Definitive Guide to Virtual and Hybrid Events

The why and how of conducting virtual and hybrid events.

Learn how to run a successful virtual event while understanding available technology and strategies.

IBM Watson Media

What are virtual and hybrid events?

A virtual event is a technology-driven event where content and interactive activities are delivered to an online audience. It can be an alternative to hosting an in-person event. A hybrid event is an event that combines a virtual and an in-person audience in one or more locations and may require attendees to specify virtual or in-person during the registration process.

Terminology for virtual events can also mean different things to different people. It can mean an hour-long webinar or a 4 daylong conference. It can mean an event where the audience participants just sit back, watch and enjoy, or an event that requires attendees to actively engage via keyboard and/or camera throughout the event.

It's important to have clearly defined objectives before you start planning a virtual event so that your choices in format and technology will help you meet those goals.

Why should I consider hosting a virtual event?

40 percent of respondents to a recent EventMB survey answered "no" when asked if they had been successful at pivoting their events to a virtual platform. If so many have failed, why should you consider virtual in the first place?

Many virtual events in 2020 were less than perfect due to rapid pivots with little upfront planning, and inexperience. However, as virtual events become more commonplace, many are realizing the tangible benefits. Here are a few most often cited by event organizers and participants:

Convenience
A completely virtual event is more convenient for both event organizers and attendees. It saves a tremendous amount of time and financial overhead. There are no physical venues to secure, no catering, no security staffing, and, of course, no travel required to get there.

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Cost effective

84% of organizations who ran virtual events in a 2020 study, reported that they spent less on virtual events than in-person ones. Virtual events dramatically reduce overhead since you won't be incurring costs on venue, heating, air conditioning, catering, Wi-Fi, staffing, security, rentals, accommodation, travel, etc. Online events have a much, much lower cost per attendee, and therefore, lower risk. For example, instead of selling 100 or more sponsorships just to generate some profit for a large in-person conference, you could sell a quarter of that at a lower price, and make more profit because your costs are far lower with a virtual event.

Accessible to a wider audience

You can extend your marketing reach and attract more people to attend your virtual event that would otherwise not have been able to physically get there in person. You're also not limited to the number of physical seats in a room so you can continue promoting registrations or ticket purchases right up until the moment the event starts or even during the event. In addition, you can continue to take registrations post event as well for additional on-demand access.

More accurate tracking

In a virtual event, you know how many people attended your session or 'booth', how many people watched each live stream or on-demand session. You can also track every click and engagement, such as in chat rooms or breakouts, and gather data from online polls which is all valuable information.

Lasting connections

A virtual event environment expands the number of human connection opportunities, with powerful tools that can enhance and sustain networking, even beyond the event. At physical events, an attendee normally connects with a handful of people they happen to interact with. With a virtual event, attendees tend to digitally connect with a larger number of people and follow each other on social platforms in real time, thereby solidifying the connection long after the event is over.

Access beyond the dates of the event

Your virtual event content can outlast the timeframe of your event. For example, you can strategically pre-record content and store it in your event library for future access for both your current post event audience. Live-streamed sessions can be recorded for participants to view later. In addition, on-demand access can still drive net new registrations months after the event is over.

More opportunities for sponsors

Virtual events offer multiple opportunities for sponsors and exhibitors to create brand awareness and connect directly with attendees. Virtual events provide avenues such as live video broadcasts within the larger event, on-demand video showcases, notifications, virtual booths, live polling, gamification, and incentivization. User interaction with these features can be tracked and used in follow-up marketing and targeting campaigns. And because all digital touchpoints are captured, there is no way a lead can "fall through the cracks" as sometimes happens when a badge doesn't get scanned or a business card doesn't get shared at a physical event.

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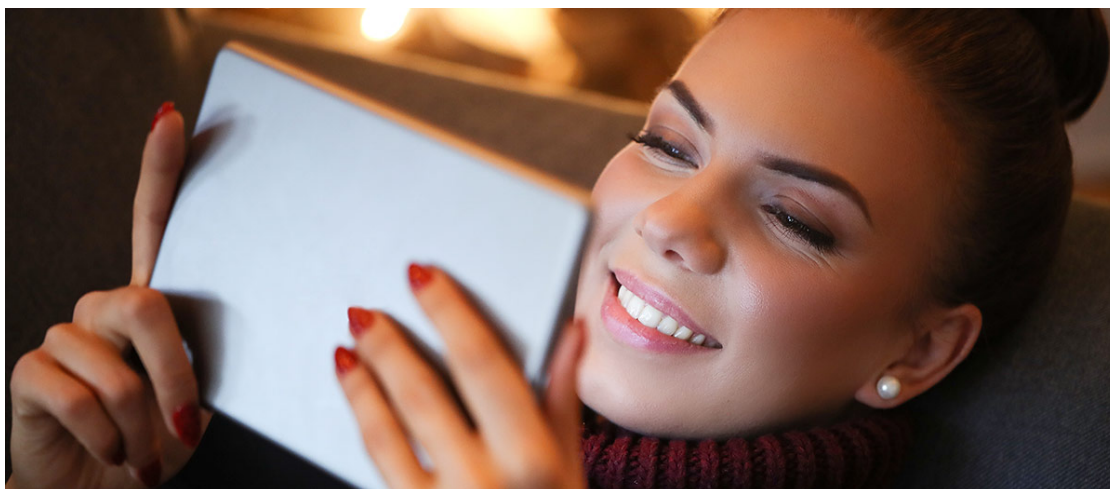
How to plan a virtual or hybrid event

First, make sure you understand the objective for your event. It could be thought leadership, brand awareness, community building, customer advocacy, marketplace adoption, enablement, one-on-one engagement, and more. Fine tuning your objectives first will make planning your event a lot smoother. Once you know what you want to accomplish and what success looks like, then you can proceed to selecting technology to run the event.

