

Best Practices for Hybrid Events

[The webinar will begin at 8:00 am (Pacific Time)]

Best Practices for Hybrid Events

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@heathriel

@SerenzeGlobal

A photograph of a hybrid event in a conference room. A large screen at the front of the room displays a video conference with many participants. Above the screen, the word 'NEWERX' is written in a stylized font against a starry background. A man in a light blue shirt is standing next to the screen, speaking into a microphone. The room is filled with people sitting in green and blue striped chairs, facing the screen. There are whiteboards and cameras on tripods in the room. A blue banner with white text is overlaid on the image.

Welcome to the year of hybrid events!



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President of Serenze Global
Co-organizer of AntarctiConf



Heather Wilde

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Serenze Global

Our name
Our mission
Our initiatives



Purpose

To learn best practices for
running hybrid events

Overview

Takeaways

Formats

Rooms

Tools

People

Tips



Key Takeaways

Key Takeaways

Producing
a live TV
show

Running a
seamless
event

Integrating
a hybrid
event



1. Producing a hybrid event is like producing a live TV show



2. If you require a seamless hybrid event you may need to double your staff



3. Fully integrated hybrid events are more challenging but also more engaging

Formats

What Is a Hybrid Event?

Physical
(in-person)
event

Hybrid
event

Virtual
(online)
event

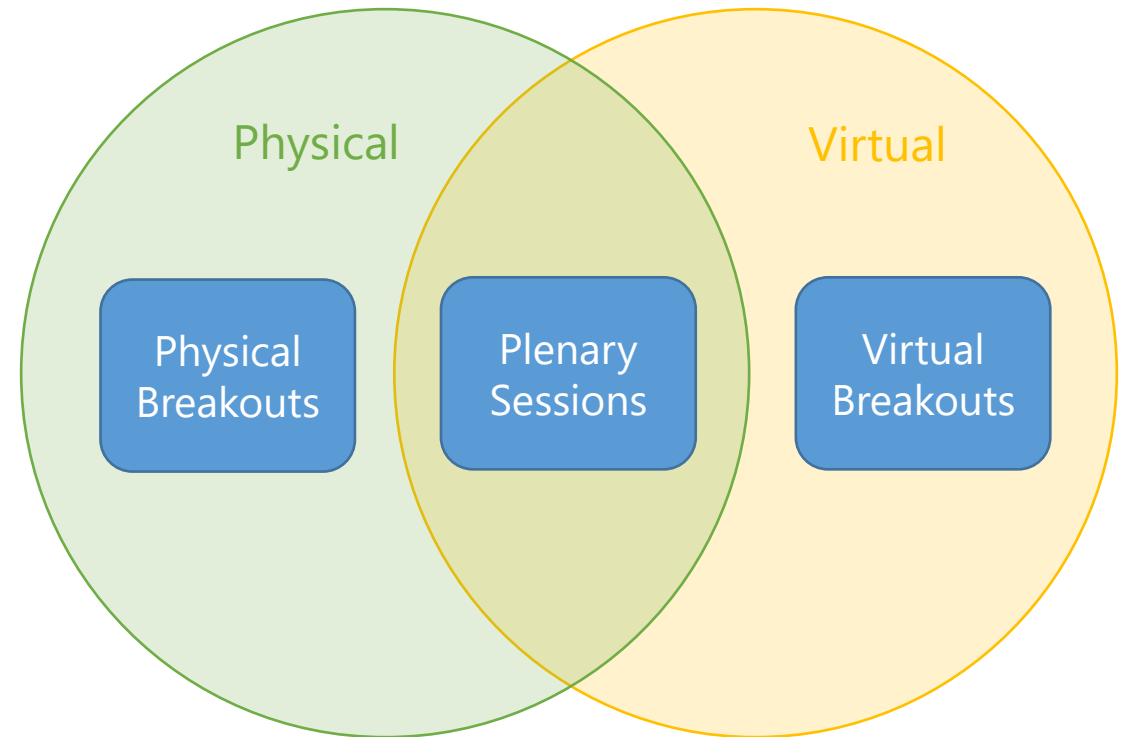
Formats

Two-in-One
Hybrid
Event

Integrated
Hybrid
Event

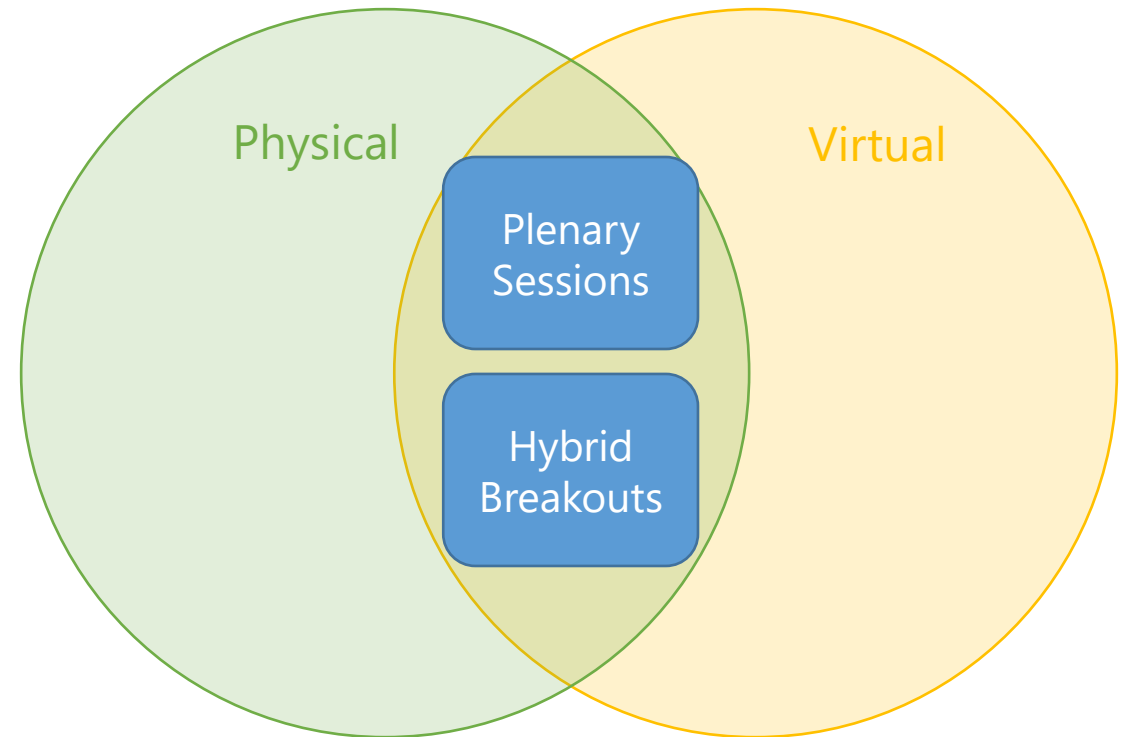
Two-in-One Hybrid Event

Minimal attendee overlap
Some overlap in plenary
No overlap in breakouts
No overlap in networking
Virtual "2nd-class citizens"



Integrated Hybrid Event

Single unified event
Hybrid plenary
Hybrid breakouts
Hybrid networking
Equal participants



