



# Event Organizer's Guide to Hybrid/Virtual Event Strategy

Thinking of moving your face-to-face event to a virtual or hybrid model? This guide will ensure you're asking the right strategic questions along the way.



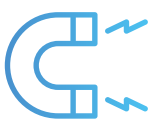
## 1. Adapting the Business Model

- Will we offer refunds to those already registered for our physical event?
- Should we still charge for registration? How much?
- What elements of the face-to-face event can we reduce to save costs?
- What new revenue streams can we tap into?



## 2. Relationship Management

- How will we communicate with our customer base?
- What do our exhibitors and sponsors want out of a virtual event?
- How do we keep these organizations loyal and engaged until our next event?



## 3. Audience Engagement

- How will we define engagement within this new environment?
- Can we extend engagement duration with our virtual event?
- What engagement data should we look at?



## 4. Technology & Experience Design

- Which event elements does our virtual event have to hit out of the park? Which are less important?
- Who is in charge of online and cloud security?
- What technology options do we have? Who is best-in-class?



## 5. Competitive Landscape

- How have our competitors responded to the COVID-19 crisis?
- Are there any voids in the marketplace our virtual event can help fill?
- Have new competitors emerged recently?



## 6. Team Considerations

- Which partners become essential as we navigate the new landscape?
- How do we pivot responsibilities to account for this new direction?
- What can I do to keep my team motivated and rowing in the same direction?

Contact us for a free strategic decision-making consultation. Email us at [Hello@BearAnalytics.com](mailto:Hello@BearAnalytics.com) or at **571-259-4193**

