

Virtual and Hybrid Events are Here to Stay

While the last year hasn't been easy, it's fascinating to watch how organizations have shifted their marketing mindsets and daily operations to meet our "new normal."

Despite the challenges of 2020, several businesses have demonstrated incredible innovation and perseverance in adapting to the constraints of remote work and the extended hiatus of in-person events.

The events industry has been altered as a result of Covid-19, that's for sure. But amid the uncertainty, at least one more thing is clear: hybrid events are here to stay. This blog post will look at four reasons why this is great news for event coordinators:

Way More Reach

Attending an in-person event always has challenges, mainly in terms of cost and commute time. While there's nothing quite like attending a live, in-person event, joining an event online from the comfort of your home or workplace is significantly more affordable and convenient.

Corporate attitudes have altered considerably in the previous year, becoming much more receptive to hybrid experiences. Hybrid events enable guests to decide for themselves whether it is more cost-effective to attend in person or via a digital platform, increasing the event promoter's overall outreach capacity.

"Reach" — industry jargon for engagement — is an event promoter's bread and butter. Many early adopters who switched to virtual saw a 500% boost in engagement with their streamed webcast events.

Superior Data-Capture

You've never been able to collect such detailed data from your event attendees before. By utilizing an event software platform, organizations can quickly track and record information such as:

- When your participants were most engaged with the content
- What questions were posed during the presentations
- How long do the participants remain during presentations
- Which interactive features elicited the greatest level of engagement

This data can then be used to improve future events.

Increased Return on Investment

One of the most important metrics used to evaluate your event, if not the most essential, is the return on investment (ROI). With lower admission prices and the opportunity to improve exposure and attendance, virtual and hybrid event planners will see increased ROI.

While there will still be considerable costs associated with utilizing a leading event software platform, organizers can charge comparable ticket prices, improve ticket sales, and minimize or eliminate expenditures associated with venues, food & beverage, and in-person event personnel.

Modern Safety Measures

We have reason to anticipate that in a post-COVID world, there will be an increased awareness of illness and a desire to remain socially distant. Enabling virtual participation maintains a safe and comfortable environment for guests who may not be feeling well enough to be in large crowds.

Plan Your Next Virtual or Hybrid Event with CSP Worldwide

If you're an event planner or promoter looking for a reputable company to manage the planning and production of your next event, CSP Worldwide is the right choice. We have successfully managed thousands of corporate affairs (of all sizes), meetings, conferences, summits, team-building activities, product launches, and company outings.

Contact us today to learn more about how we can assist you in planning and managing your upcoming events.

5 Ways to Elevate Your Event to the Next Level

You want your event to be something people talk about for years to come. Pro planners have an incredible eye for details, constantly tweaking their event programs, looking for ways to enhance their audiences' experience. Here are five strategic ways to level up your next unforgettable event.

1. The Perfect Emcee

To get your event off to a great start and maintain a high level of enthusiasm and excitement throughout your event, you'll definitely want to hire a skilled emcee, DJ, or VJ (even all three if your event calls for it).

Emcee: The person responsible for hosting your event. Typically, an emcee introduces notable speakers, guides activities, and keeps things moving along smoothly.

Video Jockey (or VJ): Announces and plays entertaining or informative videos.

Disc Jockey (or DJ): Picks and plays pre-recorded music for an intended audience.

A professional emcee or DJ will keep the tone and mood of your event firmly under control, using bursts of excitement interspersed with focused pauses as needed.

2. One-of-a-Kind Performances

Want to truly blow your attendees' minds and leave them with unforgettable memories? Bring your event to life by including live musicians, dazzling dancers, and other one-of-a-kind entertainers.

There are no limits to the innovative components you can incorporate into your live entertainment mix, from fire breathers to Brazilian Carnival dancers. Allow yourself to think creatively when building your experiences. Unexpected elements will delight your audience and will undoubtedly set your brand apart from the competition.

3. Lighting that Wows

Often overlooked, lighting plays an essential role in establishing the mood of a space. Proper and effective lighting requires planning, imagination, and technical expertise.

Lighting teams provide a variety of ambient experiences based on the purpose and goals of the event and the type of audience who will be occupying the area.

By experimenting with color, contrast, brightness and dimness levels, shadow shapes, and even atmospheric fog, these brilliant individuals definitely understand how to create enchantment.

4. Euphoric Special Effects

Cutting-edge advancements have fused the worlds of sound and lighting to create truly spectacular, out-of-this-world live experiences from custom-built LED walls, designer laser light shows, and entirely LED-lit dance floors.

These innovative special effects-laden environments truly transport the spectator to states of high adrenaline and euphoria.

5. Social Inclusion Strategy

On-site, it's key to construct naturally photogenic spaces. You want to encourage individuals to snap selfies, group shots, and vids and then publish them on social media.

Fun photo booths, personalized props, beautiful backdrops, custom step-and-repeats, and glamorous red carpets are all often-seen ways to engage your event guests (all of whom have some element of social media integration).

All that is required for the virtual portion of your event are a few creative prompts such as:

- A catchy hashtag for your event
- Geotagging the location of your event
- A method for individuals to join in on a contest or game
- Fun digital badges/certificates

Empowering guests to produce and share content is an excellent step towards creating hype for your event.

CSP Worldwide: Elevating Events for Over Forty Years

CSP Worldwide is led by a world-class team of passionate and creative individuals. We have the best event planning assistance you can hire, from pre-production crews and location producers to performers and behind-the-scenes technicians. Contact us today.