Agenda

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01 Meet Your Hosts

02 The State of the Hybrid & In-Person Events in 2022

03 Hybrid & In-person Events: 4 Tips to Enhance the Speaker Experience

04 What to Look for in a Speaker Management Solution

05 Open Q&A from the Audience

But first...some housekeeping.

- The session is recorded, and everyone will get a copy on Monday, 3/21.

- The slides will also be distributed via email on Monday, 3/21.

- We want this session to be interactive throughout, so please use the Q&A or chat tools to engage with other attendees.

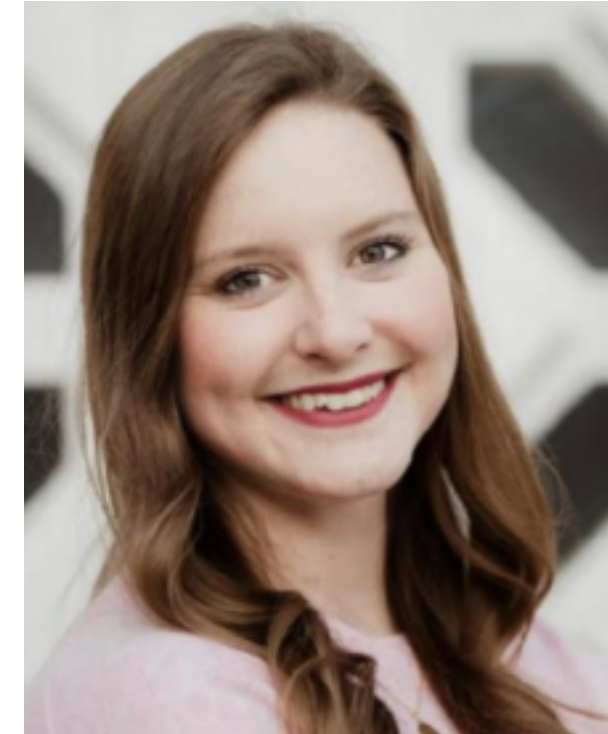- Make your voice heard - engage with our polls!

01

Meet Your Hosts

Meet Your Hosts

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Jon Melgaard
Producer

Jonathan Melgaard is a producer with the Aspen Ideas Festival, the flagship program of the Aspen Institute. There, he has helped transition the event from an in-person convening, to a digital only program, and now a hybrid offering.

ASPEN IDEAS FESTIVAL

Sarah Toews
Conference Manager

Sarah is a conference manager for three energy events in the US: HYDROVISION, DISTRIBUTECH and POWERGEN. She launched the Initiate startup program at POWERGEN in 2019 and has been integral to its growth.

CLARION ENERGY

Lennd's Mission

Lennd is a technology company that builds infrastructure to bring events of every size to life. We help event professionals simplify, streamline and standardized the complex workflows that support their live event operations.

Trusted by live events across the globe

The State of Hybrid & In-Person Events in 2022

Hybrid event trends

- Remote workforces and academic events among some of the top adopters of hybrid events in 2022.

- Hybrid holds strong. 71% of event planners said they would continue to employ a digital event strategy throughout 2022.

- We're learning more about what doesn't work with hybrid and attendee-facing technology has improved significantly. Event teams are investing big in networking, personalization, gamification and community building.

In-person event trends

- In-person events have made their long awaited comeback - [80% of virtual attendees](#) prefer the in-person experience to a virtual or hybrid format.

- Renewed emphasis on physical safety - [39% of event planners](#) said they will require proof of COVID-19 vaccination to attend their in-person events.

- More smaller, year-round "micro-events" are on the rise. What would traditionally be one massive annual conference is now distributed throughout the year - this helps reduce costs and the need for in-person resources.

Common challenges among both formats

- Technology is still falling short of needs, especially from an operational standpoint - 67% of event organizers say that the technology they use is a concern.

- Driving authentic networking and community building opportunities among attendees and speakers post-event.

- Lack of qualified staff have made resourcing a challenge - one third of event managers are facing staffing shortages.

Hybrid & In-person Events: 4 Tips to Enhance the Speaker Experience

Tip #1.

Make Your Speakers Self-Sufficient

✅ Build a speaker hub that guides them on where they need to go

✅ Create a FAQ center (how to update bio, how to update headshot, etc.)

✅ Give a quick video tour of the backend of the platform (hybrid/virtual) so they know where to go and avoid overwhelming your team with questions

5 steps to map the speaker journey

1. After your event's registration page is live, sign up and go through the flow as a speaker (from call for speakers submission through day-of presentation)

2. Map out the different questions you have or challenges you face from their perspective each day leading up the event

3. Categorize your questions and challenges based on the timing of the event - determine what someone would need a few weeks out, 1 week out, 1 day out, etc

4. Build a calendar to map out the communications and specify the delivery channels you will use

5. Create the content you need based on your research. Use video whenever you can. (how-to videos, training toolkits, get started checklists, FAQs, etc.)

Over-Communicate (Automate Where You Can)

✅ In the first email to speakers - give everything they need to know up front. Then break out key milestones into automated emails (scheduling, lodging, travel, content, etc.)

✅ Don't lose the personal touch when automating communications with speakers

✅ When in doubt, point them back to the speaker hub

Leave Space for the "Human" Moments

✅ Always remember - the speaker experience spans from the moment they land to the moment they leave (extra gestures make a difference)

✅ Send hand written thank you cards to speakers (give a picture of them on stage/in the session) - anything analog and non digital goes a long way

✅ Be okay with errors or mishaps with speakers presenting—they are people too. As the embrace new tech, give them the option to run through a session as a dry run to test settings and get comfortable

Give extra value to your virtual only attendees

✅ Offer up a virtual only ask me anything exclusively to those virtual attendees

✅ Encourage post-event networking opportunities and community building

✅ Don't make them learn how to navigate - offer up guided tours to help encourage better engagement in the platform

What to Look for in a Speaker Management Solution?

Speaker management must-haves:

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✅ Automation tools for communication (emails, SMS)

✅ Ability to build, update and flag conflicts across speaker agendas in real time

✅ Standardized grading & evaluation system for sessions (ability to track YoY)

✅ Task systems, dashboards and reporting tools to monitor activity and track progress

✅ Centralized system to track and store speaker ratings/feedback

Request a Demo

Talk with our team to learn about our new Speaker Management Solution.

Learn More

Audience Q&A

Audience Q&A

- What are speakers saying about their hybrid event experiences?

- What are some more human touch points you are incorporating in the hybrid/digital

  experience (for speakers and attendees)?

- How are you encouraging more networking virtually?

Thank you!
Stay in touch

Erin
Chesterton

MARKETING MANAGER

Want to speak on a future roundtable? Send me an email!

✉ Erin@lennd.com

🌐 www.lennd.com