



ONLINE / OFFLINE

WHY HYBRID EVENTS ARE A NO-BRAINER

SCOOCs

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What exactly are Hybrid Events?

Hybrid events, in simple terms, are events that have a combination of two components: an in-person event component and a virtual or online event component. With the advent of technology, event platforms such as the [SCOOCs](#) event platform allow you to make presentations to a live audience while having the presentation streamed live to an online audience.

A hybrid event is more than just watching a live presentation on your desktop or in person. Both in-person and virtual attendees of these events can engage with the speakers, attend networking events and interact with sponsors.

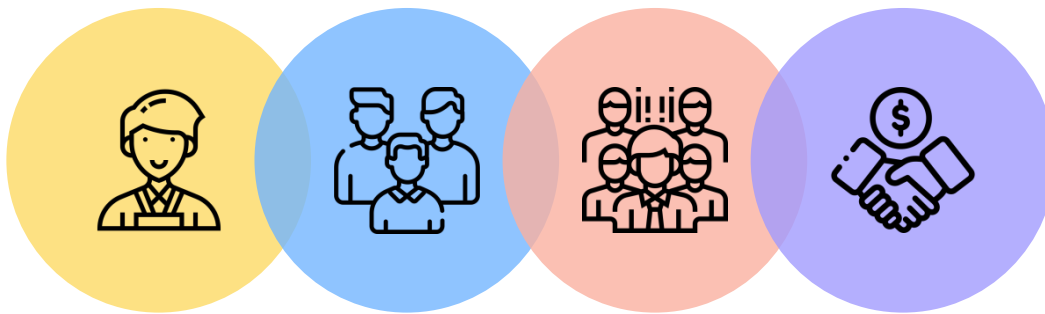
As you know, live events have different break-out rooms where live attendees break up into smaller groups to attend smaller presentations by speakers that are relevant to them.



The SCOOCs event platform allows multiple speakers to simultaneously deliver their presentations to different groups of virtual attendees too.

Hybrid events are not merely in-person events and separate virtual events held over the same period of time. It's a single event that caters to those attending in person at an event venue and those sitting in the comfort of their homes in front of their devices. They are one audience that is treated the same and given all the opportunities to interact and benefit from the event irrespective of attending in-person or virtually.

We'll delve into why Hybrid events and learn why they are very popular with event organizers, hosts, attendees or participants, and sponsors.



Why Hosting Hybrid Events Are Easier Than You Think

Event platforms such as the [SCOOCs event platform](#) allow anyone to change their event strategy from only holding in-person events, which have various limitations, to hosting Hybrid events. The SCOOCs event platform allows events of all sizes to have an in-person component as well as an online component. Whether you're a teacher who wants to teach students in-person and virtually or a multinational company that wants to host thousands of participants from around the globe, Hybrid events are made easy with the right events platform.

The best way to understand the ease and convenience of hosting Hybrid events is to contact the team from SCOOCs and [ask for a demo](#). This way you can see for yourself that hosting Hybrid events is so much less daunting than you think.

Help save the Planet

We all want to ensure that future generations enjoy our wonderful planet and everything it has to offer. Carbon dioxide (CO₂) emissions that are trapped in our atmosphere cause Global Warming. **Scientists have determined that Global Warming is causing severe weather events worldwide**, destroying animal's natural habitats, melting polar ice caps and rising sea levels. I'm sure that we can all agree that these are all very bad.

Awareness around Global Warming has increased, and more and more people want to contribute to reducing Global Warming.

Covid-19 has been an incredibly destructive pandemic that has affected the lives of billions of people in many terrible ways. Still, one of the positive aspects of the ensuing Covid-19 lockdowns imposed to reduce the spread of the virus was the reduction in CO₂ emissions.

It was incredibly encouraging to watch the visuals on TV of people in northern India seeing the Himalayan mountain range for the first time in almost 30 years due to the lockdown reducing the air pollution. This was a clear example of how **reducing CO₂ emissions can have a very real positive impact on the environment.**



The CO₂ emissions from travel via road, rail, or air is enormously destructive for the environment and Covid-19 travel restrictions imposed by governments from around the world to try to limit the spread of the virus has had a very positive impact by reducing CO₂ emissions.

Some countries even imposed local travel restrictions, including only allowing their citizens to leave their homes for essential activities such as food shopping or medical reasons. Some studies have estimated that the reduced travel has reduced CO₂ emissions by between 4% and 26%, depending on how hard the lockdown restrictions in the various countries were.

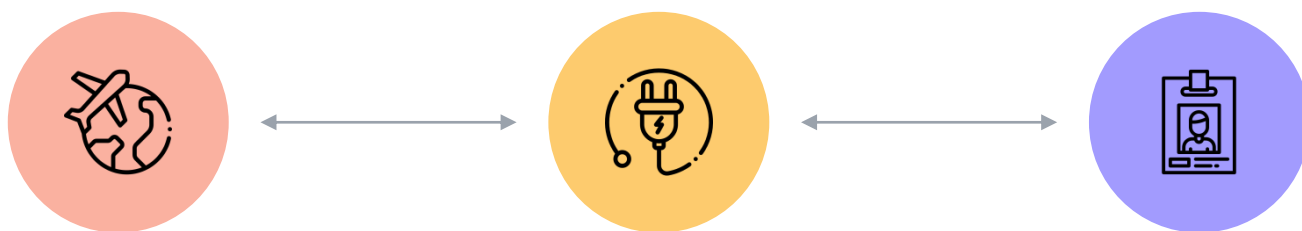
“ ***So why are we talking about Global Warming and CO₂ emissions when talking about the benefits of Hybrid events?*** ”

The point we are trying to make is that there can be no doubt that travel contributes to CO₂ emissions and therefore Global Warming.

If we consider traditional in-person events, those events take place in one physical location. The event venue accommodates not only the attendees or participants, but everyone involved in the event. These will include the staff of the organization hosting the event. If the organization is large enough, it would consist of out-of-town or even out-of-country staff. It could consist of event planning staff, contractors involved in the heavy lifting, such as the set-up of equipment, banners, sponsor booths and other items needed for the venue. It could also include sound and lighting contractors, security personnel and catering staff. We haven't even considered the speakers and the Master of Ceremonies.

A live, in-person event involves many, many people and those people need to travel to the event venue from wherever in the world they live. If they live in the same city or town as the event venue, they would need to travel by car, bus, or train to get to the venue. If they live in the same country as the event venue, they would probably fly to the city where the event is being held and use taxis to get to their accommodation and the event venue. If they live in a different country, it would mean a longer flight and taxis on arrival.

