

GO HYBRID

Elevate Your Next Event



encore

EVENTS THAT TRANSFORM

ENGAGE WITH HYBRID

We're all spending more time than ever in front of our screens. Almost everyone has used Zoom or Teams for an online meeting in place of a face-to-face meeting, but these solutions can lack engagement and cause screen fatigue.

That's why Encore developed a suite of industry leading hybrid solutions to ensure your attendees have a superior online experience, stay engaged, and can participate just as they would if they were in the room.

To ensure you're maximising engagement at your next hybrid event, we've put together our top ten tactics to help you elevate the attendee experience, whether they're in the room or online.

Tactic 01
MAKE IT **ENGAGING**

03

Tactic 02
MAKE IT **STAND OUT**

04

Tactic 03
MAKE IT **INTERACTIVE**

05

Tactic 04
MAKE IT **IMMERSIVE**

06

Tactic 05
MAKE IT **MEMORABLE**

07

Tactic 06
MAKE IT **SOCIABLE**

08

Tactic 07
MAKE IT **BRANDED**

09

Tactic 08
MAKE IT **GLOBAL**

10

Tactic 09
MAKE IT **SEAMLESS**

11

Tactic 10
MAKE IT **STAND OUT**

12

Go hybrid
WITH **ENCORE**

13

TACTIC 01

MAKE IT ENGAGING

with Interactive Virtual Platform

As any event organiser knows, it can be challenging enough to maintain engagement at an in-person event. When you move that experience online, you're suddenly faced with a whole new set of distractions. Bursting inboxes, ever-scrolling social news feeds and online shopping are all just one click away.

Give your attendees a reason to stay engaged by utilising an interactive virtual event platform that includes advanced features such as video networking, online polling, ideation and quizzes. By providing your attendees with an action, it avoids a distraction.

Encore's award-winning Chime Live platform is a flexible solution that elevates the hybrid meeting experience. It is used by both online and in-person delegates to offer high quality video streaming plus interactive features such as polling, word clouds, Q&A opportunities and so much more. Designed specifically for hybrid events, Chime Live delivers engaging, transformative and insightful events of any kind.



ENGAGING

TACTIC 02

MAKE IT STAND OUT

with Encore's Studios

If you want your online experience to stand out from the crowd, you need to up the ante. Elevating your production standards by using professional studios are vital to ensure a high quality broadcast that delivers cut-through. Encore's studios offer that premium level of quality and professionalism for your event with the peace of mind you have expert tech support on-hand. The environment is free of distractions and professionally equipped with branding options like backdrops, furnishings, stage lighting, microphones and broadcast quality cameras.

Our studios provide organisers with the freedom to get creative and tailor the environment to suit a huge variety of designs and events. Think about using multiple cameras for different angles to entertain your audience, just like they do for TV. You can also stream in presenters from other locations and show them on screen within the studio environment.

What's more, all our studio solutions come with the support of our expert technical teams to ensure you and your attendees get the most out of our Studio spaces. Plus, you'll receive a first-class production for the final stream or record - delivering a great experience for all.



TACTIC 03

MAKE IT INTERACTIVE

with Live Polling & Social Media

Find out what your audience is really thinking with Event Poll, event technology that lets you ask questions and receive answers in real time – it's a proven strategy for keeping hybrid audiences engaged.

From ideation exercises to Q&A, voting through to quizzes, Event Poll offers a range of questions to help you get the answers you need and your attendees engaged.

Another popular engagement technique is encouraging attendees to get social. It's a familiar way to bridge the gap between online and in-person attendees whilst amplifying your event's reach. Encore's Event Feed software allows you to capture your audience's Tweets, Facebook and Instagram posts and displays them on screen for all to see. Social conversations extend the impact and influence of the event outside the venue walls. Guests capturing and sharing their favourite moments, keynote insights or sporting goal via their social channels, enables your event to engage a world-wide audience. Even online attendees who couldn't make it to the live event can join the conversation.

Event Poll and Event Feed both integrate into the Chime Live platform, making the experience seamless and convenient.



TACTIC 04

MAKE IT IMMERSIVE

with Extended Reality

Extended Reality (XR) combines augmented reality, virtual reality and mixed reality to create an immersive experience like no other.

Encore has pioneered this technology for the events industry and created the Immersive XR Stage. The technology turns any presentation into a dynamic, 3D visual journey that can be interacted with and edited in real-time.