Consider Increasing Your Reach

The good thing about virtual and hybrid events is that there are no physical boundaries. Anyone from anywhere around the globe can potentially participate in the event. What this implies is that you can leverage technology to get more participants to your event. You might target additional personas to join your event, including those hard to reach for in-person events. For example, higher level executives who ordinarily might not have the time to attend due to the constraint of busy schedules. Additionally, companies that previously sent one or two delegates may decide to encourage entire teams to attend online.

Timing of your promotions may also shift since people can register to attend virtually event right up to the last minute. This means that any paid media or social campaigns you run to promote registrations can run longer than if you were promoting an in-person only event.

In most cases, the number of participants in a virtual event will far exceed the number of attendees from the same event previously held in-person. According to the June 2020 survey by EventMB referenced above, 50% of event professionals say that increased reach and lower overheads are the most positive results of pivoting to virtual events. Many event organizers report double or even triple the number of registrations when offering extended access beyond the date of the live event.

Keeping the registration up post-event allows additional people to register for on-demand access, so you can encourage your live audience to come back again to re-watch and invite colleagues to watch as well. In a recent Forrester podcast, Vice President and Global Head of Events Lisa Riley shared that they saw two to three times the viewing activity in the weeks following the event than during the event itself. She discusses this extension beyond the event dates in registrations and viewing activity as a key learning for virtual event planning.

However, don't forget to plan for no-shows to be high, especially if your event is being offered free of charge making it easier to sign up. In a recent survey by Markletic, the average no-show percentage for virtual events is 35%.

Set an Agenda for your Virtual Event

If your event was previously help in-person as an all-day event or possibly across multiple days, you may want to consider altering your agenda. Online audiences have a hard time staying engaged all day long, so you may increase the number of days for your event in order to have shorter schedules each day. Or, you may simply consider shortening each session. Most commonly, virtual event sessions are no more than 20 minutes long. Consider how you will handle breaks and activities to keep audience engagement high throughout your event. Be sure to create a timeline for submission of presentations and other event content for each agenda session.

Consider differences in staffing needs

During your virtual event, you will likely need to plan for different types of staffing. Positions to consider include:

- On-camera host
- Q&A moderators that can interact with each speaker, prioritizing questions and/or answer some questions themselves
- Tech Q&A moderator (help navigating the platform during the event, etc.)
- Conversation moderators/starters that help draw the audience in
- Platform tech support (perhaps supplied by the virtual event platform vendor)
- Speaker coaches (who know the ins and outs of online presentations)
- Video production team (either in-studio or all remote to perform live switching, etc.)
- Video editors (especially if you will be pre-recording some or all content)

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Think about capturing data at multiple points

Virtual events offer an opportunity to maximize data collected about your audience interactions before, during and after the event. Here are a few ideas to get you started.
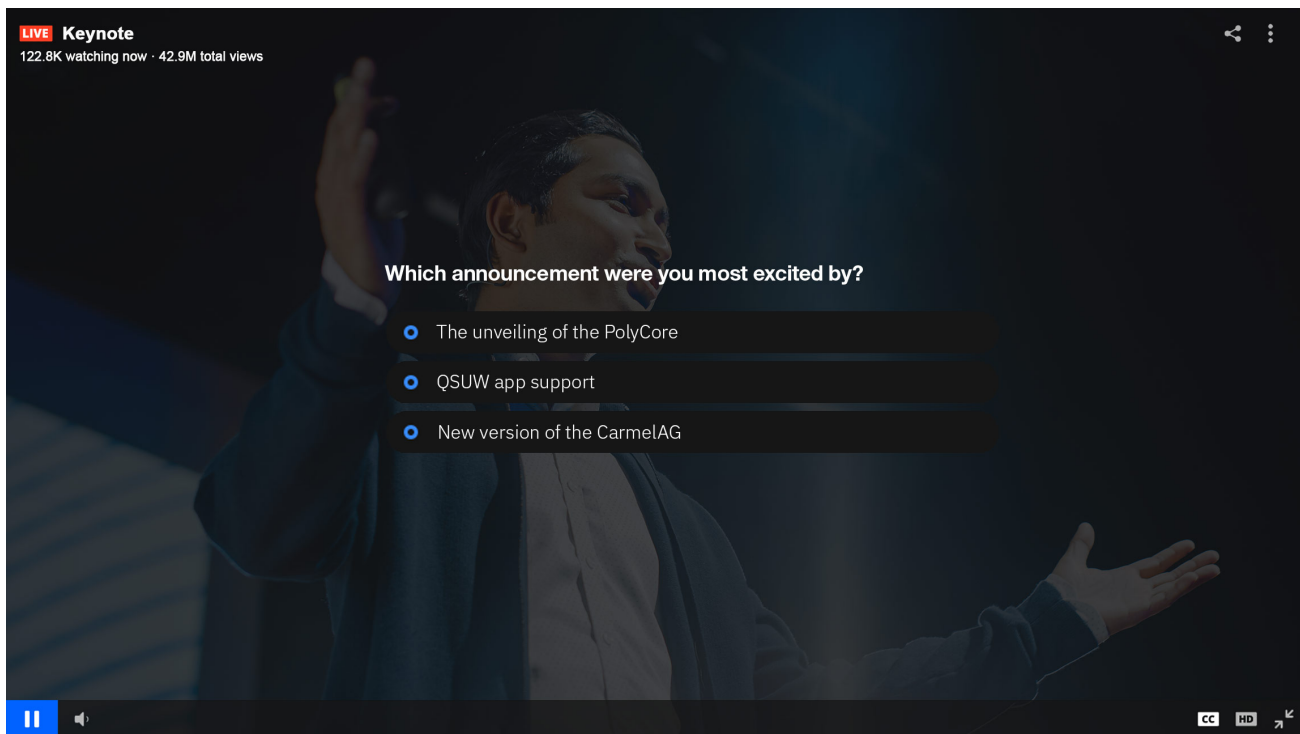
1. Track conversion rates:
   Know the effectiveness of your marketing strategies to drive people to the registration page. Also track those who do register and attend live or later watch the recording versus those who don't. If your marketing effort is multi-channeled, the conversion rates should be tracked across all the channels.

