

HYBRID MEETINGS: CONTENT IS KING

TALK SERIES TAKEAWAYS WITH INDUSTRY EXPERTS:

Brett Mannes, EVP, Creative at August Jackson
Marti B. Winer, VP, MGM Resorts Event Productions

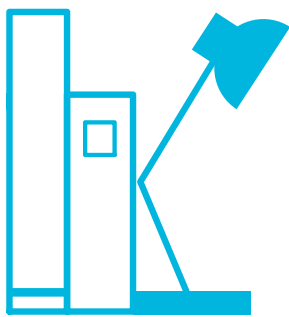


BUILD CONTENT BASED ON GUEST EXPERIENCE

Hone in on your audiences and their tolerance levels. What's their current mindset? How tech-savvy are they? Structure your hybrid goals and content accordingly, then map out how/where/when audiences will connect to your meeting theme and key messages.

RESET GOALS, BASED ON YOUR FORMAT

Our content objectives have not changed (win!) as we will continue to educate, network, recognize, inspire... but need to lean in a bit differently. Communicate these adjustments to your audience so they are prepared to lean in with you.



CONTENT VS CONTEXT

- Context - garner attention and build momentum with sound design, visuals and video. Build engagement through your host, incentivized activity, participant recognition and anticipation of activity.
- Content - set your pace, pulse and tone while you deliver a clear story and build connection with your audiences.

CRAFT YOUR STORY IN EPISODES

Make your content consumable for the virtual attendee. Lean on the tried-and-true 3-act structure of beginning (set stage), middle (establish conflict), and end (moral of story and call to action). Stay focused on keeping short attention spans engaged with bite-sized edutainment.



THE MACRO VS MICRO JOURNEY

Develop ways to ensure the dialogue continues whether the attendee's experience is live, part of a localized community or online at home. Community engagement and destination-specific opportunities for discussion will be key to lasting meaning and momentum.

ESTABLISH YOUR HYBRID TEAM

Key players to add to your bench:

- Frontline support - your audience experts
- Backend production - your broadcast team
- Live personalities - your online community manager and live host will drive connection and engagement