The power of the technology let's you transport speakers to distant places, stitch speakers from different recordings into one seamless presentation, integrate multimedia animations to make data more meaningful and so much more. The options to design your ultimate environment are virtually limitless.



TACTIC 05

MAKE IT MEMORABLE

with Content & Multimedia

Content is king when it comes to making sure that your message is unforgettable. In fact, with hybrid events your content is one of the single most important considerations that will make your event memorable. With all those at-home distractions we've talked about, you need to be able to grab your attendee's attention and keep hold of it. That means there is much more pressure on your content to pack a punch.

Create goose bumps with an emotional opening video and set the tone for your theme and message right from the beginning. Keep your sessions short and supplement them with vibrant content and multimedia. Transform dull PowerPoint slides with dynamic content that sparks the interest of the audience and keeps them engaged.



TACTIC 06

MAKE IT SOCIALE

with Virtual Networking

One of the major reasons people attend events is for the networking. For an effective hybrid event, it's vital to deliver excellent networking opportunities whether attendees are in the room or online.

Utilise an interactive event platform, such as our virtual event platform Chime Live and integrate our video networking solution to host networking sessions or interactive breakouts. Your attendees will then be able to connect with others with common interests or shared event goals, or get to know each other during interactive workshop activities to help them make those valuable connections.