2. Track individual session registrations and/or views:
   Knowing the type of content and topics people are most interested in can be valuable when planning topics, speakers and content for your next virtual event.

3. Use live poll data to get instant feedback:
   Gaining insight from your audience about their experience during your event is best achieved while they are still in it. In addition to real-time input on topics being discussed, you can also use polls to gain insight into an attendee's experience such as ease of navigation, ability to connect with others, etc. Live polls during the event as well as post-event instant surveys are a great way to garner this type of feedback.

4. Use individual attendee viewing metrics to personalize outreach:
   With insight on which sessions an individual event attendee spent the most time watching, you can personalize follow-up after the event. In addition to just watch data, use data such as how many questions were posted, how many comments input, breakouts discussions attended, etc. These insights can provide a lot of insight into what messages will resonate in follow-up conversations.

5. Geographic breakout:
   Knowing where your viewing audience is tuning in from can sometimes be surprising with virtual events given no one has to physically travel. Monitoring attendance across geographies can give you valuable insight for upcoming event promotion strategies.

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Transition your networking opportunities

Just because attendees are not physically present at the event does not mean that they cannot network and build connections. Virtual events offer significant opportunities for networking with features such as live chats, appointment scheduling, social connections, contact exchange, and more.

1. One to one connections between attendees:
   Most attendees will want the option to connect with one another beyond group live chat rooms. To make this happen, consider ways to encourage 1:1 networking. You may also want to ask attendees to populate profiles about themselves as a part of the event registration steps to include things like their LinkedIn or Twitter profiles. This provides a way for attendees to initiate conversations with one another and continue the conversation after the event is over. Additionally, 1:1 chat or video breakout options during the event can also be used by salespeople to welcome and engage with specific prospects during the event.

2. Speaker connections:
   Depending on your contractual agreements with speakers, you may want to allow similar interaction and networking between attendees and speakers.

3. Moderated connections:
   During the event, you may decide to moderate incoming questions so that only the best inquiries are fed to speakers. Moderators could choose to answer some less important questions via chat or simply ignore any inappropriate ones that may come in.

4. Sponsor connections:
   Sponsors or exhibitors want to connect with attendees at your event to generate leads. One of the ways you can establish this connection is by allowing virtual booths where attendees can meet with sponsors. You might choose to even allow exhibitors to live stream mini-sessions from their virtual booth, creating many mini-events inside of the master event.

5. Networking and Happy Hours:
   Organizers of virtual networking and happy hour events usually encourage participants to have their favorite drink or meal while they hang out with others virtually. This may include 1:1 chats, group chats (with or without video), and discussion groups. Some organizers choose to hire a virtual mixologist or musician to provide some entertainment during these sessions. Some offer gift cards to meal delivery services to virtually share a meal with others.

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Prepare for Data and Content Migration/Integration

The extent of the data and content migration and integration will depend on the event registration platform you used for in-person registrations initially and the virtual event platform you are transitioning to. Some event platforms support 3rd party registration systems and can just tie into your existing registration setup, so all you have to do is adjust the wording and options on the registration page and that's it.

However, if the two systems cannot talk with each other, you'll need to find a way to move your registration data from one system into the other. In addition, your virtual event may require more attendee data, including different opt ins, than you previously collected for the in-person event. You may need to ask attendees to update their profiles for example.

Will you pre-record or live stream?

For most virtual events, content can be delivered in two ways: pre-recorded content or live-streamed content. For a lot of events, a combination of pre-recorded and live works best. Therefore, you will have to decide on which content will be pre-recorded and which will be live-streamed.

There are increased risks to doing live sessions, especially if your speakers will be connecting from their home Wi-Fi network since you don't have direct control over the network connection and will be out of luck if it goes down during the live session. For these types of "from home" sessions, most choose to pre-record and then deliver the session in a simulated live fashion so that the speaker can still be online to answer questions live. Some also choose to have live video Q&A sessions immediately following the recorded presentation.