Pros/Cons

Two-in-one

Better separation of concerns
Less technology required

More duplication of effort
Less engagement

Integrated

Better attendee engagement
Less duplication of effort

More technology required
More complex setup

Rooms

Rooms

Plenary
Room

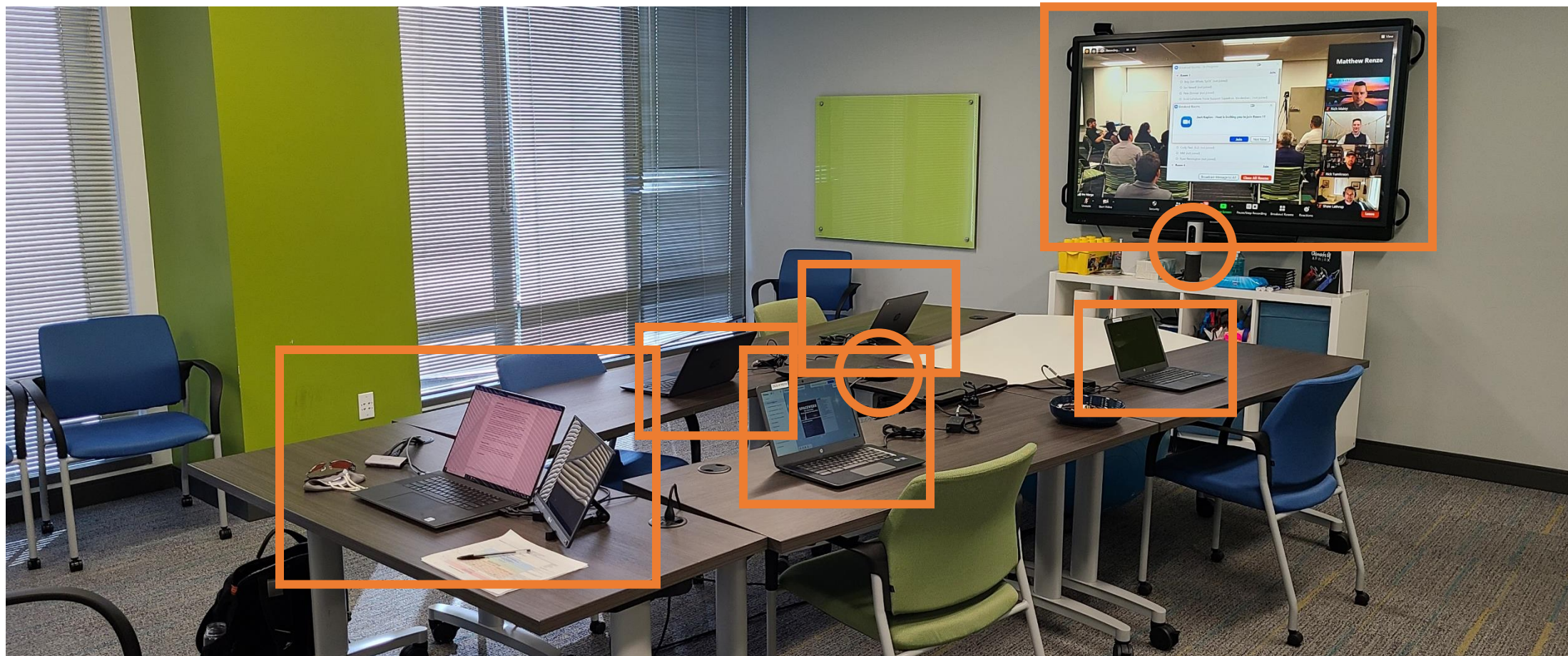
Breakout
Rooms

Mission
Control
Room

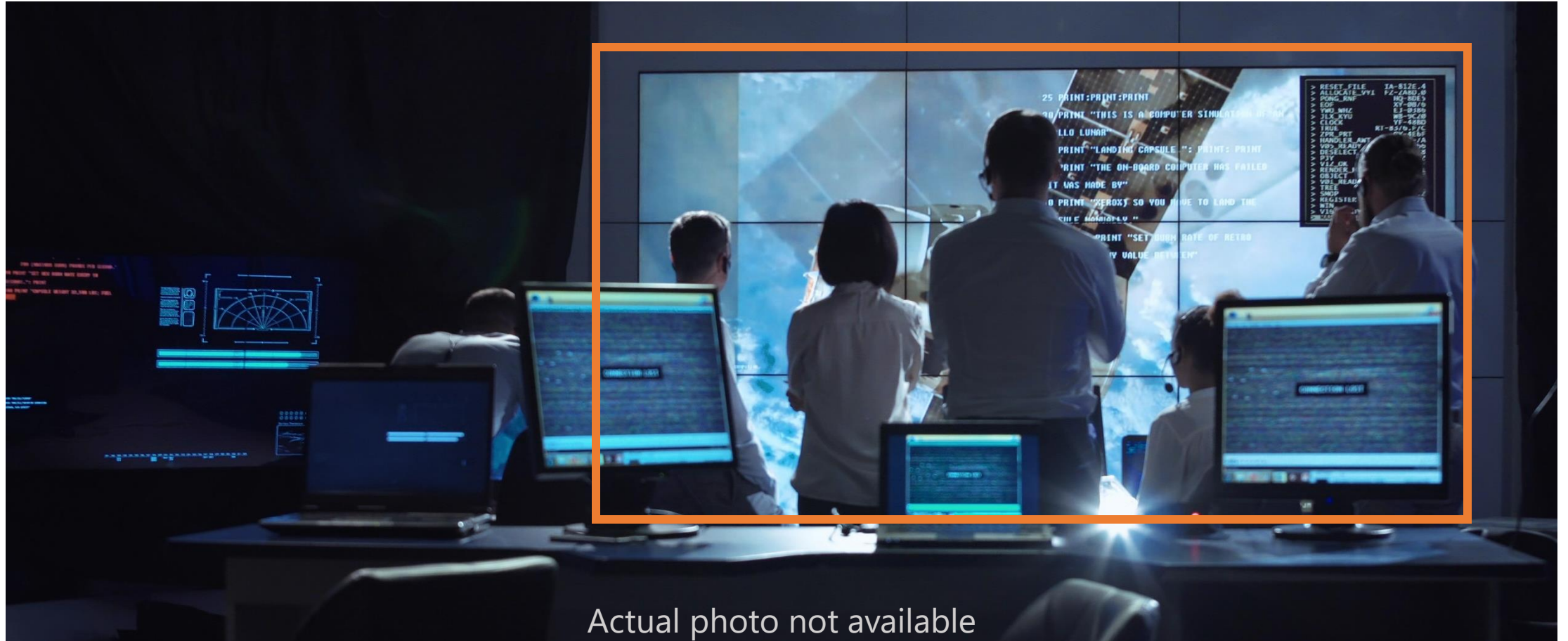
Plenary Room



Breakout Rooms



Mission Control Room



Actual photo not available

Tools

Tools

Video
Conferencing

Virtual
Whiteboards

Instant
Messaging

Production
Schedule

Video Conferencing

Zoom
Meeting mode
Breakout rooms



Virtual Whiteboard

Miro Presentation Collaboration

miro FLOF: Airfield Maintenance and Repair - Actual

SCENARIO 8 - Weather Monitoring

SCENARIO-BASED IDEATION

TEAM 8 | Matthew Renze

WEATHER MONITORING

ASSIGNMENT
Time: 60 MIN

Today is May 4, 2020

Looking back just 5 years ago, the Department of the Air Force...