Travel is the most significant contributor to CO₂ emissions as a result of an in-person event.



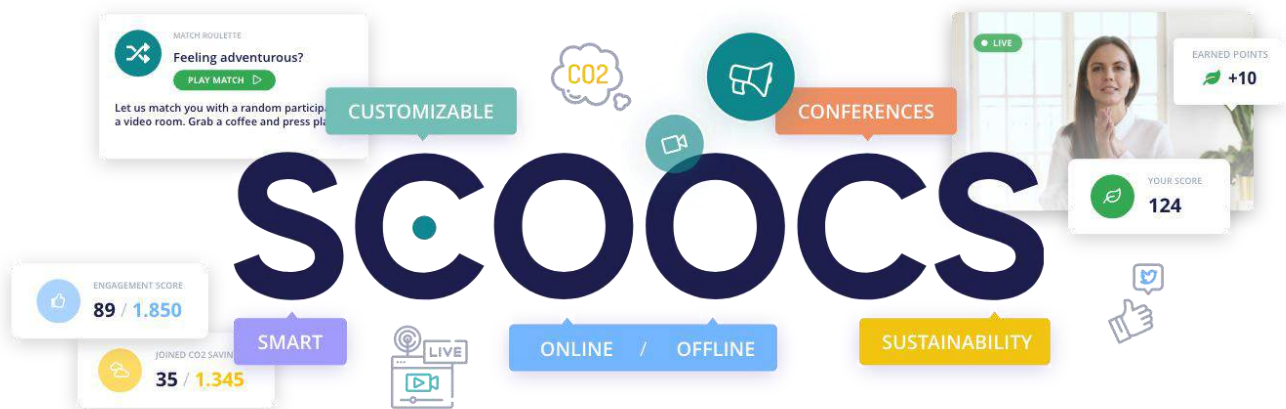
Another in-person event factor that contributes to the CO₂ emissions is the energy consumption of the event venue. Lighting, heating and other electricity-consuming devices such as the stage lighting, the audio so that the attendees can hear the speakers, and the big screens that are often used on stage and around the venue are culprits.

The catering requirements of those attending the venue mean that food needs to be prepared, which consumes a great deal of energy. Another item to consider when looking at the catering requirements of an in-person event is the resulting food wastage that very often takes place and contributes to CO₂ emissions.

Another contributor to CO₂ emissions from in-person events is printing event itineraries, name badges, and maps. Paper is a product of trees, so trees are cut down to make paper. Trees remove CO₂ from the air and release oxygen, so if you remove trees to make paper, you are helping increase CO₂ levels. Printing the various paper items needed for the in-person event uses energy which adds to the CO₂ emissions, so it's a double whammy.

The list could go on and on regarding the event venue factors that contribute to CO₂ emissions. The larger the venue, the more CO₂ emissions get released into the atmosphere.

A typical two-day in-person conference, with 150 participants, produce 30,000kg of CO₂. To put that into perspective, you would need 2,400 trees to compensate for this amount of carbon dioxide released into the atmosphere. That's why here at SCOOCs (Smart Customizable Online Offline Conferences for Sustainability) we created a **CO₂ calculator**. This calculator is a very easy-to-use tool that allows attendees to understand the impact that attending a particular in-person event might have on the environment. All you do is type in the venue city, the place you'll be traveling from, and the mode of transport you'll be using. The tool tells you the amount of carbon dioxide traveling to the event will produce.



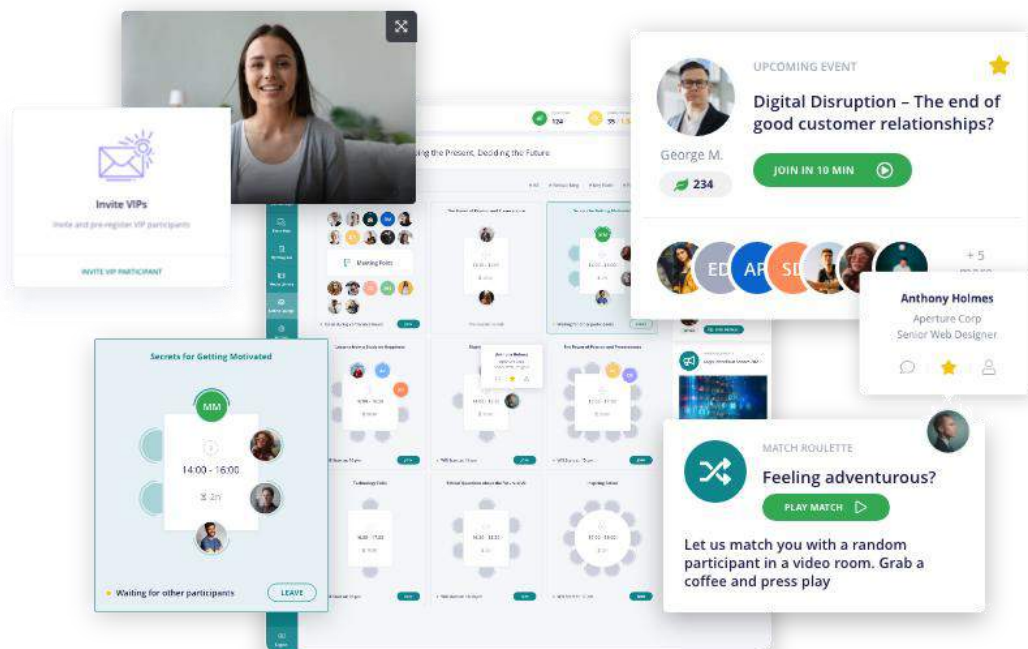
Hybrid events, being a combination of in-person and virtual events, allows the organization that's hosting the event the opportunity to make informed decisions about exactly how large they want the in-person component to be. Making an informed decision allows them to be comfortable that they are not excessively contributing to Global Warming while still meeting their event business goals. A hybrid event means a smaller event venue, less staff and contractors needed, less catering and of course, much less travel required.

From an attendee perspective, using a tool such as the SCOOCs CO₂ calculator allows them to be more aware of their CO₂ footprint.

It's clear that from an environmental sustainability perspective that Hybrid events are a no-brainer for both event hosts and attendees.