If you can broadcast from the office or professional recording studio with a strong internet connection, then you may choose to broadcast live. After all, there is something magical about truly live interaction that cannot be matched. Some organizers choose to arrange keynotes so they can be delivered truly live, while other sessions are pre-recorded.

When featuring pre-recorded content, a moderator should be available to moderate the Q&A session or engage the audience with activities while the content is being streamed.

Choose virtual event technology

2020 proved to be the year of rapid digital transformation in the events industry, forced by cancellation of virtually all in-person event activities across the globe. This is evident in the proliferation of new virtual event platform providers that have entered the market. With so many providers, and many of them addressing the market from a different angle, it can be very confusing for event planners to understand differences between providers and their respective platforms. Some are all-in-one products that provide everything from registration and ticket sales to video streaming and interactivity/gamification features. Others are solutions built on top of multiple providers so that behind the scenes you may have a different provider's streaming platform, a different provider's registration system, a different provider's networking tool, etc.

Your choice of event platform may enhance or limit your virtual event experience. 38% of marketers say they run into technical problems when hosting virtual events according to a 2020 survey done by Markletic, so it's important to chose wisely. Ideally, you don't want to keep changing platforms each time you host an event. Sticking with a proven solution prevents your stakeholders from having to re-learn how to use different tools. There may also be benefits involving leveraging data across events. Here are some things to consider in your choice of a virtual event platform:

Does it have a proven track record in delivering the type of event you want to run?

Big determining factors here are the anticipated size of your audience, the amount of time you'll be broadcasting, and whether you'll be requiring users to login which can create a bottle neck at the start of your event if everyone starts requesting new passwords all at once. Ultimately, you want to make sure the platform you choose has a history of success in managing similar workloads. Audience size, concurrent sessions, simultaneous registrations, password requests and interactivity spikes during the event can all impact overall platform stability. Make sure you fully understand any platform limitations and check references from others who have run events similar to yours.

Is it a template-based or customizable event landing page experience?

Template-based event platforms have features that can suit a lot of general event needs for branding the event and making it your own, but there will always be limitations on what you can customize. There is nothing better than building a fully customized event microsite if you have the time and budget for it, as it will make your event stand out from the thousands of other events happening online every day. Some platforms offer out of the box templates as well as services to fully customize as an upgrade.

What type of registration options are there?

Some virtual event platforms have their own built in registration gate and associated emails that go out once someone registers (i.e., confirmations, reminders, etc.) which makes it easy to manage for the event organizer. A lot of providers also integrate with marketing automation platforms so leads can automatically be added to nurture campaigns. Other providers take the approach of integrating with 3rd party registration systems (i.e., cvent, Rainfocus, etc.). A benefit of using a 3rd party registration system is that it may be easier to manage registrations if your event is hybrid. Usually these registration providers can manage both in-person and virtual signups in one place. Some vendors offer pre-built integrations and others offer APIs that can connect to virtually any registration system.

Does it support last minute registrations?

Unlike in-person events that require a lot of advanced planning to get there, most people procrastinate and don't register for a virtual event until closer to the time it starts. So, be sure to understand how the technology you plan to use supports a rush of potential last-minute requests for access, even after sessions have already begun.

Does it allow multiple channels of engagement such as interactive, communication, gamification and feedback tools?

Online audiences are easily distracted, so in most cases you should plan for multiple ways to engage attendees during the event. Most event platforms will have some type of interactivity, most often via chat rooms, Q&A modules, and polling features. Others may have additional options such as call to action popups that you can use strategically at specific times during your event, just as a call to action to buy or donate. Others have gamification features that can encourage specific behavior during the event. Some may also offer breakout rooms features or networking features that allow attendees to connect with each other in one-on-one private conversations or smaller groups during the event.

Consider your event objectives when determining how many of these types of features you want to incorporate. They can increase engagement, but too much can sometimes increase complexity, reduce ease of use and even impact platform stability.

You can ask speakers to include live polls, Q&A sessions, trivia, or other audience engagement activities while developing their content. You can also have a separate team create all that for the event. During the event, the host or moderator can interact with the speaker, help draw the audience into the conversation, and initiate Q&A sessions.

Is it full service or self-service?

A full-service platform will have a dedicated support team to provide technical assistance. On the other hand, self-service means that your team creates and manages your events independently with only minimal support from the virtual event platform technology provider. Many times, the provider will offer some level of event support that comes with the price of the product and offer options to upgrade if you require additional managed event services. And there are different types of services. You may need help training presenters on how to speak to a virtual audience if they are used to in-person events. You may also need remote production assistance to manage things like real time switching between truly live sessions and pre-recorded content. Or, you may only want to pay for services that help reduce platform risk, like having a live person or team monitoring connections during your event and taking preventative steps to help ensure all audience participants have an optimal experience.

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Does it support live as well as simulive sessions?

In addition to supporting live broadcasting of online event sessions, Simulated Live (simulive) sessions are often supported. These sessions are pre-recorded ahead of time, and then broadcasted so that there can be live interaction such as chat, Q&A, polling, etc. on the day of the event. This is especially popular for events where speakers are connecting from home and relying on home Wi-Fi connections. Having the core presentation pre-recorded eliminates the risk of anything happening to the home network during the live session. Some virtual event platforms allow you to pre-record content and then load sessions into a playlist that is scheduled ahead of time so that all the event organizer has to do is start the live playlist at the time the event is scheduled to start.