- aimed to track, monitor and predict the weather as accurately as possible
- insufficient number of sensors at bases and across countless hours of personnel time performing tasks that could have been automated
- accuracy down, determined by, and less reliant on third party solutions to perform their jobs

The DoD's AIRFIELD Maintenance & Repair Challenge, seeking solutions from industry and academia that could:

- track, monitor, and predict the weather using AI and machine learning that would only increase the accuracy of the forecast
- leverage AI, machine learning, and automation to save the DOD large sums of funds and allow for a more efficient workforce
- improve the Department of the Air Force with the tools and resources to be self-sufficient

The outcome of the Airfield Maintenance & Repair Challenge has surpassed our wildest dreams. Our customers are ready to embrace the new technologies and efficient methods and processes for monitoring, alerting, air alerting, new property to the airfield which results. Leveraging fast computation, technologies & a significant game-changer, and accurate weather monitoring was key to our success.

Our national security decision-makers and military commanders are thrilled to address the possible impact on mission readiness and efficiency. Moreover, some leading operators report from airfield operators that their ability to plan and carry out defense missions has dramatically improved since the innovative advancements in **airfield maintenance and repair** supporting the fighter's mobility.

HOW DID THIS HAPPEN? Consider the following questions and BE SPECIFIC in your answers!

- What was the **Problem** that we set out to solve with **airfield maintenance and repair**?
- What were the **Key Solution Components** of **airfield maintenance and repair** that contributed to such a positive outcome?
- What **Technologies & Resources** were key to our success?
- What **Measurable Criteria** was used and monitored to determine our success?

Your team has **approximately 60 minutes** to complete this assignment using the template provided. Here, we member of your team will report your insights to the group.

ISSUES/PROBLEMS and CONCERNS

- Trying to save money
- Access to weather monitoring data
- Weather forecasts are often inaccurate
- Weather forecasts are often outdated
- Weather forecasts are often unreliable
- Weather forecasts are often inconsistent
- Weather forecasts are often incomplete
- Weather forecasts are often delayed
- Weather forecasts are often difficult to interpret
- Weather forecasts are often hard to integrate with other systems

SOLUTION COMPONENTS

- Weather forecasting
- Machine learning
- AI
- Automation
- Integration with other systems
- Real-time monitoring
- Alerting
- Forecasting
- Analysis
- Reporting
- Visualization
- Integration with other systems
- Real-time monitoring
- Alerting
- Forecasting
- Analysis
- Reporting
- Visualization

KEY TECHNOLOGIES & RESOURCES

- Cloud computing
- Big data
- Machine learning
- AI
- Automation
- Integration with other systems
- Real-time monitoring
- Alerting
- Forecasting
- Analysis
- Reporting
- Visualization

MEASURES OF SUCCESS

- Increased accuracy
- Reduced costs
- Improved efficiency
- Enhanced safety
- Increased mission readiness
- Improved decision-making
- Enhanced situational awareness
- Improved communication
- Enhanced collaboration
- Improved morale

11%

Instant Messaging

Slack
Zoom
Headsets
Runners

The screenshot displays a Slack workspace interface. On the left is a dark sidebar with navigation options: 'ConnectedAF', 'Get started', 'Threads', 'Mentions & reactions', 'More', 'Channels', and 'Direct messages'. The 'Channels' list includes '# 1-introductions', '# 2-announcements', '# 3-general-chat', '# 4-community-guidelines', '# 4-share', '# announcements', '# discussions', '# ftof-lessons-learned', '# ftof-team', '# lunch', and '# spacewrx-team' (highlighted). Below channels are direct messages with Slackbot and several team members.

The main content area shows the '# spacewrx-team' channel. At the top, it indicates 'Wednesday, May 12th'. Messages include:

- Josh Kaplan** (2:42 PM): image.png
- Robin Brooking** (3:07 PM): GREAT JOB TEAM!! We have Sponsor meeting in about 5 mins - take a breather for a few and then it's the usual - clean up and make sure your Miro boards are in good shape
- Gio Paolinelli - AFWERX Vegas** (3:17 PM): I need to help with survey emails, in case you need me. I'm in my new space, next to Heather's (edited)
- Nathalia Luna (AFWERX Vegas)** (3:24 PM): @Gio Paolinelli - AFWERX Vegas PHYSICAL SURVEY: <https://app.smartsheet.com/b/form/eedbb844c22742419381cdec9a40cf12> VIRTUAL SURVEY: <https://app.smartsheet.com/b/form/bcdb90c7aeb0405f8b99bd99f71f489>
- Nathalia Luna (AFWERX Vegas)** (3:33 PM): @Gio Paolinelli - AFWERX Vegas sent you the email sample to your AFWERX email
- Robin Brooking** (5:20 PM): Thank you all for a great week - I hope you get some well deserved and much needed rest soon! (1 reaction, 3 replies)

A date separator indicates 'Tuesday, May 18th'. A message from **John Ballesteros** (7:31 AM) states 'left spacewrx-team'.

On the right, a 'Thread' view is open for the message from Robin Brooking. It shows the original message and three replies:

- Josh Kaplan** (14 days ago): It was awesome working with you again 😊
- Gio Paolinelli - AFWERX Vegas** (13 days ago): Please come back soon!
- Dylan Evans** (13 days ago): Great to meet and work with everyone on such a fun and exciting event! Hope I get to work with y'all again soon!

The bottom of the interface shows a message input field for '# spacewrx-team' with various formatting and action icons.

