

Create Memorable, Measurable, and Safe Hybrid Events



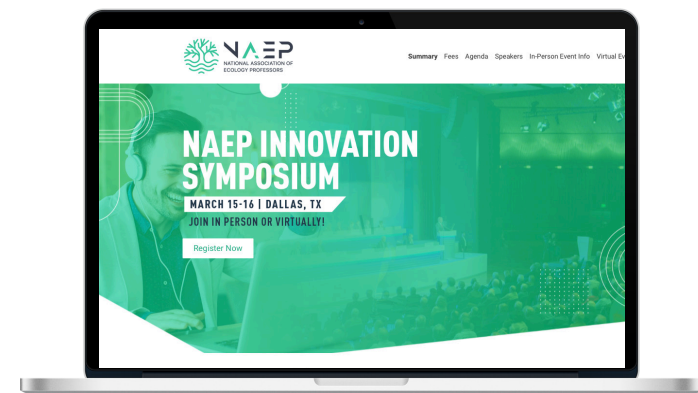
As organizations continue to evolve their events programs, hybrid events are becoming a key part of many go-forward plans. They bring together two distinct audiences, one in person and one virtual, into a single event experience. As we face ongoing travel restrictions, tight travel budgets, and concerns for attendee health and safety, hybrid events will become a key part of event and marketing programs. Done well, they combine the undeniable power of in-person interaction with the exponential reach of virtual events to maximize impact.

Leverage One Platform to Create One Event, Two Experiences™

Cvent provides a single platform to manage, execute, and measure in-person and virtual experiences simultaneously:

- Easily find and manage the right venue based on your hybrid event's unique requirements
- Configure a safe in-person experience to meet all social distancing, capacity, and safety requirements
- Showcase a seamless, fully branded experience at every in-person and digital touchpoint of your event
- Power two unique experiences at the same time – one for virtual and one for in-person attendees – while also creating shared experiences for all attendees

- Use our Cvent Virtual Attendee Hub® and native Event App to keep remote and in-person attendees engaged with content, and one another other
- Have one source of truth for all virtual, hybrid, and in-person events to aggregate data for a unified, up-to-date view of your program



Create an Expanded and Engaged Community

While hybrid events allow you to reach a broader audience, it's still important to create a sense of community around your event. Community is often what makes an in-person event so special, so it's important to extend that feeling to your virtual attendees, too.

- Promote your event to a broader audience to drive higher registration and attendance numbers
- Provide flexible options for attendees to join your event, no matter where they are
- Create shared experiences to foster a sense of community between virtual and in-person attendees
- Craft the right experience no matter how attendees engage, whether it's onsite, through a web-based experience, or from a mobile app
- Use pre-and post-event activities to drive ongoing engagement even after your event ends



Plan Content to Engage All Audiences

Developing an agenda and content for two audiences requires a thoughtful strategy. You need to determine what content is best consumed in-person and what content may only be delivered virtually, while also having a plan to simultaneously deliver some content both in-person and virtually.

- Create an agenda that easily identifies which sessions are in-person and which are virtual
- Offer exclusive virtual content to provide remote attendees with a more unique and tailored experience
- Use a mobile event app with live Q&A and other interactive elements to give in-person and virtual attendees the same opportunities to participate
- Select content formats and camera angles that create optimal viewing experiences for all audiences



Deliver Exhibitor and Sponsor ROI

Provide exhibitors and sponsors the brand awareness and lead generation they expect, with both virtual and in-person options.

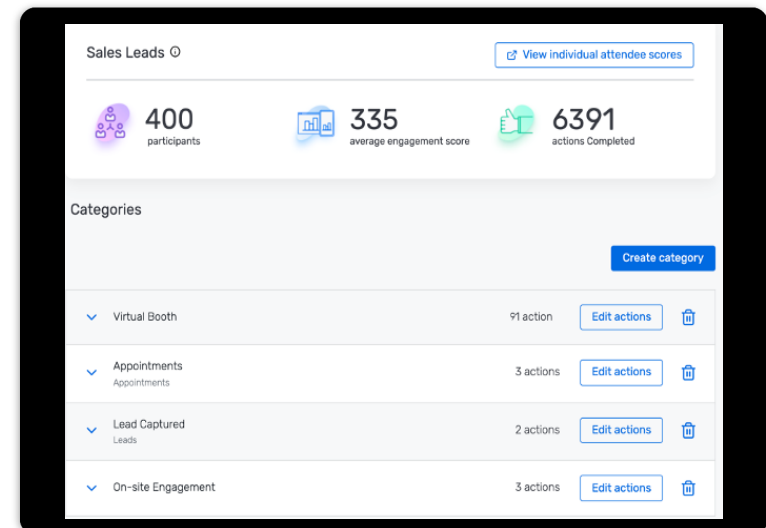
- Showcase sponsors on your event website, in email communications, and during registration
- Use the Cvent Virtual Attendee Hub to feature sponsors, provide virtual exhibitor booths with video conferencing, facilitate virtual meetings, enable inbound leads, highlight sponsored sessions, and more
- Use mobile event apps to provide options like branded splash pages, banner ads, sponsored listings and highlighted exhibitors, push notifications, and more
- Provide sponsorship opportunities onsite at your event, including ideas like offering branded check-in kiosks, name badges, lanyards, and RFID mats and overhead trusses