Does it allow mobile viewing?

Supporting mobile devices like smartphones and tablets is not something that all providers do well. So pay attention to whether mobile viewing is supported and what specific features are available or what's being limited when an attendee participates from a mobile device. Be sure to understand how transitions are made if someone starts off on a desktop experience and then switches to mobile mid-way through your event.
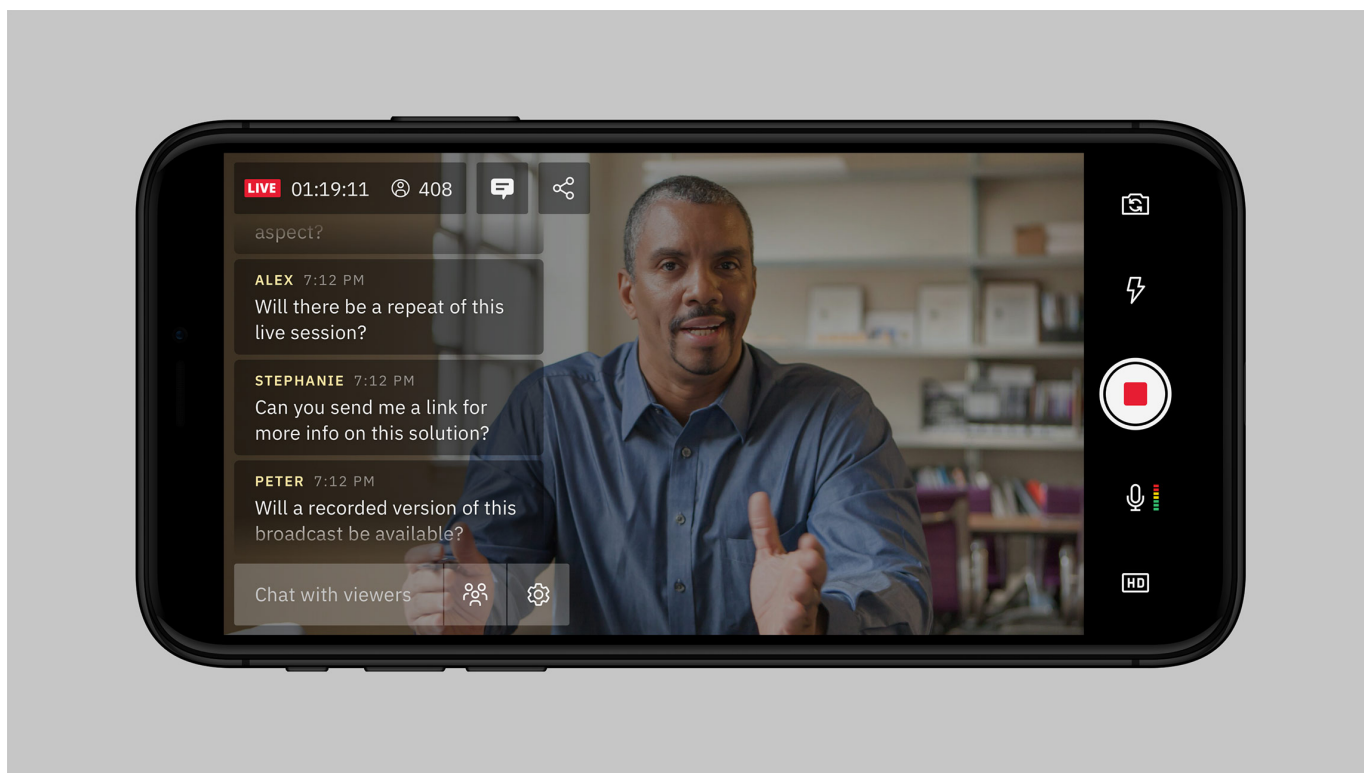
Does it provide analytics post-event or in real-time?

You can make the most of your virtual event if you have a system that stores data from user interactions. Some vendors provide only reports after the event is over, and sometimes there is a delay in generating these reports. Others provide immediate reports, sometimes easily downloadable as an easy to share PDF. And some provide real-time analytics while the event is still going on that can help understand engagement in the moment as well as the ability to spot troubles if a portion of your audience suddenly has technical difficulties.

Does it provide a way to segment lead lists?

You'll likely want to make sure you have the ability to break out post-event lead lists. A general use case is so that each sponsor/exhibitor only gets the leads that were interested in their product, topic or solution.

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Create Event Content

Virtual event content types include:

- Pre-recorded sessions from speakers

- Video ads from sponsors

- Video clips from exhibitors

- Q&A content for live polling

- Prepared answers for Q&A sessions

- Discussion topics for "birds of a feather" breakout rooms

- Content for additional engagement (gamification, trivia, etc.)

- Music for breaks/intermissions or background for chat breakout rooms

- Slide decks or other leave-behind content

- Branded physical or digital backdrops for speakers

Additionally, event schedules should also be adjusted and different from the same sessions if given in person. Choose a schedule that's convenient for people you are targeting to attend. The key event sessions shouldn't be scheduled for a time too early in the morning or too late into the evening for anyone. Individual sessions should be limited to a maximum of 20 minutes in length.

