

# CHAPTER LEADER MEETUP

## GEARING UP FOR IN-PERSON AND HYBRID | RECAP

3/2/2021

### CONSIDERATIONS FOR IN-PERSON EVENTS

- **Choosing the right venue**
  - Consider venues that offer indoor and outdoor spaces
    - Work with your venue managers for ideas
    - Hotel managers are being more helpful and open to creative ideas
  - As the Covid-19 vaccines become Although it appears the country is moving in a better direction regarding vaccines and other items, keep in mind that masks, social distancing, and other safety precautions will likely be here to stay in hotels and venues for at least 2021
  - Ask your venue if they have ventilation certifications or updates
  - Work with venues that have proven track record for sanitation, room flipping, etc.
  - Ask potential and contracted venues about their safety and food practices
  
- **Surveying your members**
  - More than just surveying if someone will attend an in-person event, ask your members what safety measures would make them more comfortable
    - (e.g., temperature checks, signage, strict capacity limits, etc.)
  - Ask open-ended questions related to what is important to them while attending an in-person event
  - Ask them what level of contact they want to have with other attendees
  
- **Safety**
  - Rely heavily on your event/venue manager – they are getting trained on COVID-19
    - Ask if they can provide insight on what another group did for their event
    - Hotels can usually provide you with contacts from other groups that have successfully held events at their venue
  - Top three tips before your event:
    1. Set a Code of Conduct
      - a. Set expectations for attendees beforehand
      - b. During online registration
      - c. On your website
      - d. Within your emails
    2. Share/Publish policies on refunds and cancellation
    3. Establish protocol for exposure
  - **We have uploaded several [COVID-19 resources to MySMPS](#) for conferences that SMPS chapters can certainly utilize**
    - Resources include:
      - Waiver example
      - Design room layout examples for social distancing
      - Event contact tracing tips
      - Helpful webinars to watch
      - Safety protocol abuse steps
      - Strategies to avoid exposure at your meeting

- **Insurance**
  - Although you have general liability insurance with SMPS HQ, keep in mind that it does not cover communicable diseases
  - You must purchase special event insurance if your event is indeed a special event (e.g., golfing, day at the lake, vineyard, etc.)
    - Connect with SMPS CFO, Antonio Payne at [antonio@smps.org](mailto:antonio@smps.org) for any specific questions

## CONSIDERATIONS FOR HYBRID EVENTS

- **What does “hybrid” really mean?**
  - Any meeting that offers a way to participate online
  - This can be anywhere from meeting with active discussions on twitter, to a meeting that features the live streaming continue and chatrooms online
- **Benefits of a hybrid event:**
  - You can reach participants anywhere in the world and potentially more than those who choose to participate in person
  - Content can easily be repurposed/repackaged
- **Challenges of a hybrid event:**
  - It’s not as simple as putting a camera in a room and live streaming the sessions
    - The content must be appropriate for online participation
  - It requires you to think about the entire experience and make sure you’re not neglecting one audience over the other (in-person versus virtual)
    - There is no way to guarantee the level of engagement in a hybrid event
      - What we’re seeing as “success” for hybrid events is hosting the virtual program before or after the in-person experience, not concurrently
  - It begs the question: “does the in-person element translate well online?”
  - If you’re working through a hotel or venue to try to live stream, we’ve seen costs of \$20K+

## CONSIDERATIONS FOR 100% VIRTUAL EVENTS

- **Determine Session Delivery Mechanisms**
  - **Live** – allow you to actively interact with the speaker in real time for them to respond in real time. This comes with a risk of technology failing, and anything can happen.
  - **Simulive** – a combination of pre-recorded with a live feature (e.g.: *Q&A with speaker at the end*).
  - **Pre-recorded** – allows attendees to watch at their own leisure but lacks engagement opportunities (i.e.: *on-demand content to watch whenever they’d like to*).

- **Create a Strategic Agenda Design**
  - Virtual experiences need more thought since engagement is key and the most challenging aspect when you're not in-person
  - Challenges: your attendees are distracted; how will you keep their attention?
    - This must be the focus when planning virtual programming
  - Attendee styles to consider:
    - Sit & watch (passive)
    - Active learning (answer questions in real time or have a handout during)
    - Mixed bag (variety of both passive and active)
    - Are attendee webcams needed? Should they be off for most of program?
  - Engagement strategy
    - Music as they arrive to meeting, stretch break, etc.
  
- **Consider Timing of Sessions**
  - Keep your sessions short (*30-45 mins max*)
    - Variety of programming lengths
  - Do you intend to invite members in other time zones? Be mindful of starting too early or too late.
  - Record everything to make available after its broadcast
  - Include a form of engagement in all your programming (*speakers should be responsible for this, including you and your team*)

**Questions? Contact Marci Thompson, DES, SMPS HQ Chief Growth Officer at [marci@smps.org](mailto:marci@smps.org) or Julio Santos, SMPS HQ Component Relations Manager at [julio@smps.org](mailto:julio@smps.org)**