Increase Your Reach

Having more people attend your event is a good thing, a very good thing. Of course, **it's essential to have the right type of people attend your event to meet your event goals.** Whether you're a university lecturer wanting to host events for other academics or an NGO project manager wishing to host information and fundraising events, or a personal development guru who sells online courses to attract potential customers, **having your target audience attend your event is vitally important.**



In-person events have genuine restrictions in terms of the number of participants you can host. An event has fixed costs such as venue hire, audiovisual equipment hire and staff costs. Another factor to consider is the size and capacity of the venue available in the city you want to host your event. These are just a couple of factors limiting the number of attendees you can invite to your in-person event. Another significant factor is the actual number of the right types of persons willing or able to attend your in-person event. Your city might not have many of those types of people and the cost of travel and accommodation might limit the number of out-of-towners who are willing to travel to your event.

So, we've outlined the limitations that in-person events have regarding the number of attendees you can invite, but **how do you overcome those limitations and increase your reach?**

Virtual events open a world of possibilities by allowing the correct type of person from the world to attend your event. **Hybrid events allow anyone with a stable internet connection to attend your event**, so it's clear that your pool of potential attendees increases astronomically.

“ ***Hybrid events allow anyone with a stable internet connection to attend your event*** ”

Let's look at one of our examples from earlier. The university lecturer who wants to attract other academics to his event. If he hosted a live, in-person event, he might invite academics from his university and other university lecturers in his region or country. He might also invite international scholars, but the cost of travel and accommodation will mean not many international delegates will be able to attend.

With a hybrid event, the university lecturer could host an event that incorporated in-person and virtual event elements. He could invite academics in his region or country to the in-person aspect of the event and invite a wider community of academics to attend the event virtually. This **opens the possibility of having attendees from around the world** not only learning from the speakers at the event but also networking and even contributing to whatever field the lecturer specializes in. It could also open the possibility of having internationally recognized guest speakers. These speakers would not have to travel to attend the in-person event but would be willing to spare an hour or two from the comfort of their own offices to share their knowledge with the other participants.

Better Engagement with the Audience

An event needs to not only be informative and provide valuable information to those who attend but also needs to keep the participants engaged. **If you keep engaged and interested in the message that you're delivering, then you are more likely to meet your end goal and keep them returning to your future events.**

Let's use one of our previous examples to illustrate how keeping your audience engaged makes it more likely to meet your end goals. Let's think about the NGO project manager wanting to host information and fundraising events. If the project manager is unable to keep the audience engaged, they will lose interest in the information that is being provided. The information will be designed to create awareness and a better understanding of the plight of the group that the NGO is trying to assist.

Suppose the event is not conducive to audience engagement and the audience does not concentrate or lose interest during the speaker's presentations. In that case, the secondary goal of creating awareness and a better understanding will not be met and will result in the primary purpose of raising funds for the cause not being met.



Now that you understand why audience engagement is vitally important to the success of your event, we'll explain how hybrid events can be ideal for creating better engagement with your audience.

Adding the virtual component to your event means that you can [increase engagement with your audience](#), not only during the event but in the days and weeks after the event too. Virtual attendees can actively participate by commenting, asking questions, and interacting through their mobile or desktop devices, engagement is generally at a high level throughout the event. Live attendees won't want to miss out, so an event app on their cell phones will allow them to participate in live polls or live Q and A sessions with speakers in real-time.

Networking is another crucial aspect of events and allowing in-person networking sessions to occur simultaneously as the virtual networking sessions allow like-minded individuals from across the planet to network and further their event attendance goals.

Because you have the necessary information and data gathered from the electronic polls, surveys, and Q and A sessions, it's easy to analyze and decide what the different segments of your audience want and need. This allows you to engage with them better post-event.



Save Money

All organizations have financial constraints and **staying within budget when hosting an event is very important.** In-person events have various fixed costs, and the more people you have attending your live event, the higher those costs. Costs such as venue hire, audiovisual hire, hiring contractors to set up and take down pre- and post-event, event planners if the event is very large, security, catering, stationery, printing...and the list goes on and on.

[Hybrid events save you money by reducing the number of in-person attendees.](#) Fewer attendees mean a smaller venue, so the cost to hire a smaller venue means a lower venue hire fee. A smaller venue means lower audiovisual hire costs because you need sound equipment that caters to a smaller venue. Smaller screens and, in some cases, fewer screens are required to project presentations onto these screens, which means a lower cost. It also means less setup and takedown, resulting in fewer contractors needed to do the work. A small venue means no event planner costs and less security staff. Fewer in-person participants mean fewer people to feed, so the catering costs will plummet. You will also have fewer people to print itineraries, name badges and other documentation for the event because the virtual attendees will receive their documents electronically.



Travel and accommodation costs are another cost-benefit to hybrid events. Hosting large, in-person events usually requires that out-of-town staff travel to the event location to assist with running the event, management of the speakers, and dealing with the event venue staff. These staff members need to be accommodated and transported to and from the event venue, food needs to be provided for them, etc. which can be costly. Speakers also need to be transported and accommodate, so a purely in-person event would require these costs to be covered by the event host.

Hybrid events could mean that some of the speakers are streamed live to the in-person and virtual audience, which would mean that the transport and accommodation costs are unnecessary for the speakers who do not attend the event in person. Of course, the fact that attendees who are attending the event virtually do not have to travel and book accommodation means that they save a significant amount of money which is a big encouragement for them to attend.

In these uncertain times where Covid-19 has financially impacted most organizations, it's very relevant that the significant cost savings of a Hybrid event over a purely in-person event are taken into consideration.

“ ***it's very relevant that the significant cost savings of a Hybrid event over a purely in-person event are taken into consideration*** ”

More Sponsorship Opportunities

An essential part of the success of an event is the income that sponsors bring to the table. An event is very costly, and the income from sponsors helps offset those costs. **Sponsors will want to participate in an event if their participation results in them achieving their business goals.** In order to achieve their business goals, the sponsors need to be confident that the people who attend the event are their target market audience. The larger the number of people who are their target audience who attend the event, the more sponsors are willing to pay to be part of the event.



