

# Events in a Hybrid World

## Redesigning the Shared Experience

Connect your in-person and digital channels to reach your full potential audience.

Host your next hybrid event on our best-in-class virtual events platform, to create an immersive experience for your audience at scale. Extend the life of your event beyond a moment in time, to grow your community, maximize ROI, and build your brand.

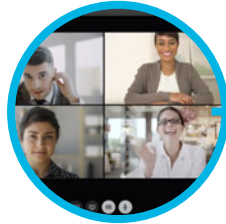
### Deliver An Exceptional Event Experience

Design your digital experience to communicate your story to your audience. Program a winning agenda powered by Studio, our enterprise-grade webcasting and streaming platform. And take engagement to new heights, with AI driven matchmaking, second-screen capabilities and video chat options.



#### High Quality Streaming

Broadcast live, simulive, and on demand programming.



#### Video Chat

Engage with attendees 1:1 or in a group.



#### Second Screen

Allow in-person attendees to join the virtual conversation.



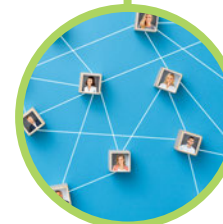
#### Social Hubs

Aggregate posts across channels using the same hashtag.



#### Flexible Branding

Design an immersive experience in 3D or 2D.



#### AI Driven Matchmaking

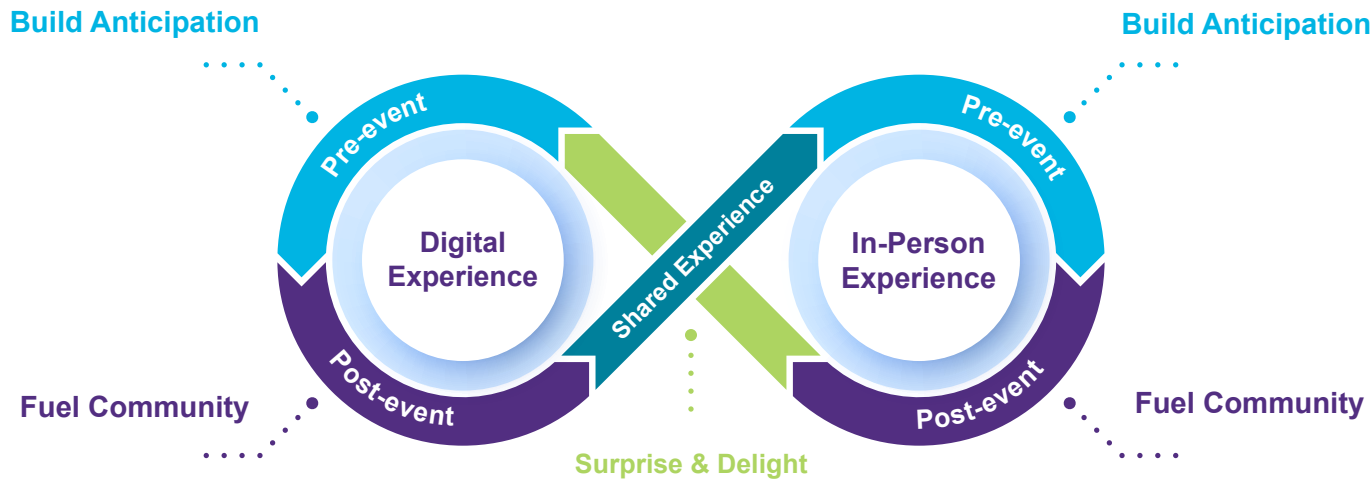
Network with peers that have similar interests.

# Events in a Hybrid World

## Redesigning the Shared Experience

### Hybrid Event Life Cycle

Create an **"always on"** experience for your audience. Fuel your community with live programming, before, during, and after the event, to drive engagement and build meaningful connections.



### Key Benefits

- Extend Your Reach
- Drive Engagement
- Build Brand Awareness
- Create New Revenue Streams
- Maximize Event ROI
- Fuel & Nurture Community

### Popular Use Cases

- User Conferences
- Product Launches
- Sales Kick-Offs
- Annual Meetings
- Investor Days
- Trade Shows

#### Build Anticipation

- Promote registration
- Agenda reveals
- Speaker interviews
- Scheduled networking
- Surveys, polls
- Gamification
- Micro-events  
(i.e. webinars, short talks)

#### Surprise & Delight

- Live programming
- Engagement
- Personalization
- Gamification
- Prizes/Giveaways
- Entertainment
- Matchmaking
- Networking

#### Fuel Community

- On Demand replay
- Attendee interviews/testimonials
- Session highlights
- Surveys and polls
- Scheduled networking
- Gamification
- Micro-events  
(i.e. webinar/video series)