If your event used to be an in-person event and is transitioning to virtual, you'll probably want to re-work your agenda. If your previous in-person event was 3 full days, you might choose to condense it. Or, some event organizers are extending events to run across more days, with just a few hours per day of live sessions. In general, you must consider your audience and how long they will be willing to sit at their computer or on their mobile device to attend your virtual event.

If pre-recording sessions, ask your speakers to pre-record high-quality videos of their presentation. You can also ask speakers to consider including live polls, trivia, or other audience engagement activities while developing their content.

Onboard your speakers
The 20 min mark is more digestible in virtual format and it's sometimes difficult to get professional speakers who are used to 50-minute sessions to condense things down, so allow plenty of time for them to adjust. If you're planning a hybrid event, you'll need to consider which audience to target as your primary and adjust your session timing accordingly.

If your speakers will be recording themselves from home without video production professionals to assist them, plan do to an audio and camera check. This is critical. You'll want to check their sound, lighting, camera angle and background at a minimum. You may consider shipping physical backdrops (i.e., pullup banners) out to speakers and/or sharing guidelines for virtual backdrops to help ensure brand consistency.

It's also advisable to do a dry run with the speaker before they record or broadcast live to check everything, including things like eye contact directly into the camera, avoiding keyboard clicking, glare on glasses, and even to check what clothing they plan to wear to see how it looks on camera (it's usually best to avoid stripes or complicated patterns).

Allow time to review all submitted content
Review all content from speakers, sponsors and exhibitors. This includes things such as video ads, video product showcase content, notification messages, etc. Be sure everything meets your brand standards and fits into the context of your event. Be sure that your event preparation timeline allows for this review as well as time for potential re-work or editing needs.

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Email and Registration Messaging

If you are pivoting your event from in-person to virtual, consider different messaging for different groups— your registered audience that you want to retain as you pivot, and your new expanded target audience for online.

Consider frequency of email and social outreach, reminders to register, reminders to attend, followup to re-watch and share archives, etc. Today's virtual audience expects near immediate access to recorded sessions if they missed anything, so don't miss the opportunity to capture their attention while you have it. Prioritize getting on-demand content posted.

Create Sponsor & Exhibitor Booths

Like in-person events, you may consider creating a section for your sponsors and exhibitors to showcase their products and services and meet directly with attendees. This can be achieved by creating virtual booths, downloadable resources, video product showcases, posted advertisements, etc.

Virtual booths can be used for 1:1 meetings between exhibitors and attendees as well as group demo areas. Some event platforms offer a true virtual reality experience that somewhat feels like you are entering a physical booth space. However, don't worry if yours doesn't offer this. You can still create highly interactive booths without the VR piece. For example, many vendors have a concept of multiple channels within an event. Individual channels can be designated as booths and then channel navigation can be setup so that attendees choose which booth they want to "visit" during designated times. You may choose to offer pre-scheduled meeting times, or simply have open booth hours that allow attendees to flow from booth to booth freely.

Product Showcase

In addition to allowing exhibitors to provide pre-recorded video clips that may be available when visiting their virtual booth, you may also offer a one stop shop for attendees to search and play videos across the entire library in one place. This also works well for archived sessions so attendees can access all on-demand video clips in one place and easily find them. Don't forget to include CTAs to take the attendee to an external product page or initiate a direct conversation with a sales representative.
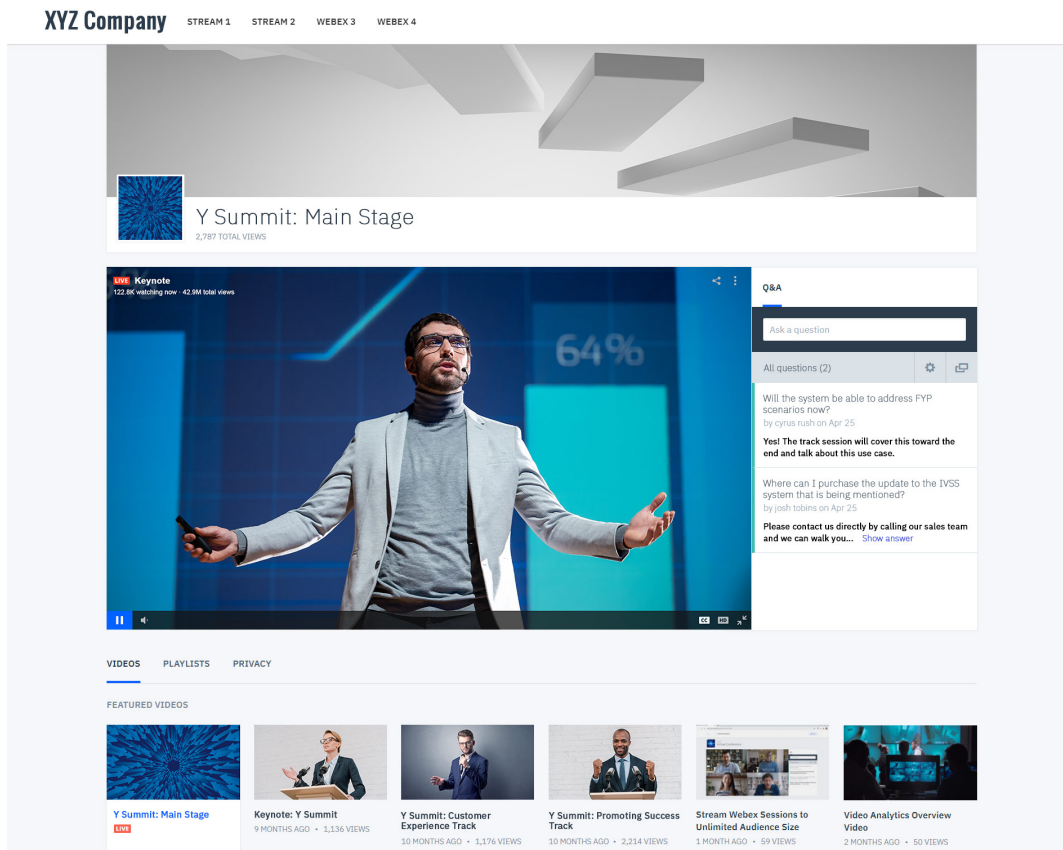