Access to their target market audience means that they can interact with leads directly. A purely in-person event limits the number of attendees due to the restrictions we've mentioned earlier in this e-book. Still, a Hybrid event opens the pool of attendees massively. **A hybrid event also allows you to offer more flexible sponsor packages**, such as sponsors for the event venue, digital sponsors, or both. Another essential aspect that is very attractive to sponsors is the ability to analyze data to assess whether the sponsorship fee they paid was worthwhile from a business perspective. **The data and reporting that hybrid event platforms such as the SCOOCs platform provide sponsors is invaluable and is another reason why hybrid events can be more attractive to sponsors than purely in-person events.**

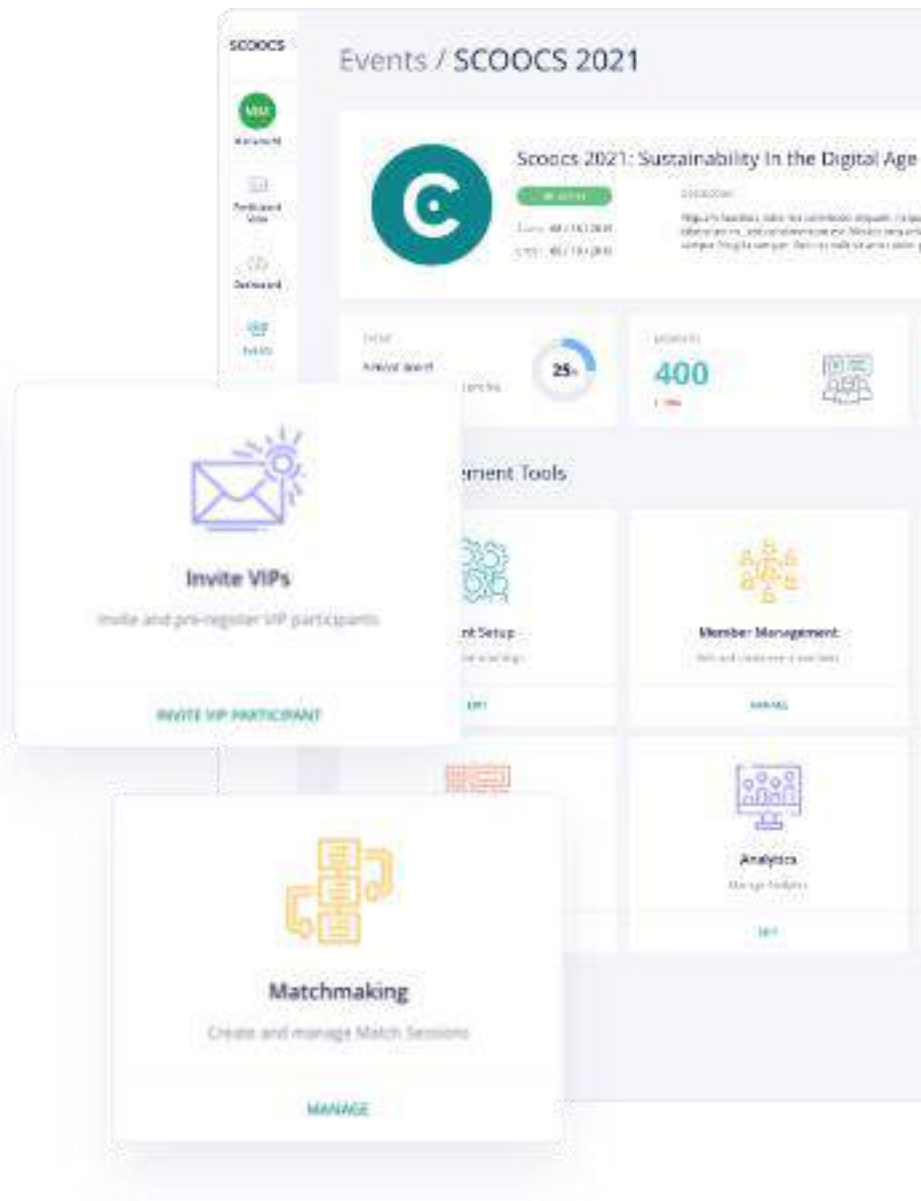


Cater for Everyone

As we know, governments around the world have imposed restrictions on the amount of travel, not only within their own borders but also travel to and from certain countries. This is to try to stop the spread of Covid-19. These travel restrictions can be imposed at very short notice because when and where Covid cases will occur and the speed at which this virus spreads makes it very unpredictable.

A very unpredictable situation such as this makes a purely in-person event highly risky for the event organizer because they might have many of their attendees prevented from attending due to restrictions, but it also creates doubt in the attendees' minds.

When deciding whether to attend an in-person event, a significant consideration for potential attendees would be that if travel is restricted at short notice, then flight and accommodation costs might be lost.



Apart from travel restrictions, people's mindsets have changed regarding traveling for events. The lockdowns have resulted in people becoming accustomed to not needing to travel for events. They are used to sitting in the comfort of their own home while attending meetings and events. The thought of traveling in planes, which could be risky from a Covid perspective, also makes it very unappealing for some.

All these factors could result in lower attendee numbers, fewer sponsors and not being able to reach your intended event goals.

EVENT TYPE

Basic

Use this event template to manage your entire event planning

Self-Service

Use this event template to manage your entire event planning

Full-Service

Use this event template to manage your entire event planning

EVENT OPTION

ON-SITE

Your event will happen locally at a venue and be available for local users

ONLINE

Your event will be exclusively online and be available for online users only

HYBRID

Your event will happen at a venue and be available for both local and online users

Therefore, Hybrid events are even more of a no-brainer because the event hosts can cater to people who might not want to risk booking travel and accommodation or who would prefer not to travel by allowing them to attend the event virtually. It's done while still catering to the attendees who want to participate in the event in-person at the event venue. It allows the event host to meet all attendee's expectations by allowing them to attend the type of event they prefer.

Better Return on Investment

Event Return on Investment (ROI) is a calculated percentage to determine how profitable your event was. In simple terms, you calculate the event ROI by taking all money generated from your event and deduct all the costs paid out for the event and divide that number all the event costs paid out and to show it as a percentage, you times it by 100.

Let's illustrate this so it's easy to understand:

Ticket revenue + Sponsorship Revenue + Sales(if you sell things at the event)
LESS Venue Hire + Audio Visuals + Catering + Event Planner + Set up +
Security + Staff costs + Printing etc. DIVIDED BY the costs(Venue hire, audio
visuals etc.) TIMES BY 100.