TACTIC 07

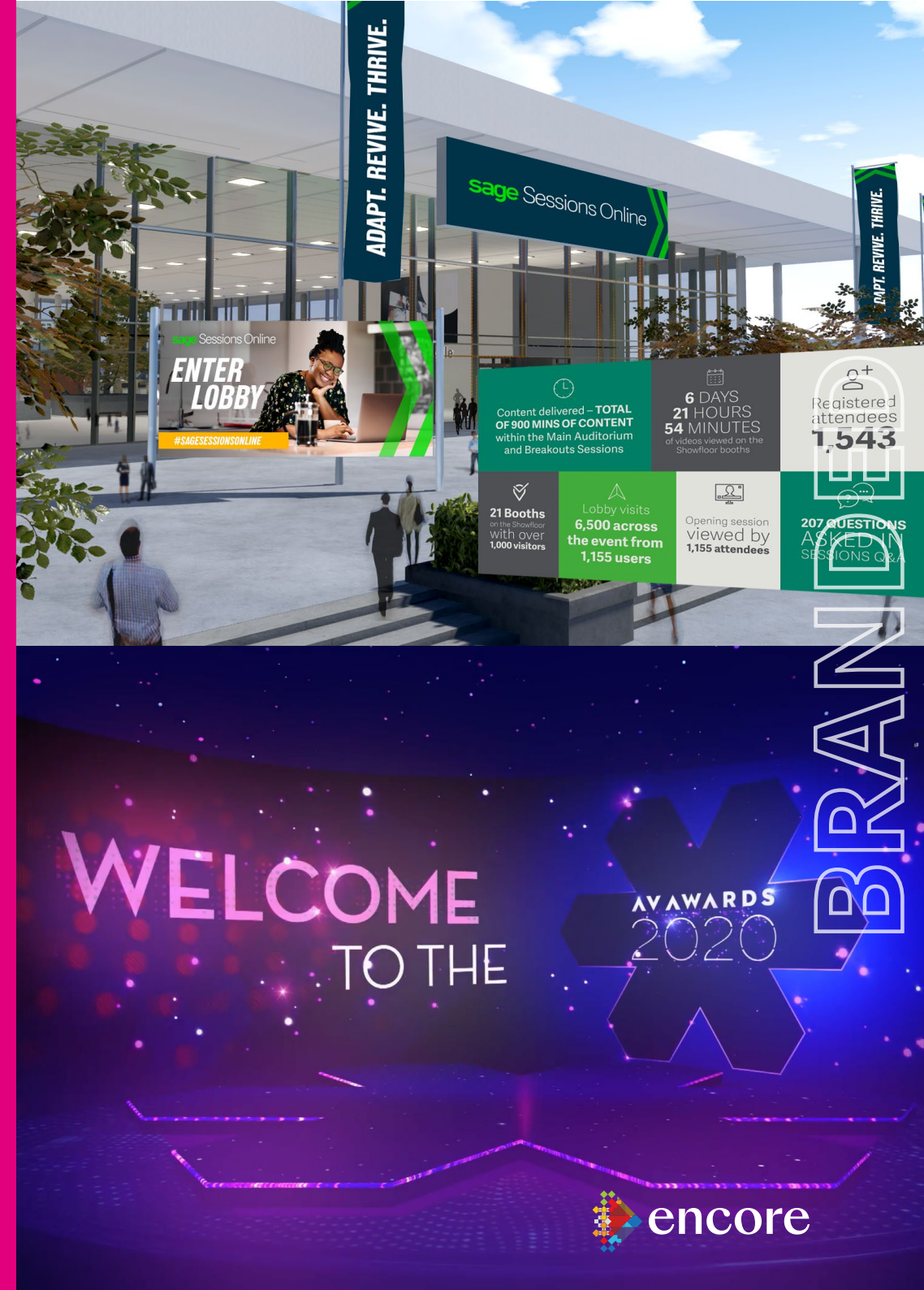
MAKE IT BRANDED

with Inspiring Set Design

Stage set design can be the difference between a good event and a great one. With hybrid events, you need to consider your in-person and online attendee to give both an engaging visual experience. Encore creates unforgettable event experiences by designing a stage that moves beyond the presentation, speaker or performance – and becomes a feature in itself.

Encore's technical teams, graphic designers and set designers work with you across concept, design and delivery. We'll transport your message using the latest audio visual, event multimedia design and event styling solutions to make the setting of your event truly stand out.

If you have remote presenters, we can help you create a professional backdrop for them, or even create a virtual one, so they can present from any environment.

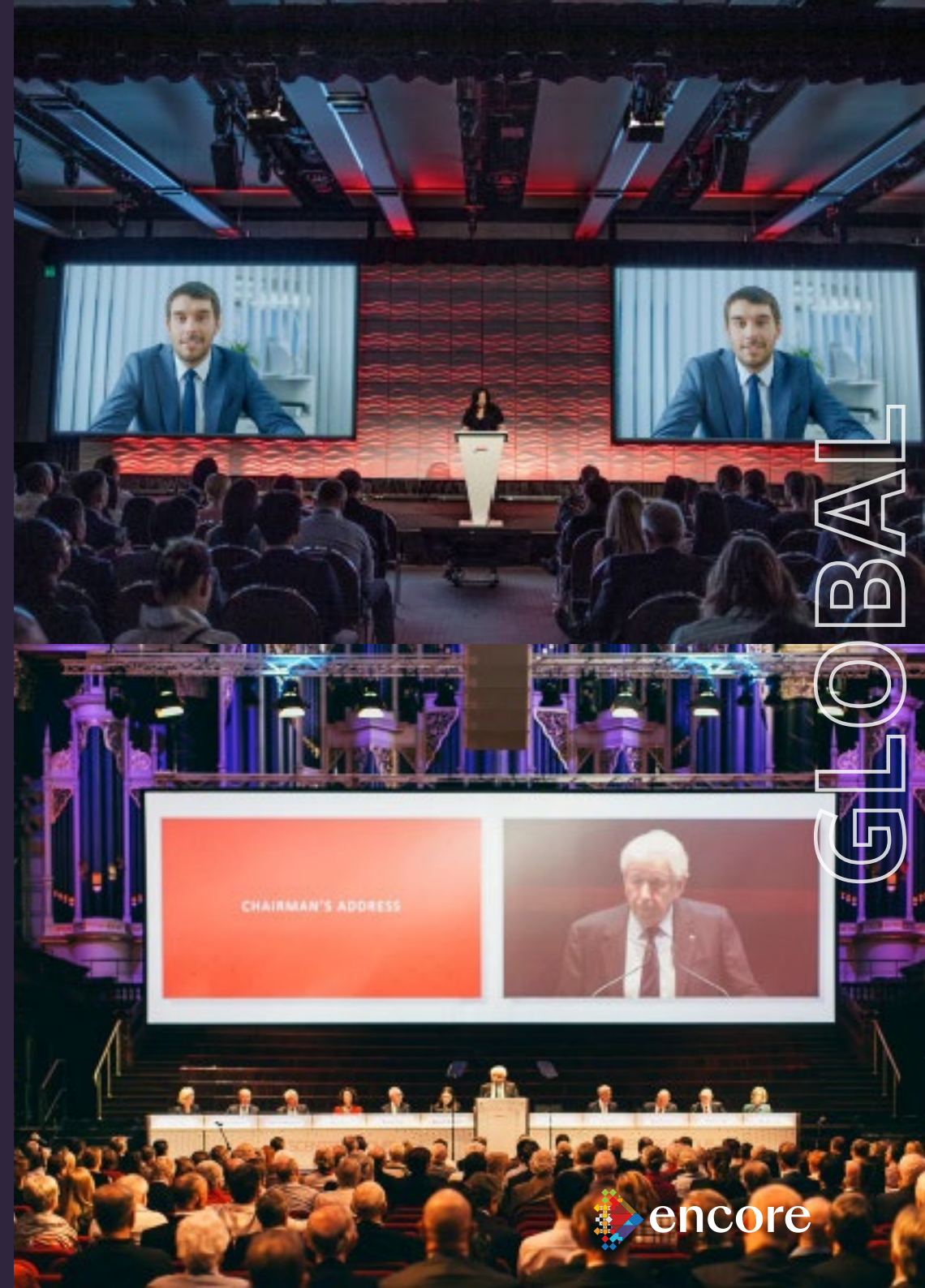
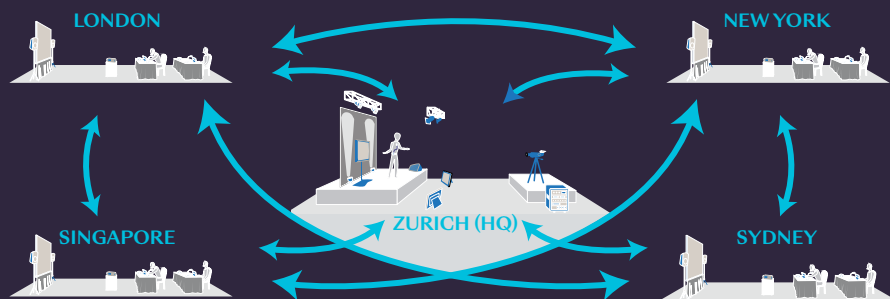


