**Supplier Council Panel: The Hybrid Event in 2021**

**Thursday, May 13 – 4:00-5:00 pm on Zoom**

**Moderator – Sheryl and Maria**

**Panelists**

1. Benjie Peterson, CEO/President Living Visions Audio Visual
2. Travis Briggs, Sales Manager with Encore Audio Visual, Hybrid+ Certified
3. Brandon Dunn, Project Manager with OAV Atlanta

**Session Flow**

* Welcome Everyone
* Quick and fun Icebreaker Trivia Question
* Introduce Panelists
* Close out with announcements

**Links**

Everyone please be on Zoom by 3:45 pm on Thursday: [Zoom Meeting](https://us02web.zoom.us/j/89350311203?pwd=cUE1enhkN0E0dlZCRWRiTWdrVXRFZz09%23success)

**Question:** What is a Hybrid Event? **Hybrid event is the combination of live in person event as well as livestream virtual event.**

**Question:** What do you need to host a successful Hybrid Event (planning time, equipment and execution)? **Depending on the AV needs and budget for Client, the same Live event In person setup can be used for hybrid Events ( such as Video screens, projectors, audio speakers, wireless mics, lighting, cameras, and etc...). Then for the virtual part of the event, we take an audio and video feed from live in person event and send it to video stream setup that includes a Live stream conversion box and a computer dedicated to Live stream. The live stream will also send virtual feed back to live event video switcher and audio console for virtual attendees and presenters.. Typically setups are half day to full day setups depending on size of show.**

**Question:** What options are out there so live attendees can interact with virtual attendees? **Most used interactive platforms are zoom meeting, Microsoft Teams,, Google meet, and webex. There are other options as well that allow you to just focus on who will be presenting and interacting virtual and live and not have to facilitate all attendees that are just to view the event.. ( Such as zoom webinar, vimeo pro, and OBS.**

**Question:** What is an expected percentage increase in cost of a hybrid event and how can meeting organizers plan for that increase? **In addition to equipment and techs needed for live in person event, it is not much of an increase of cost to do virtual event. Adding cameras/ camera op, live stream computer and accesories , live stream tech and stable internet is average of 30% mark up to create hybrid event.**

**Question:** What tools are you using to educate customers on the expectations for cost, execution, etc of a hybrid event? **Whether its via email or by phone, we give our clients and vendors complete access to our knowledge and experience planning for hybrid events. We are willing to walk our clients through the whole process from beginning to the end. We send out newsletters every month to our client's, vendors, and resources updating them on the latest trends and tips that we OAV have experienced in the past and present.**

**stion:** What is a lesson learned that did not work out as well as you hoped or that you just feel could be improved upon going forward with Hybrid/Virtual events in 2021? **The two most important things to a successful hybrid event is getting as much info from client as possible from the beginning, we don't like to assume or undersale a client and then not meet client expectations come time of event. And the other important lesson we have learned is that your at mercy of the internet for the virtual part of hybrid event. Do not use wifi or any kind of hot spot, the best way to go is a internet hardline with at least 25MBs upload speed.**

 **Question:** Do y’all have some examples or resources that you would recommend for our Supplier Council members (recognizing GSAE is a great source of information and connections to help you be successful 😊)? **GSAE is great source for networking with other vendors and professionals in other industries**

**Closing Thoughts:** To close us out today, each panel member gives a great tip or a final piece of advice for our supplier council members about how to help associations plan for successful hybrid events: **Dont hesitate to reach out to your preferred AV provider. We are hear to help from the very beginning stages of planning out an hybrid event.**

**End:** Sheryl thanks everyone, any announcements – Next Supplier Council Meeting is scheduled for August. We look forward to seeing you at the Annual meeting in June.