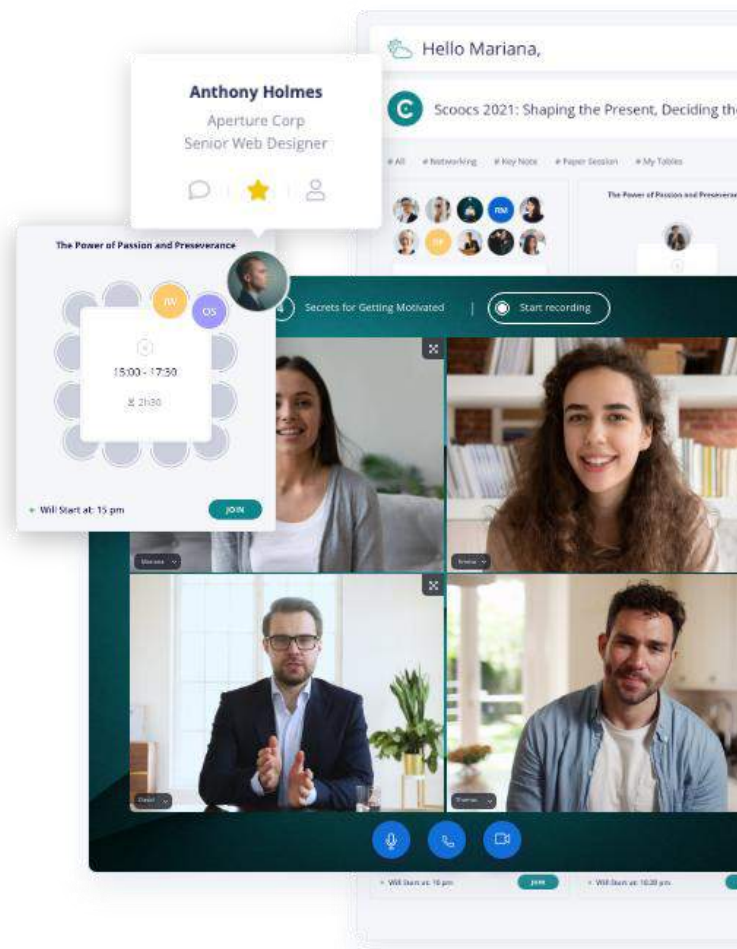


*So, if you received \$50,000 revenue from the event, and you paid out \$40,000 in event expenses the event ROI is calculated like this: $\$50,000 - \$40,000 = \$10,000$
The ROI is $\$10,000 / \$40,000 = 0.25 \times 100 = 25\%$ This means that for every dollar spent you got \$1.25 back.*

The reason why hybrid events give event organizers a higher ROI than pure in-person events is that **Hybrid events can reduce costs and increase revenue**. To show you how a Hybrid event gives you a better ROI than a purely in-person event, let's use a few examples of event costs and event revenue to illustrate the point.

Purely in-person events require bigger event venues to accommodate more significant attendee numbers. As we have explained in previous sections of this e-Book, larger event venues with larger attendee numbers require higher costs for venue hire, audiovisuals, catering, event planning, contractors for set up and take down, security, etc. The in-person attendee numbers will naturally be lower for a hybrid event, which means a lower cost for a smaller venue, catering, etc. Of course, the online aspect of a hybrid event will have costs associated with it, but those costs are usually relatively fixed costs, irrespective of the attendee numbers. **Event platforms such as SCOOCs make it easy to manage the online aspect of the event, and the costs are much lower than hosting in-person attendees. So, it's clear that the cost part of the equation in Hybrid events is significantly reduced.**

The revenue aspect of the equation is increased in Hybrid events because of the ability to attract a larger number of attendees because they can attend from anywhere on earth as long as they have an internet connection. Larger numbers of attendees mean greater ticket revenue and higher sponsorship revenue due to all the factors mentioned in a previous section of this e-Book. If you have a product or service that you're selling at the event, it means higher sales revenue because you'll be selling to a larger potential customer base. To illustrate why hybrid events, give a better ROI, let's use our previous example.



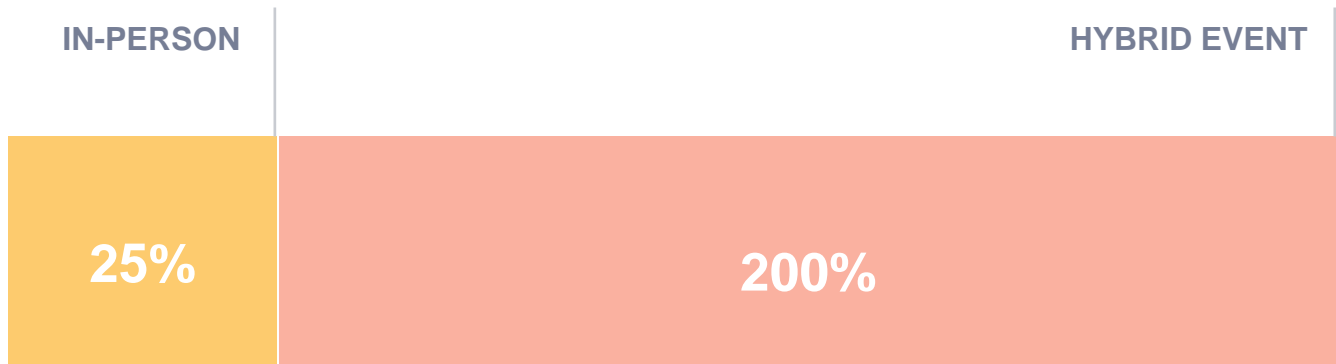


Let's say our hybrid event increases the revenue from \$50,000 to \$75,000 and reduces the costs from \$40,000 to \$25,000. Let's do the ROI calculation to see how a Hybrid event could increase event ROI.

