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## DEFINING AND EXECUTING HYBRID EVENTS – PANEL DISCUSSION

We've recapped the top takeaways from the panel discussion at Pharma Forum about "Defining and Executing Hybrid Events"

Whether you're in pharma or not, the hottest topics at this year's conference were relevant to anyone who produces events of any kind, particularly virtual and hybrid.

Hear first-hand from some events industry experts from big pharma leaders Genentech, ITA Group and EMD Serono, along with our own Russell Reich as they define hybrid events and speak to why they may make sense for many companies even when the pandemic is behind us.

### WANT A FLAWLESS HYBRID EVENT?

#### HERE ARE FIVE TIPS TO CONSIDER:

*1. Know your audience and outline your objectives*

To whom are you speaking? Do you want to inform, sell, educate?  
This will enable us to help you achieve your goals – starting with the right agenda and format.

*2. Marry audience and objectives*

This will help give you guidance on who should be live, who should be recorded and who should be in a virtual environment.

*3. Map it out*

Want in on a little pro-tip?  
Your information doesn't have to be communicated at the exact same time between audiences – you can have a live event and a digital experience. You can tailor your content to achieve the maximum ROI. (Don't worry, we will show you how)

#### *4. Think of it as a broadcast event*

You may have had a virtual event in the past, but the industry has changed. You can no longer livestream your event and expect to keep your virtual audience engaged.

It's important that you make your audience feel a part of something.

For example, when the lights come up after a keynote, the live audience will connect. What happens to the virtual audience? They must have programming to capture them so they don't get distracted. Think of it like a football game. If you are watching on your tv, after every play there is a hook to keep you engaged. If you're at the stadium, you don't notice the lull and you remain invested in the programming.

#### *5. Expand your reach*

That's right, there is an upside to having a virtual audience.

With virtual events, companies have found that they are able to go a little deeper with who they are sharing content with. This larger net creates more inclusivity and unifies company missions at a deeper level. Hybrid allows more people to attend, and a better opportunity to study your audience.

Overall, **what's the future of hybrid events?** [A hand crafted and tailored approach for every audience member \(in-person or virtual\), a deeper engagement and multiple ways you can orchestrate touch points.](#)

Have any questions? Reach out, we'd love to hear from you.