Attendee Prep

Test run every aspect of your event, including having people outside of your direct team pose as attendees during a dry run.

When you do an in-person event, you often entice people to arrive early by providing food and beverage so that by the time the event starts, everyone is in the right room, in their chairs and ready to engage. You need a similar way to get your online audience past any barriers they may encounter on the way in. For example, there is often a password hurdle at the time the event starts when people cannot remember their set password and request new ones, delaying their entry into the event experience. Getting them to simply login a day or so ahead of time can alleviate this. You may even consider enticing them to attend pre-event sessions for attendees to learn to navigate the platform, especially if you're hosting a large event with many tracks and sessions.

Try to onboard and educate as early as you can and open up the platform early. One best practice is to record a voice-over tour of how to use the event platform and send it to all registrants ahead of time. You can also offer this on the event welcome main page just before the event begins. This can relieve a lot of frustration that often occurs when attendees click to enter an event and then can't figure out how to navigate to the first session they want to watch.

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IBM technology for virtual events

IBM has multiple products that can be used to host virtual events so it's important to understand the differences between them. These product options listed below leverage the power of the IBM Cloud and are capable of running virtual events with massive audiences. They have been tested to support over a million concurrent attendees.
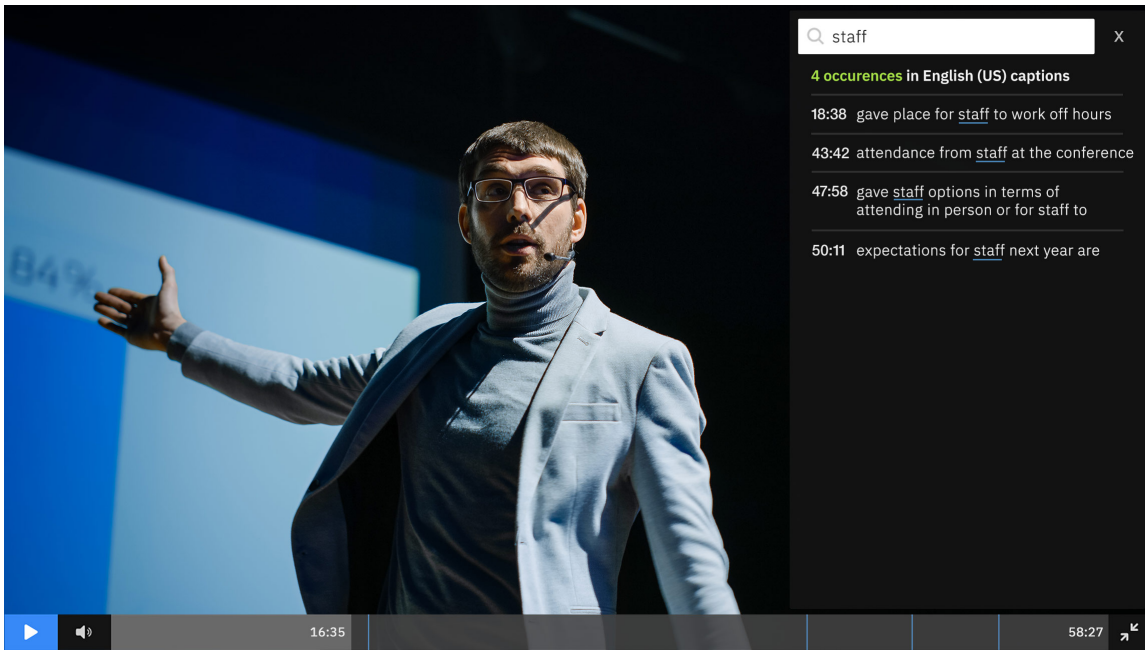

IBM Video Streaming

This product is used to stream a virtual event to individuals either via Open URLs or adding secure passwords or a registration gate to access. However, it's important to note that the registration gate is for data capture only and does not restrict someone from entering the event regardless of what they type into the form. It comes with templates for adding custom branding to the event page (called a channel page). Live streams can also be embedded in any other website as well and often times customers direct event attendees to their own web application or website and then just use the embed options from IBM Video Streaming to embed the player along with interactivity features.