$$\$75,000 - \$25,000 = \$50,000$$

$$\$50,000 / \$25,000 = 2$$

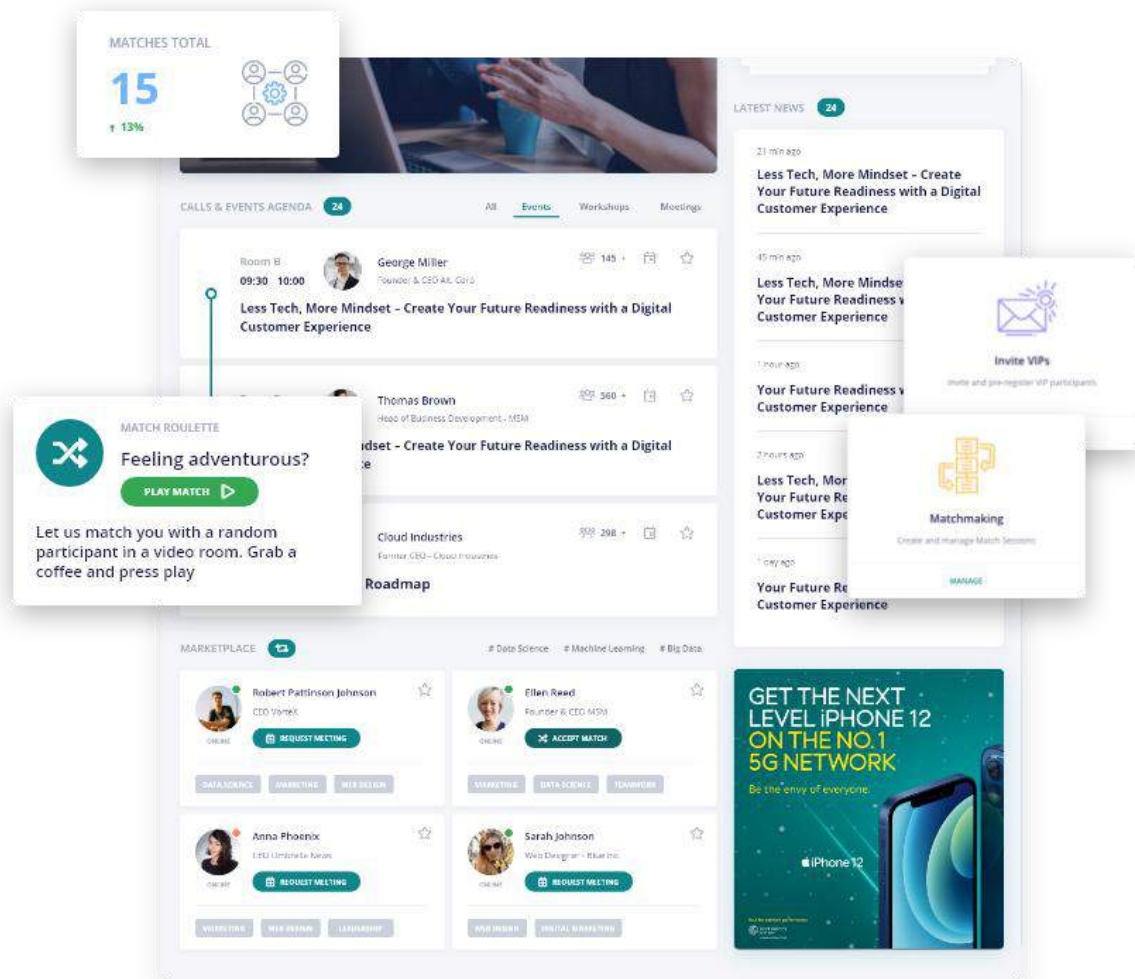
To convert it into a percentage $2 \times 100 = 200\%$



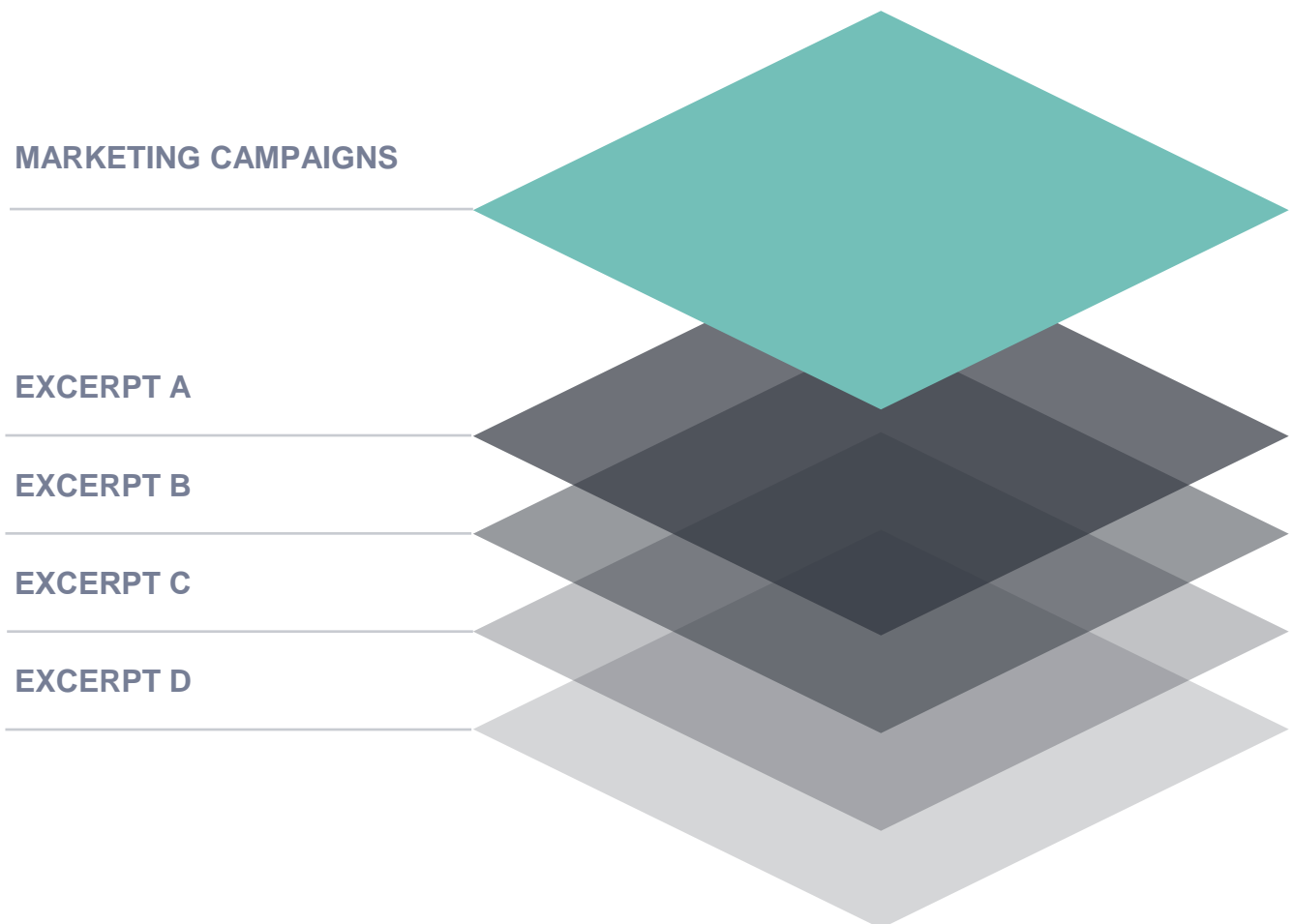
So, in this illustration, we've shown how increasing income and reducing costs by **hosting a hybrid event instead of a pure in-person event increase the ROI from 25% to 200%.**

Huge Marketing Opportunities

A big part of marketing is giving your target audience what they want. Hosting a Hybrid event means that you are presenting material to your attendees, which ideally should be your target audience. The fact that Hybrid events allow you to engage with your attendees so much more (as discussed previously in this e-book) allows you to **understand what your target audience wants**. The wonderful thing about hybrid events is that everything is recorded, and the **feedback and data can be analyzed during and after the event**. The most popular sections of content recordings can be repurposed for future marketing.



