10 Best Practices for Engaging with Virtual, Hybrid + F2F Audiences

1 Define What Hybrid Means

With five different types of hybrid experiences, choose an approach to fit your goals, brand, and audience.

2 Leverage Both Audiences

Create opportunities to bring remote and in-person attendees together at crucial moments.

3 Use Virtual Where It Works Best

Virtual is not a replacement for F2F. Certain types of events are better for virtual than others.

4 Connect Anywhere, Any Time

Complement hybrid and F2F events with a year-round, curated virtual brand experience to reach audiences wherever they are.

5 Think About Promotion Differently

Build buzz and extend reach through owned, earned, and paid media.

6 Keep Things Touchless

Leverage attendees' devices for content consumption - such as AR or gamified scavenger hunts.

7 Create Digital Touchpoints at F2F Events

Provide attendees with self-serve opportunities to learn more, view collateral, engage with booth activities, and more.

8 Reimagine Theater Experiences

Drive constant booth traffic through non-stop, bite-sized interviews, case studies, chats, and other engaging formats.

9 Facilitate Connections + Conversations

Make the most of F2F with proactive engagers to greet attendees, facilitate demos gather leads, and supplement your staff.

10 Redefine Giveaways

Explore eGiveaways or donation strategies to encourage participation and overcome mask and sanitizer incentive fatigue.

Looking for examples of these best practices to attract and engage your audiences, no matter the format?

Let's Chat!

Your partner for delivering engaging virtual, hybrid, and F2F experiences and events.

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