Production Schedule

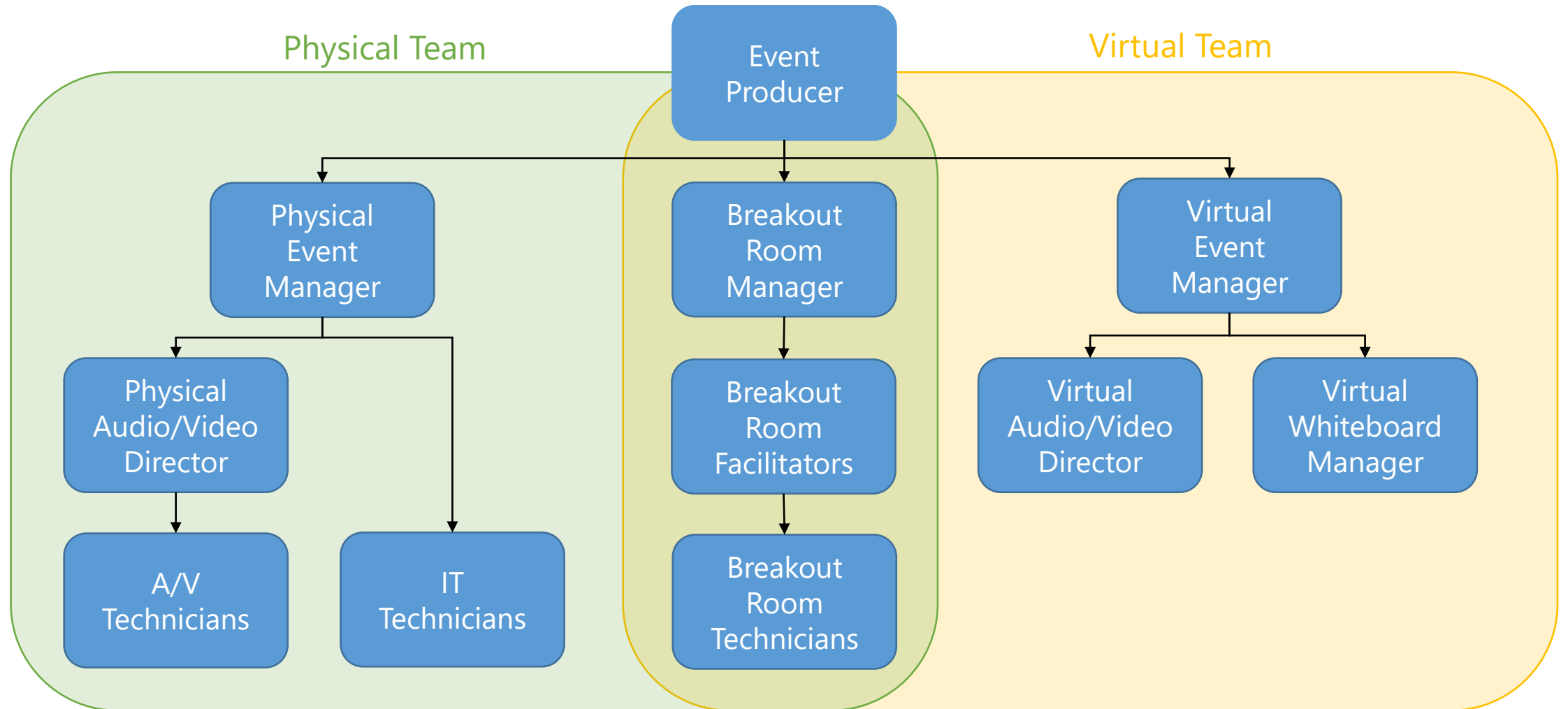
Google Sheets
 Coordination
 Printed copies

The screenshot shows a Google Sheet titled "SPACEWERX from launch to transition" for May 11-12, 8am - 3pm PT, Day 1 Strawdog. The sheet is a detailed production schedule with columns for Mod, Start, Dur, End, Description, and ASSIGNMENT / NOTES. It includes sections for arrival, registration, welcome, relationship maker, chatrooms, and a break.

Mod	Start	Dur	End	Description	ASSIGNMENT / NOTES
SPACEWERX from launch to transition May 11-12 - 8am - 3pm PT Day 1 Strawdog					
	6:00	90	7:30	6:00am KREW ARRIVAL 6:30am CIRCLE-UP	ROLES during Session Reception & supplies - Roy, Gio Zoom Master - Audio/Zoom Camera - Photo/Video Capture - Front of room facilitator - Mark Process Facilitator - Robin Solution Design - Jason Scribe - Phil Virtual Support In Person Support
	7:30	30	8:00	ARRIVAL AND REGISTRATION zoom opens 15 mins before with a zoom greeter - Hercules Video	NETWORKING ROOM - ALL DAY - Lounge room set up for participants to t virtual folks
01	8:00	30	8:30	WELCOME & INTRODUCTION Mark Rowland - Welcomes to the Hub & COVID Protocols Rock - To the future & beyond - no slides Sponsor Opening - Purpose, Objectives, Gives Virtual prompt - in Zoom Chat	- Welcome to the HUB - Set expectations for the Workshop (purp POCs) - Scribe conversation HYBRID: All participants in plenary (in pers INPUTS: POCs
				RELATIONSHIP MAKER	MARK DEBRIEF - Why do we ask network que ecosystem building for Space - Lead them to net and the Power of them will drive your success AFWERX...
02	8:30	15	8:45	IN PERSON (Notecards under chairs)	
				MARK - INTRO TO CHATROOMS (5 MINS) CHATROOMS ROUND 1 & 2 (2 x 20 MINS)	- Introduce how chatrooms work Each person gets to see 3 topics to further everyone contribute the most to the success Space/Werx. Spots in each breakout are lit - PRESENTERS: 5-7 minutes of present round conversation. Presenters need to be minutes prior to start of chatroom - PROCESS Participants self-select chatrooms they v Times in each chatroom Drop links in chat for transitions Zoom links in Miro Chatroom Menu for tr ROOM SETUP - arc of chairs on each side
03a	8:45	45	9:30	USFF Innovation Workshop Space Challenges Space Prime Hackathons Pitch Days SBI/R/STTR Branding That Makes a Brand Mars and Beyond Plans Contracting - RGK/SMC	
				Matt Tompkins (round 1 & 2 only) Andrew Chaidez Gabe Mounce Ryan Middleton Rock & Jake Singleton Zoe Walters Kim Delaney Jim Kervela Tiffani Akers	
				Jason Heather Nathalia Dave D Cyber Flight 5 Wasp Nest - 6 Strategic Squadron - 7 Tactical Squadron - 8 Aviation - 9	
	9:30	45	10:15	BREAK - NETWORKING	Networking KREW - Circle up and set for TAP
03b	10:15	20	10:35	CHATROOM ROUND 3	- Final round of chatrooms - Return to PLENARY when chatroom end
	10:35	5	10:40	INTRO TO TAKE-A-PANEL (assignment based on objectives)	IN PERSON - 5 teams Level 1 - participa Whiteboards, markers - Breakout numb IN PERSON - Miro

