# BEAR ANALYTICS

# Leadership Tactics to Successfully Pivot to a Virtual/Hybrid Event

## New Opportunites that a Virtual/Hybrid Event allows for:

### Identifying New Value Centers

How can you provide even more value to your industry in a virtual/hybrid environment that isn't possible with face to face

### New Experiences

Lean into these new digital experiences with your team and grow your skillsets internally

### All Eyes on Deck

Take advantage of the fact that a virtual/hybrid event allows you to expand your audience and get more eyes on your brand

### New Data Sources

Measuring digital engagement on your audience will provide a host of new meaningful data and metrics

### New Pricing Opportunities

Removing the obstacle of tiered or member based pricing allows for easy conversion and a more e-commerce feel

## Tactical Steps

As new information comes at professionals, it's critical to develop a process and a system that you and your team can rely on to stay focused and move forward as you pivot along the way. The 4 steps below outline how to setup your team for success.

### Step 1
### Leadership

**TO-DO**
A) Assign a Virtual/Hybrid Event Czar
B) Create a micro task forces
C) Emphasize communication

Leadership is key. Identify a single person to lead the charge on pivoting, it requires a vision, talent for organization, and mobilization of resources.

### Step 2
### Alignment

**TO-DO**
A) Daily Standups
B) Dedicated project management environment
C) New team meeting structure

Virtual/hybrid experiences differ greatly from face to face, lean into those differences and align your talent with the new vision. Onsite logistics personal could now be deployed in other capacities.

### Step 3
### Accountability

**TO-DO**
A) Adopt principles of agile
B) Daily progress updates from individuals
C) Weekly sprint goals as a team

Working across teams, cross functionally and focusing on one success at a time. This project is going to feel huge, break it into its component parts and focus on executing each of the tasks to competition.

### Step 4
### Execution

**TO-DO**
A) Driving work product to specified goal centers
B) Clearly define attendee value centers
C) Establish rules for virtual/hybrid vs. f2f

Getting the work done. Pivoting, shifting focus, requires a stream of tasks and projects to be completed.