Let's refer to another one of our previous examples to illustrate the point. The personal development guru who sells online self-help courses. His presentations during the event could be cut down into short snippets and used in his email marketing campaigns to entice prospective customers to prefer a webinar where he sells his online course. He can **use excerpts of the hybrid event during his marketing campaigns** for his next hybrid event by showing what a fantastic event it was. In marketing, content is king, and a hybrid event allows you to record two or three days' worth of valuable content that can be used in your marketing campaigns again and again. Instead of paying for content to be produced, **your event will produce content while giving you a positive ROI**. Yet another very lucrative no-brainer for hosting Hybrid events.

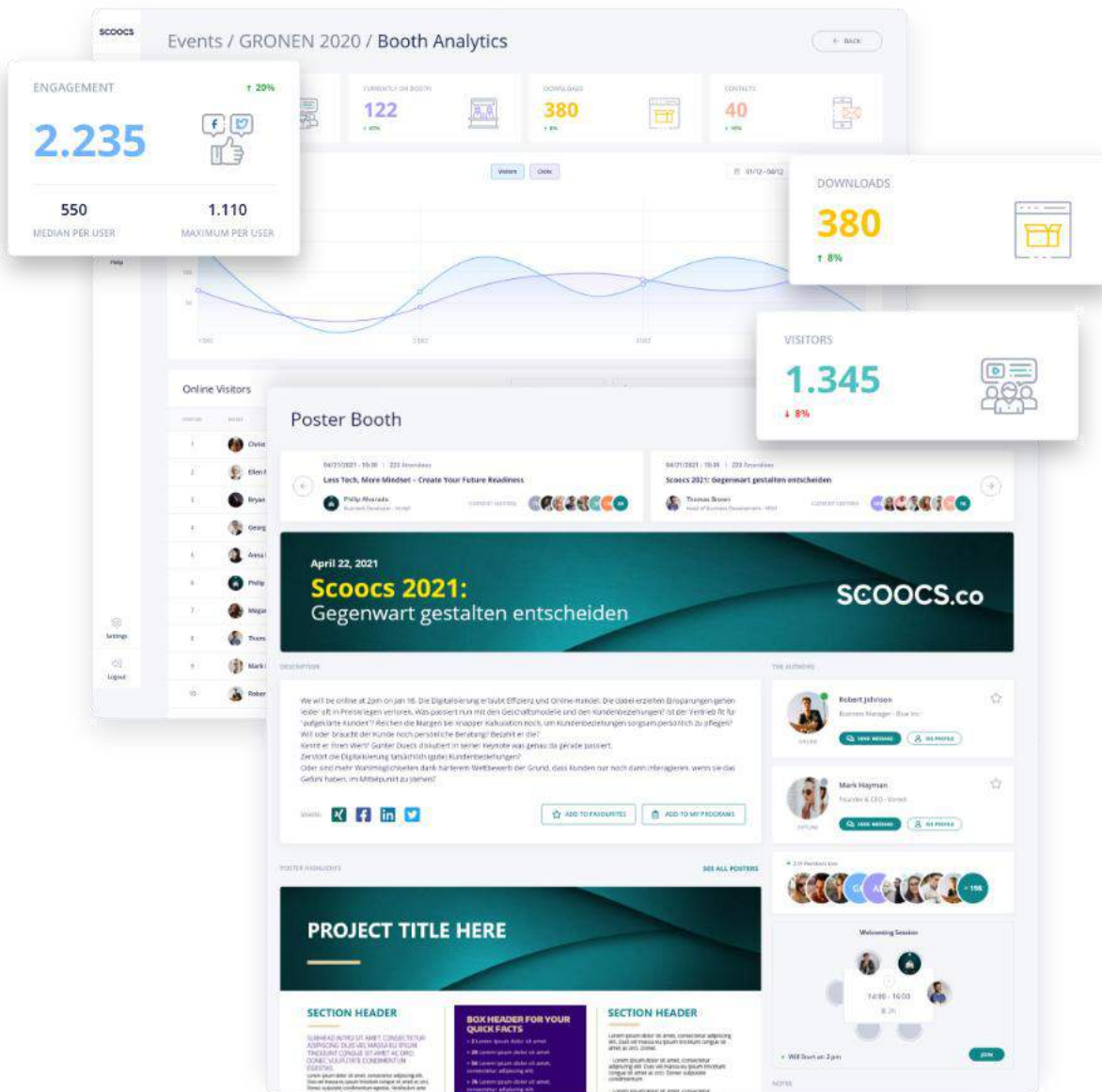


Incredible Data

We have touched on it briefly earlier in the e-book, but hybrid events give you the ability to gather so much data while the event is taking place. Online polls, surveys and Q and A sessions, which keep the online attendees engaged while using the desktops or cell phones, can also keep live attendees engaged through event apps which they use on their mobile devices. While these are wonderful for **keeping the participants engaged while the event is going on, the data collected from these activities are invaluable.** Understanding what your attendees are thinking allows you to target your ideal audience better. Analyzing the data will enable you to improve the event experience in real-time while the event is taking place and gives you insights into how to improve future events.