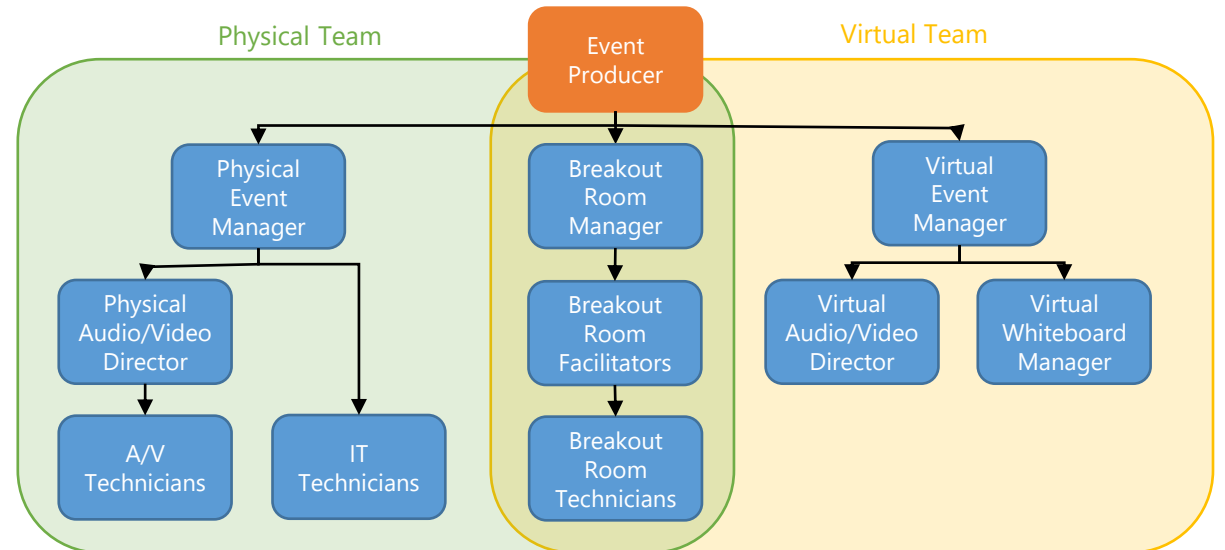
People

People



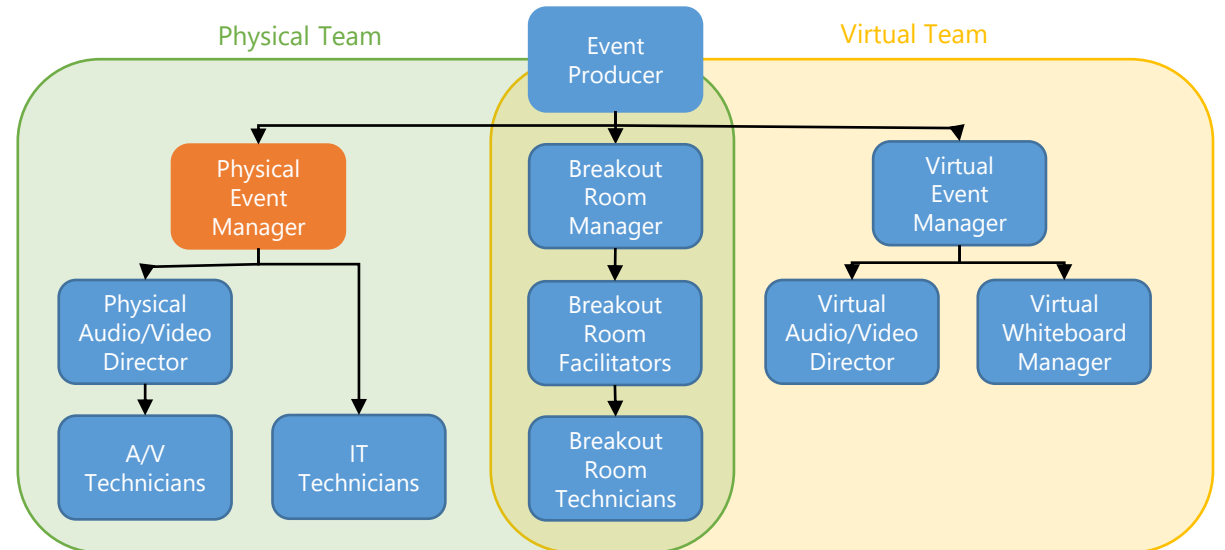
Event Producer

Oversees entire event
Runs production schedule
Located in mission control
Always-on communication



