



encore™

hybrid events

Overview

As a leading provider of event experiences worldwide, Encore has been executing hybrid events for over a decade. Our team of experts focus on the design fundamentals required for comprehensive pre-event processes, varied and distinct hybrid experiences, and the long lifespan of post-event content and analytics.

Key Drivers For Hybrid Event Success



Environment

Hybrid meetings bring people together from multiple locations in varying group sizes. A strategically planned environment creates a purposeful experience for in-person and remote attendees.

Important Considerations: Safety, seating, lighting, décor, noise management, understanding your range of control.



Experience

Camera positioning, quantity of monitors, clear sight lines, options for displaying content, and post-event playback.

Important Considerations: Video displays in strategic locations, sound checks, well-placed cameras, level-set expectations with your decision-makers and sponsors.



Engagement

Whether you already have a platform you enjoy using or you want to use ours, we'll help you discover ways to deliver impactful content.

Important Considerations: Collaboration tools, polling, surveys, on-demand access, networking, gamification.



Connectivity

A stable robust network is critical. It's good to have a backup plan and to know your bandwidth requirements for both in-person and remote presenters

Important Considerations: Scalability, network support, remote user connectivity, reliability.



Content

Elevate the event experience with content development and different mediums.

Important Considerations: Physical and digital branding and content fluidity, storytelling elements.



Production Management

Success hinges on a deliberate approach pre-event to post-event. Developing a project timeline to map out all components and details is critical.

Important Considerations: Multiple presenters in varying locations, different timezones, focus tolerance of attendees, event production roles to consider.

Hybrid Meeting Options



Boardroom Meetings

A small in-person gathering in a huddle room, boardroom, or similar collaboration pod with remote participants. A single webcam (including one built-in to a personal laptop) could provide capture coverage for a small group.



Small Meetings

An in-person conference in a small meeting room with remote participants. The room can be set in a U or traditional conference table configuration.



Mid-size Meetings

An in-person gathering in a traditional meeting room or similar with remote participants. The room can be set in a classroom style, rounds or designed to meet your specific event needs. Remote attendees can join on their own from an office or as a group from another meeting room.

These meeting concepts integrate with common virtual cloud solutions such as teams, zoom and webEx but Encore also offers more custom virtual solution platforms to help drive up collaboration and engagement.



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Hybrid solutions provide planners, sponsors, presenters, and attendees with the ability to reach more people. Together, we can identify the best option for you to connect audiences and presenters across multiple venues and locations.

A hybrid boardroom meeting is great for a small gathering in a huddle room, boardroom, or similar collaboration pod with an extension to remote participants.

Benefits

- > Flexible cost-effective solutions for small groups
- > An intimate experience for 2-6 participants.
- > Ideal for collaboration and direct audiovisual communication.
- > Internal and external web camera solutions for remote participants.
- > Easily integrates with custom virtual event platforms.
- > Compatible with common web-based video conferencing solutions.
- > Meet in a comfortable, safe, full-service environment that integrates MeetSAFE™ guidelines.

Boardroom Meeting Options



Bring Your Own Device

- > Bring your own laptop to use as a personal camera
- > Realtime two-way audio and video communication
- > Screen sharing
- > Commercial grade Internet connection



360° Web Camera Interaction

- > Meeting Owl automatically detects and switches the camera to the active speaker/participant



Presenter Enhancements

- > Professional camera angles and dedicated audio support to highlight key presenters



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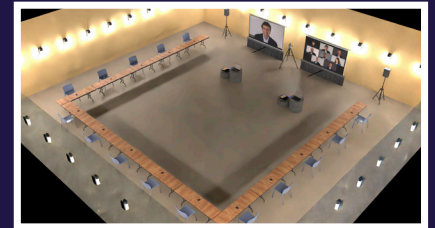
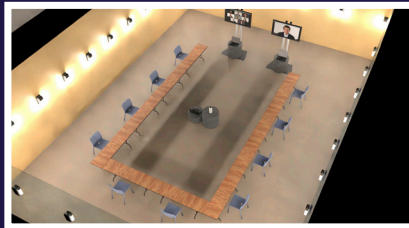
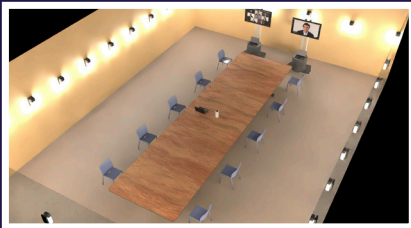
Hybrid solutions provide planners, sponsors, presenters, and attendees with the ability to reach more people. Together, we can identify the best option for you to connect audiences and presenters across multiple venues and locations.

A small meeting is great for an in-person conference in a small meeting room using a U-shape or traditional conference table configuration with remote participants.

Benefits

- > Flexible cost-effective solutions for small groups
- > Up to 15 in person attendees with the flexibility to scale as needed.
- > Ideal for collaboration and direct audiovisual communication.
- > Multiple cameras, displays and sound reinforcements to enhance the in-room and remote experience.
- > Easily integrates with custom virtual event platforms.
- > Compatible with common web-based video conferencing solutions.
- > Meet in a comfortable, safe, full-service environment that integrates MeetSAFE™ guidelines.

Small Meeting Options



Flexible Functionality

- > Realtime two-way audio and video communication
- > Screen sharing
- > Use your platform or ours
- > Commercial grade Internet connection
- > Professional high quality audiovisual interfaces

Presenter Enhancements

- > Presenter view and attendee view camera angles
- > Enhance production with lighting, audio and decor



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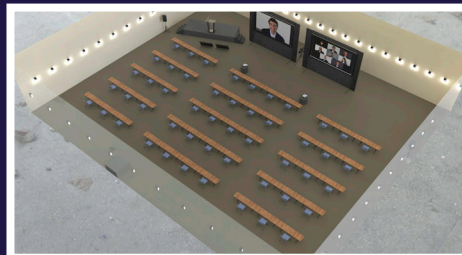
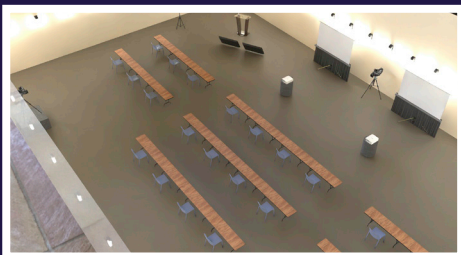
Hybrid solutions provide planners, sponsors, presenters, and attendees with the ability to reach more people. Together, we can identify the best option for you to connect audiences and presenters across multiple venues and locations.

A mid-size meeting is great for gathering in a traditional meeting room in classroom style, rounds or designed to meet your specific event needs. Remote participants can join from an individual office or in groups from another meeting room.

Benefits

- > Up to 50 in person attendees, with the flexibility to scale as needed
- > Multiple cameras, displays and sound reinforcements to enhance the in-room and remote experience.
- > Easily integrates with custom virtual event platforms.
- > Compatible with common web-based video conferencing solutions.
- > Experience variations based upon the event and customer needs
- > Meet in a comfortable, safe, full-service environment that integrates MeetSAFE™ guidelines

Mid-Size Meeting Options



A Familiar Format

- > Professional cameras capture both presenter and audience views
- > Interactive web-conference or webinar format
- > Professional conference management support available
- > Display the virtual audience gallery
- > Commercial grade network and Internet solutions

Presenter Enhancements

- > Highlight the key presenter with professional camera angles, dedicated audio support and IMAG



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