To get to the free trial for this product: https://www.ibm.com/products/video-streaming/pricing

IBM Video Streaming - Silver, Gold, Platinum plans

This product is the same base product as above, but with some feature differences. It is available for purchase on the IBM Marketplace via credit card or through IBM business partners. It is used to stream a virtual event to individuals either via Open URLs or adding secure passwords or a registration gate to access. However, it's important to note that the registration gate is for data capture only and does not restrict someone from entering the event regardless of what they type into the form. It comes with templates for adding custom branding to the event page (called a channel page). Live streams can also be embedded in any other website as well and often times customers direct event attendees to their own web application or website and then just use the embed options from IBM Video Streaming to embed the player along with interactivity features.

To get to the free trial for this product: https://www.ibm.com/products/video-streaming/pricing

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IBM Enterprise Video Streaming

This product is used to stream a virtual event to authenticated individuals who all must register or authenticate to access the event site. It's important to note, however, that the product does not come with its own registration gate or paywall, but integrates with 3rd party registration systems (i.e., Rainfocus, Cvent, etc.). It also supports email authentication where specific emails can be uploaded in advance and then when attendees join, they need to click on an authentication email that is sent out in real time in order to access the event site. This product focuses on secure streaming and helps ensure that no uninvited or unregistered guest can obtain access. Live streams can also be embedded in any other website as well and often times customers direct event attendees to their own web application or website and then just use the embed options from IBM Enterprise Video Streaming to embed the player along with interactivity features. When using embeds, the same security features apply so attendees cannot watch without authenticating.

To request a free trial of this product: http://watson.media.ibm.com/enterprise-video-free-trial.html
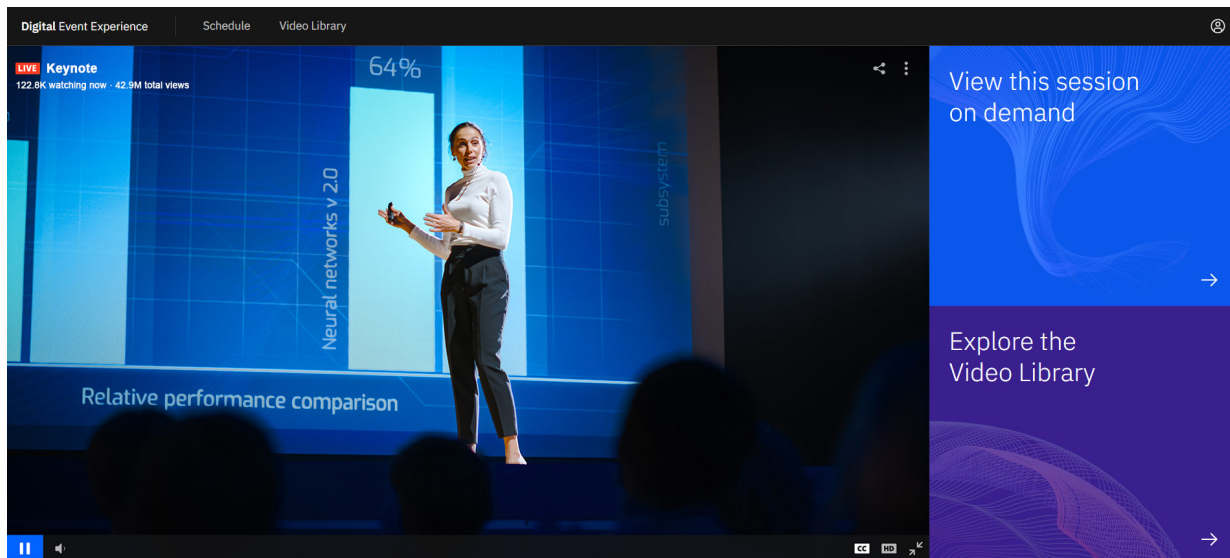
IBM iX Custom Event Solutions

The IBM iX team specializes in building exceptional digital experiences, customized to your specific needs. The iX team can build a microsite for your event, using the products above as the underlying streaming technology, but layering additional design and feature sets that can help make your event stand out from other virtual events. The custom microsite can be built leveraging virtually any registration or paywall platform to process your attendee registration and payments. The user interface is entirely up to you, including placement on the page of various the components live the video player and associated interactivity features. In addition to massive corporate virtual events like IBM Think, the IBM iX client list also includes events such as The Masters tournament and Wimbledon.

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Feature differences across IBM products

The IBM solutions for virtual events are SaaS based and are managed from a browser-based dashboard that allows event organizers to create live channels or manage pre-recorded video content. Many features are found across solutions, like the ability to search inside the video based on speech-to-text insight and the power of the solutions to scale for massive audience sizes. Other aspects, like the level of security available, vary per solution. An extensive list of features, and availability across solutions, is available on our website.

It's important to note that the above products can also be combined and are accessible via a single login. For example, you might leverage IBM Video Streaming to delivery keynote sessions that you want to be highly accessible to anyone without authentication and use IBM Enterprise Video Streaming to deliver all other sessions that do require registration and authentication.

Conclusion

Virtual events are here to stay and are sure to be a part of nearly all event discussions in the future. As in-person events become possible again, it's expected that most will adopt a hybrid event strategy. Hybrid events are defined as having at least some in-person component, potentially even in multiple locations, combined with an online audience. Over the next few years, we will surely see a lot of innovation in the technologies used to deliver virtual events, as well as innovative approaches from event organizers.

To stay in touch with the evolving landscape, be sure to subscribe to our blog.

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