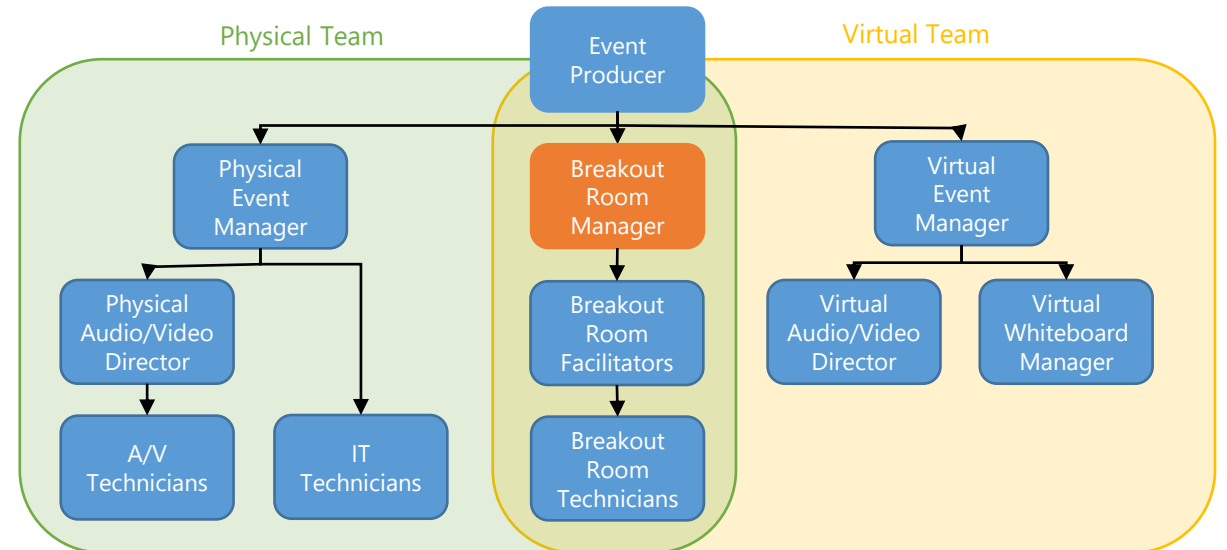
Physical Event Manager

Manages physical event
Manages in-person tasks
Located in plenary room



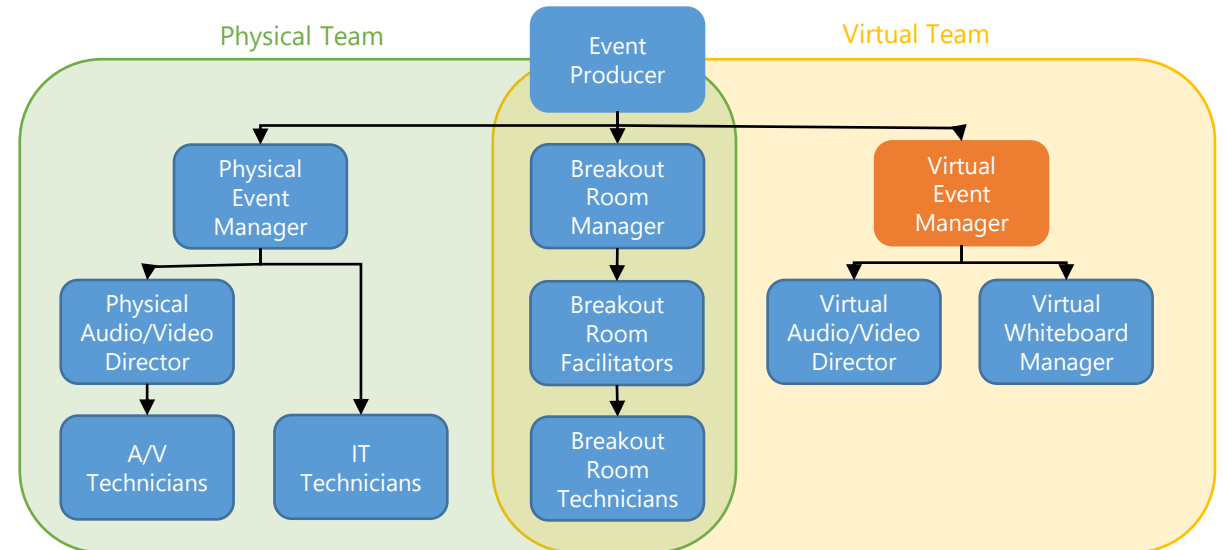
Breakout Room Manager

Manages breakout rooms
Manages facilitators
Located in control room



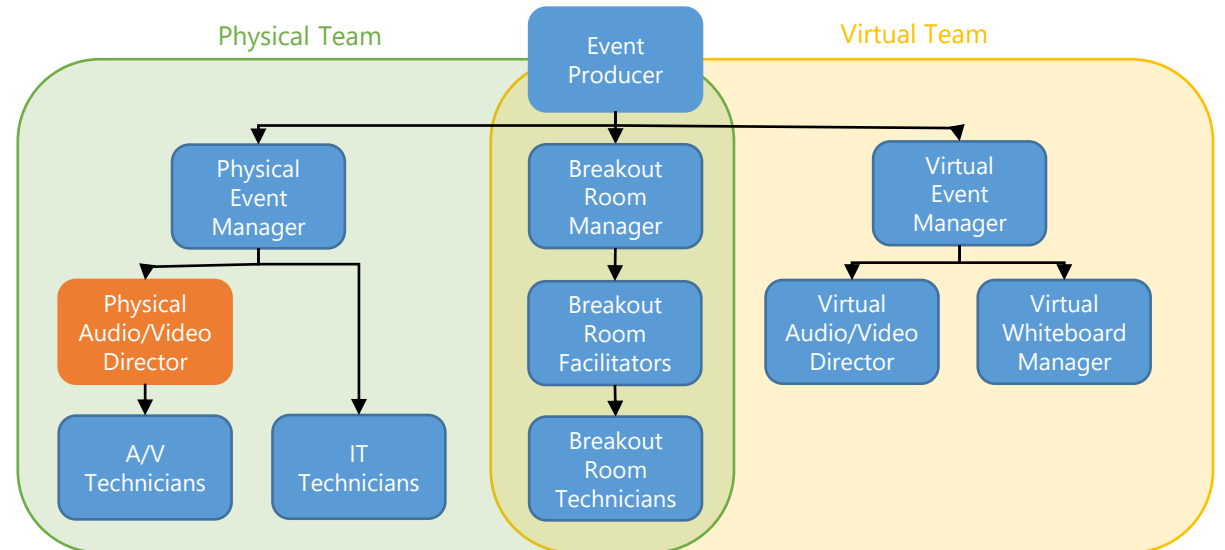
Virtual Event Manager

Manages virtual event
Manages online tasks
Located in isolated room



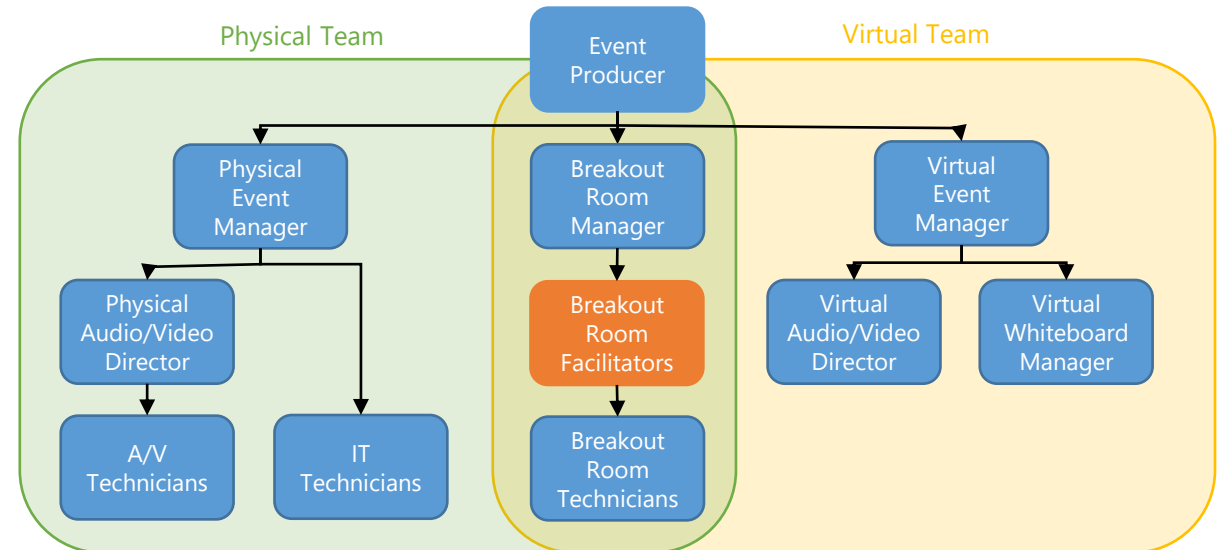
Physical A/V Director

Directs in-person visuals
Directs in-person audio
Manages A/V technicians



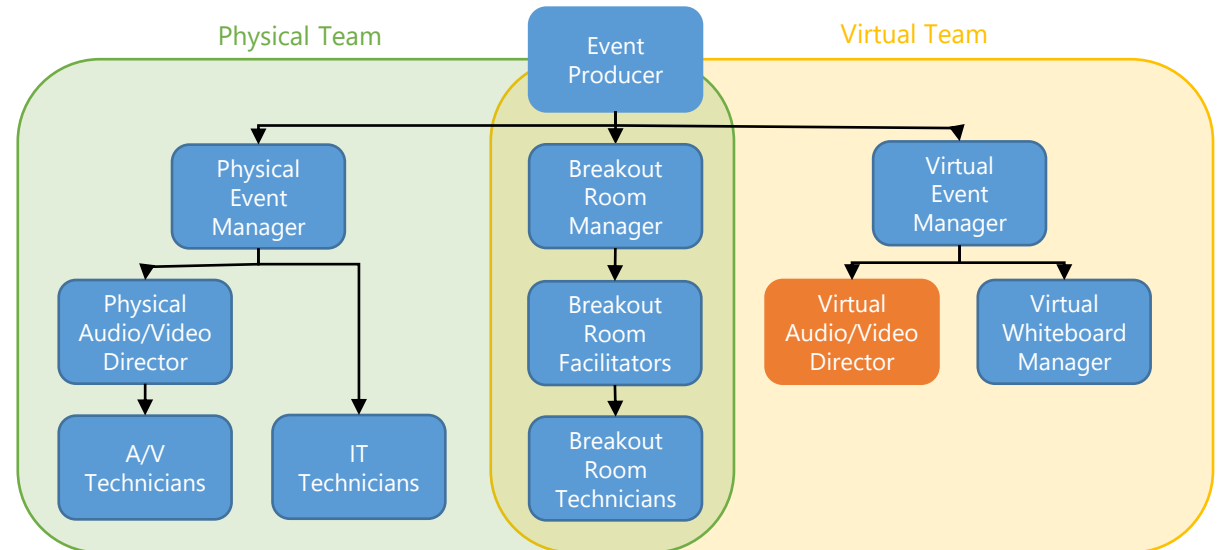
Breakout Facilitators

Facilitates breakout sessions
Both physical and virtual
Can support multiple rooms