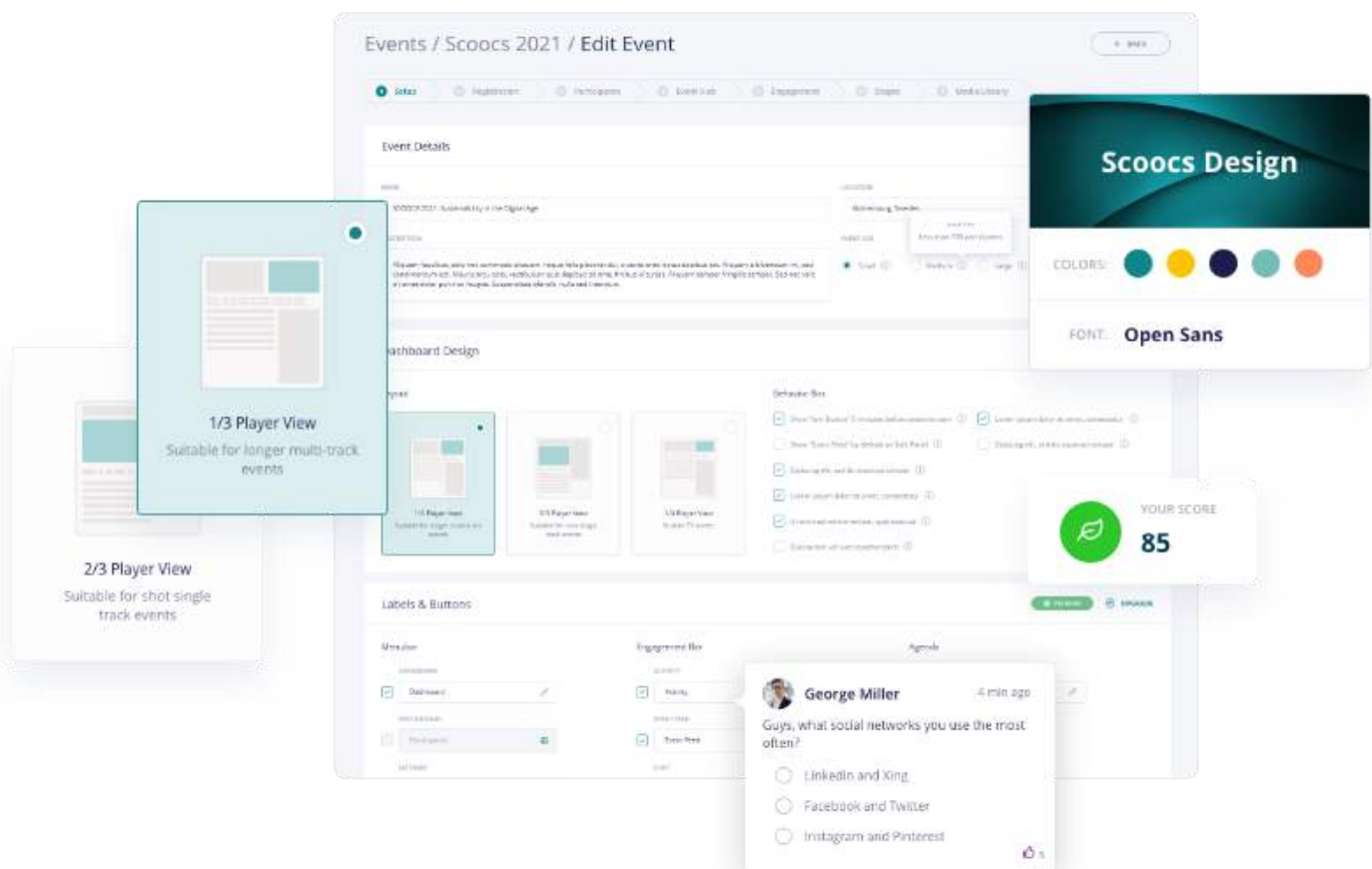
An example of this would be seeing a drop-off in attendance. A drop-off might indicate a specific topic or speaker that is not being enjoyed by the participants. Changing the content so that it's more entertaining or having a speaker that connects better with the audience is a great way to improve future events. **Event platforms such as the SCOOCS platform give your sponsors critical data to determine whether the attendees that interacted with the virtual sponsor booths were worthwhile prospects.** The fact that the powerful data can be used to help you reach your event and business goals is another reason why Hybrid events are a clear no-brainer.



Flexibility

In these uncertain times, it's essential to be flexible and can pivot at short notice. We previously spoke about how Covid-19 has had a significant impact on the behavior of event organizers or hosts and event participants or attendees. A purely in-person event would need to be canceled if attendees were prevented from traveling to the event venue or if the city where the event venue is located is locked down due to a resurgence in the virus in that particular city.

Another possible reason for an in-person event being canceled at short notice is a natural disaster such as flooding, hurricanes, or wildfires.



The fact that a Hybrid event has both an in-person and a virtual component to the event means that pivoting at short notice is a much easier task. Abandoning the in-person component of a Hybrid event and directing the in-person attendees to the virtual event components is a much easier task than, at very short notice, suddenly needing to plan and execute a virtual event. This flexibility allows an event to go on when it would need to be canceled entirely. **Cancellation of an event will be financially devastating for the event organizer** because many event venues and the service providers required to pull off an in-person event ask for non-refundable deposits to book specific dates in advance. If the event doesn't occur, those costs can't be recouped because event ticket costs and sponsor payments would usually need to be refunded to the attendees and the sponsors concerned.

This flexibility of Hybrid events, which avoids potential financial disaster, makes them a definite no-brainer.



Conclusion

With these ten very compelling benefits of hosting Hybrid events. It's clear that hybrid events can be both environmentally and financially sustainable. Hybrid events are a way to help the environment by substantially reducing the CO₂ emissions from purely in-person events. Hybrid events give event hosts a substantial advantage by increasing the pool of potential attendees, engaging better with those attending the event and catering for their needs better too.

The screenshot displays the SCOOCs event platform interface. At the top, a navigation bar shows the user's name, 'Hello Mariana,' and several performance metrics: 'YOUR SCORE' (124), 'LEADED CO2 SAVINGS' (35 / 1,345), 'ENGAGEMENT SCORE' (89 / 1,850), and 'GOOD CAUSE' (Leaf Foundation). Below this, a video feed shows a woman speaking. The main content area features a large banner for 'April 22, 2021 Scoocs 2021: Shaping the Present, Deciding the Future'. Below the banner is a detailed agenda for 'Day 1' (Tuesday, June 23, 2020), showing a timeline from 08:00 to 19:00 across five rooms (A-E). The agenda includes sessions such as 'Less Tech, More Mindset - Create Your Future Readiness with a Digital Customer Experience' in Room B, 'Digital Customer Experience' in Room C, and 'Cloud Strategy' in Room D. A sidebar on the left contains navigation options like 'Dashboard', 'Forum', 'Event Hub', and 'Settings'. At the bottom, there is an 'Agenda: Day 1' section with a 'MY FAVOURITES' count of 24 and a 'Tuesday, June 23, 2020' date indicator. A specific session card for 'Less Tech, More Mindset - Create Your Future Readiness with a Digital Customer Experience' is highlighted, showing the speaker Thomas Brown and Mark Hayman, and a 'JOIN US TO MEET' button.

We've shown you that Hybrid events can save you money by reducing event costs and increasing revenue, which gives you a better return on investment. We've also illustrated that Hybrid events can give you better peace of mind during these very uncertain times by making it much easier to pivot when disaster strikes. It's also clear that Hybrid events don't only bring higher revenue for your first Hybrid event through higher attendance numbers and more sponsorship opportunities; it also helps generate additional revenue through additional marketing opportunities. Hybrid is clearly a no-brainer for event hosts, but very importantly, it is a hugely popular option for attendees or participants too. They feel part of saving the environment, can save money themselves, feel actively part of the event, can choose whether the in-person or virtual event suits them better, and can network with their peers.

[Book your demo with SCOOCs today](#), and learn more about how easy it is to host a Hybrid event!



[Book Your Demo](#)

SCOCS