

Event Planner Tasks At A Glance: Moving From In-Person To Hybrid Model

The following is your quick reference guide comparing the event planner tasks of executing a traditional in-person event versus a hybrid event.

Task	Traditional in-person event	Hybrid event considerations
Venue Contracting	Venue selection driven by: <ul style="list-style-type: none"> Attendee count Dining/entertainment experience 	Venue selection includes considerations for: <ul style="list-style-type: none"> Physical distancing Changing local regulations and protocols Space for production team IT and Internet bandwidth Infrastructure
Food and Beverage	Choices driven by: <ul style="list-style-type: none"> Allergies Variety Aesthetic/taste 	Choices driven by: <ul style="list-style-type: none"> Social distancing requirements Increased safety protocols Special food vessels Specialized method of serving
Communication/ Speaker Preparation	Tasks include: <ul style="list-style-type: none"> Pre-event attendee communication Script assistance for speakers addressing live audience Post-event survey 	Considerations: <ul style="list-style-type: none"> Script writing has a Broadcast tone Speakers address cameras—not 100% live in-person audience Separate communications needed for in-person and virtual attendees Additional rehearsal time
Set-up/Staging	Set-up considerations: <ul style="list-style-type: none"> Stage and presentation set-up reflects number of in-person attendees Speakers and screens added only if needed Production value increased if desired and budgeted Cameras on speaker are for recording and to magnify speaker image—not for broadcast purposes Stage dressing meets event planner requests 	Set-up considerations: <ul style="list-style-type: none"> Production value driven by event need Camera placement drives audience set-up and resembles a broadcast studio Stage design must stay cohesive if broadcasting from multiple locations

Task	Traditional in-person event	Hybrid event considerations
AV/IT	Technical considerations: <ul style="list-style-type: none"> ■ AV set-up driven by business and event planner requests ■ Simplicity/low tech is an option ■ Internet or technology malfunction can impair the attendee experience, but is not integral 	Technical considerations: <ul style="list-style-type: none"> ■ Bandwidth ■ Recording ■ Rehearsals ■ Contingency planning
Staffing	Staff considerations: <ul style="list-style-type: none"> ■ Most event teams equipped with seasoned professionals and experts in traditional in-person event execution 	Staff considerations: <ul style="list-style-type: none"> ■ Limited resources for planners and partners in this new event model ■ IT/AV support may require a team member more technically skilled than the event planner/ venue has in-house
Budgeting	Budget considerations: Budgeting for the unknown in the traditional in-person event environment relies on references to past event experiences, with an estimated number of additional expenditures. Those might include: <ul style="list-style-type: none"> ■ Food and beverage increase ■ On-site AV support ■ Additional giveaway items 	Budget considerations: Multiple factors can increase your event budget substantially and suddenly which make it difficult to plan. Those might include: Virtual vs. in-person attendance—the more virtual attendees, the more bandwidth needed to stream <ul style="list-style-type: none"> ■ Local regulations continually changing in regard to in-person gatherings ■ Choice of engagement platforms