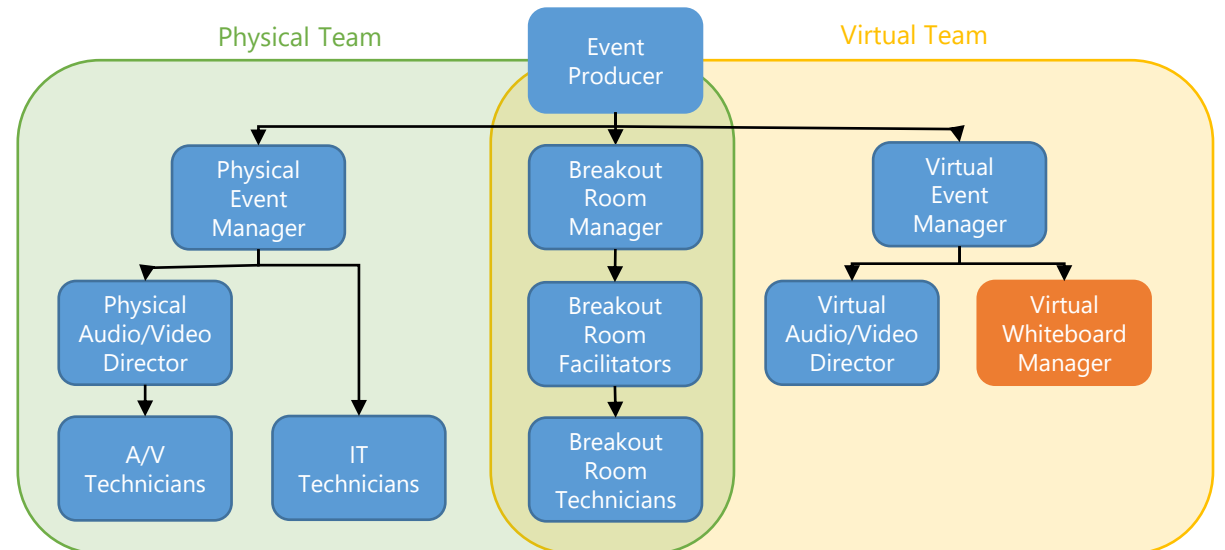
Virtual A/V Director

Directs online video
Directs online audio



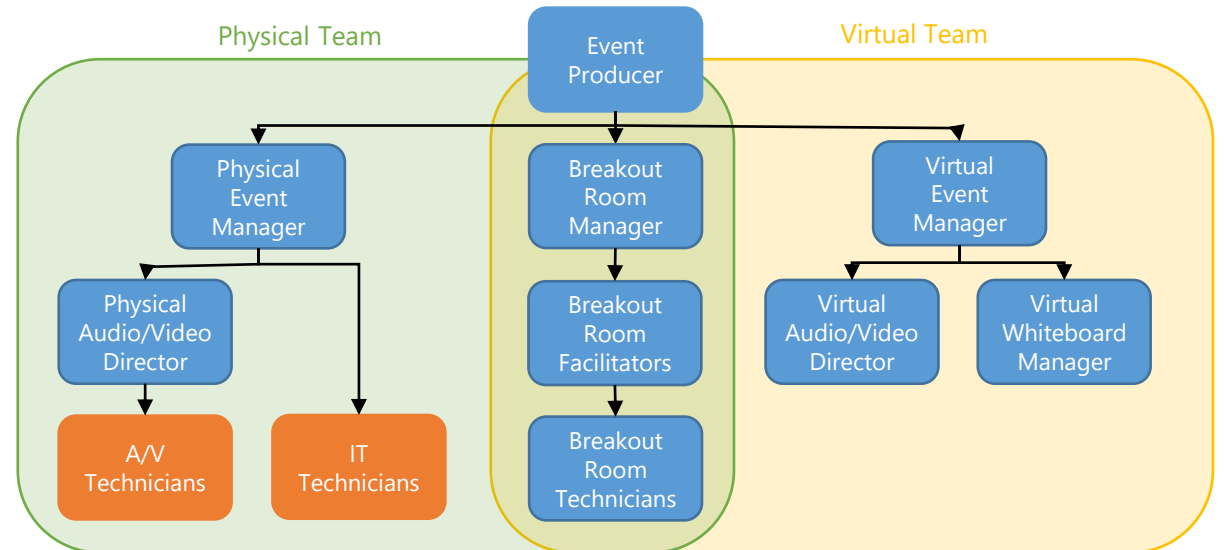
Virtual Whiteboard Manager

Manages whiteboards
Technical and creative
Acts as real-time scribe



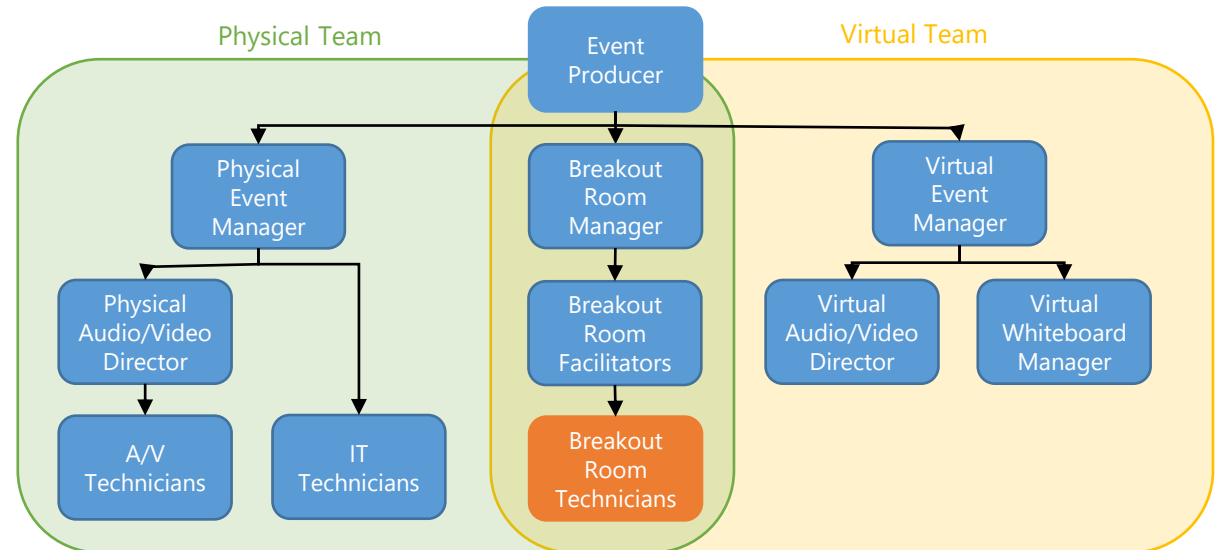
AV and IT Technicians

Perform A/V and IT tasks
Set up, operate, tear down
Diagnose and fix issues



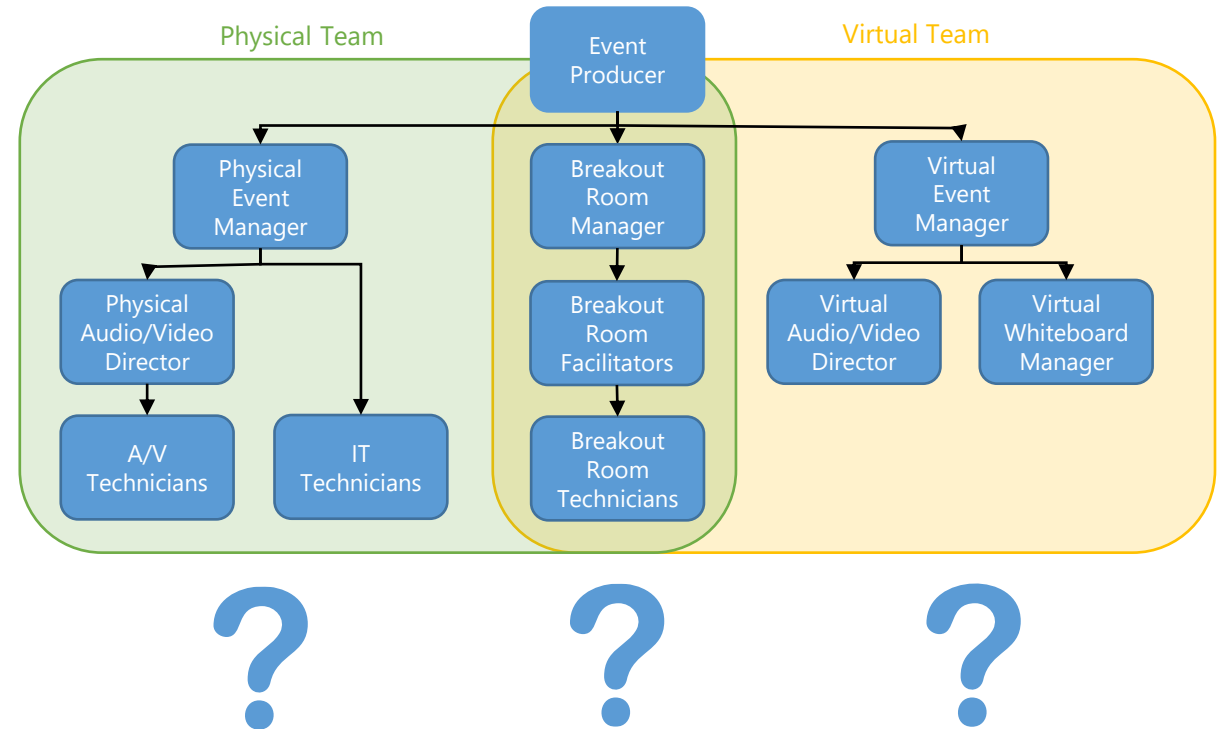
Breakout Technicians

Support breakout facilitators
Separate human vs. technical
Needed for seamless events



Other Roles

Door greeters
Food coordinator
Wipe-down crew