Capture a Complete View of Your In-Person and Virtual Event Data

Using one system to collect data about all your attendees allows you to drive engagement and report on it with powerful analytics that provide one source of truth for your hybrid event data.

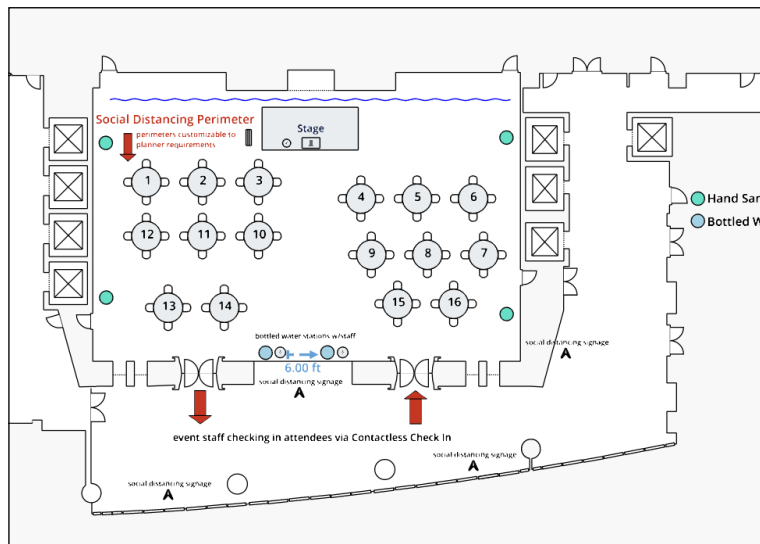
- Collect key event data such as registration, session attendance, and feedback surveys before, during, and after your events, from both your virtual and in-person attendees
- Identify patterns and measure attendees' actions to understand the success of your event
- Use Engagement Scoring to identify your most engaged attendees and prioritize sales follow-up
- Integrate your hybrid event data with key business systems, like your CRM and marketing automation systems, for cross-channel visibility into buyer behavior



Ensure Safe In-Person Event Experiences

For in-person attendees, Cvent provides all the solutions you need to create a safe onsite event experience, while working with your vendors to stream your virtual experience.

- Use the Cvent Supplier Network to find the right venue that meets your unique requirements, while also accessing key health and safety information
- Design a safe event space with Social Tables to ensure proper social distancing, meet safety guidelines, and accommodate camera equipment virtual viewing layouts
- Offer contactless check-in and badge printing to minimize shared surfaces and interactions with staff
- Easily manage session capacity to stay in compliance with social distancing guidelines
- Maintain a record of session attendance and onsite meetings in case contact tracing becomes necessary



Get the Support and Expertise You Need

From pre-event preparation to day-of support, we can help every aspect of your hybrid events run smoothly.

- Reach our award-winning customer support team of over 1,000 employees 24/7
- Access additional services to help with the strategy, planning, and execution of both the in-person and virtual components of your hybrid events
- Benefit from the expertise of the world's most trusted event marketing and management technology provider

The screenshot shows the Cvent Community website interface. Key elements include:

- Header:** "cvent | COMMUNITY" logo, "Select Language" dropdown, and "LOG IN" button.
- Navigation:** "OPEN FORUM", "KNOWLEDGE BASE", "TRAINING", "HELPFUL LINKS", "SEARCH".
- Hero Section:** "Welcome to the Cvent Community" with the tagline "A place to connect, learn, and stay in the know." and a photo of two people.
- Be a Part of Something Incredible:** A section encouraging users to connect and share ideas, with a "Log in" button.
- Recent Discussions:** A list of discussion topics with author names and timestamps, including "RE: Cvent/Zoom compatibility", "RE: Tip of the Week #31: Flex Account Themes", and "RE: Reordering List of Speakers under Assigned Ses...".
- Level Up with Cvent Academy:** A section offering "FREE Cvent Certifications online" with a "Learn More" button.
- Customer Spotlight:** A section for highlighting customers.
- Upcoming Events:** A section for upcoming events, including "How to Zero in on The Most Profitable Planner RFPs & Create".