TACTIC 08

MAKE IT GLOBAL

with Streaming, Webcasting & Webinars

Take your event to a global audience with webcasting, webinars and streaming. These solutions enable you to connect and interact instantly with new and existing audiences, across different locations and time zones. Encore is an award winning event services provider and proudly offers highly customisable professional services for your online events. Depending on your needs, we have a tailored webcasting, webinar and streaming solution to suit.



TACTIC 09

MAKE IT SEAMLESS

with Technical & Production

Hybrid events combine in-person and online technologies, so there are a lot of elements to connect to ensure a seamless experience for all.

Expert planning, testing and production of all elements is vital. With so many elements to test and rehearse you'll want experts by your side – there's the in-room cameras, vision and audio, to stage management, virtual technology management and integration with online platforms and that's just naming a few.

Our technical teams offer rehearsal sessions for your speakers and coaching to ensure they deliver a quality presentation on-stage and online. They ensure those in the room experience crystal clear vision and audio. For the online viewer, they integrate the live stream, enable seamless integration and Q&A.



SEAMLESS

TACTIC 10

MAKE IT DIFFERENT

with Creative & Design

To guarantee you're making your event different, engage the services of industry experts that live and breathe creative content. Whether it's designing some stand-out branded backdrops, bumping up the quality of your PowerPoint slides or creating emotive videos, get support from a talented and trusted creative services team. Here at Encore, our award-winning creative content teams will develop assets that bring your message to life and captivate audiences, all with an understanding of your audience, event type, and strategic goals.



GO HYBRID WITH ENCORE

Your Trusted Event Production Partner

The world of hybrid events can be a challenging concept so it's really important to work with a trusted event services partner. Not only does this make your whole event planning process much simpler, it also opens up a whole new world of possibilities. At Encore, we take the time to understand your specific needs and help you choose the perfect solutions to meet your individual objectives. Whether it's a glamorous award ceremony, innovative product launch, large hybrid conference or a small meeting, we focus on your needs and those of your attendees.

Get in touch to find out how we can help you elevate your next hybrid event into an experience that transforms.



ELEVATE YOUR NEXT HYBRID EVENT

Our hybrid events team is one click away:

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