program
- Great Generosity!

# Thank you



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