Tips

Tips

Culture

Communication

COVID-19

Scheduling

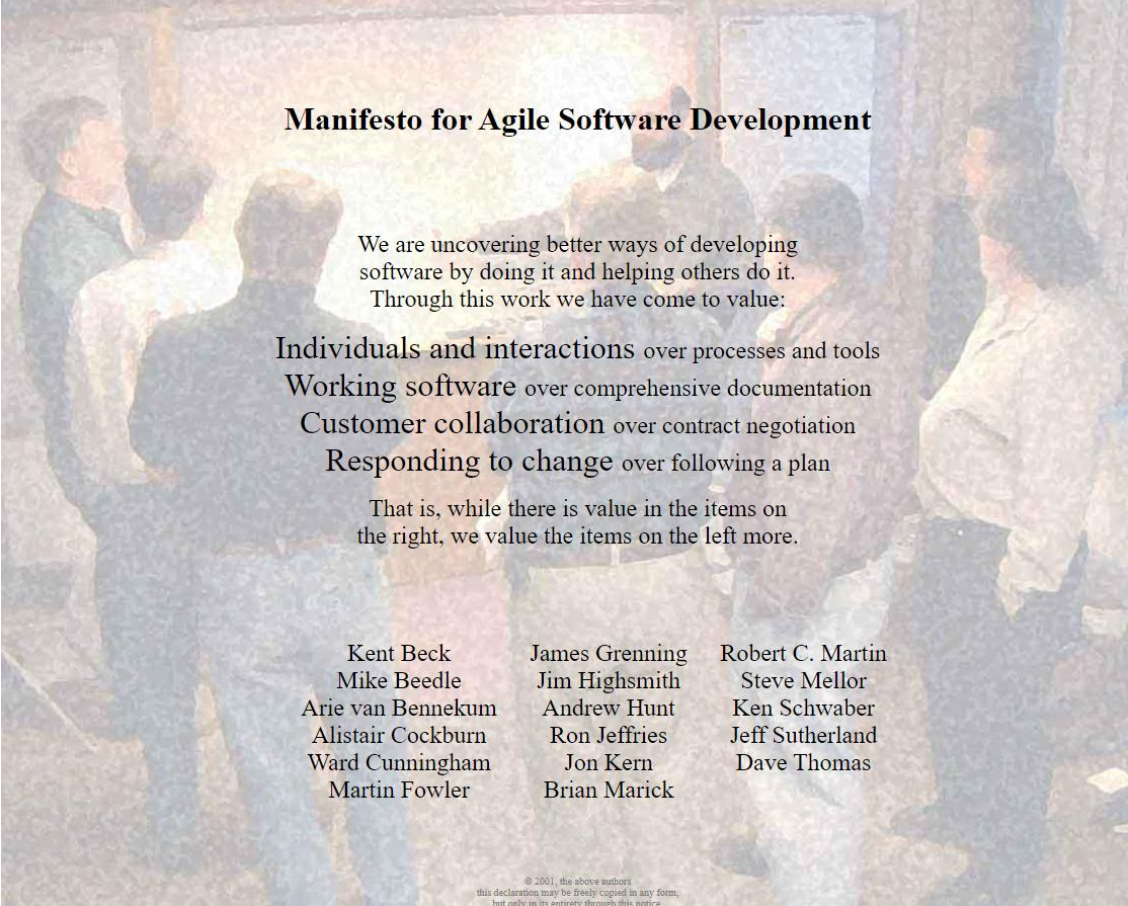
Social

Technology

Miscellaneous

Culture

Be agile
Embrace change
Experiment
Fix mistakes
Stay positive



Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it.
Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Kent Beck	James Grenning	Robert C. Martin
Mike Beedle	Jim Highsmith	Steve Mellor
Arie van Bennekum	Andrew Hunt	Ken Schwaber
Alistair Cockburn	Ron Jeffries	Jeff Sutherland
Ward Cunningham	Jon Kern	Dave Thomas
Martin Fowler	Brian Marick	

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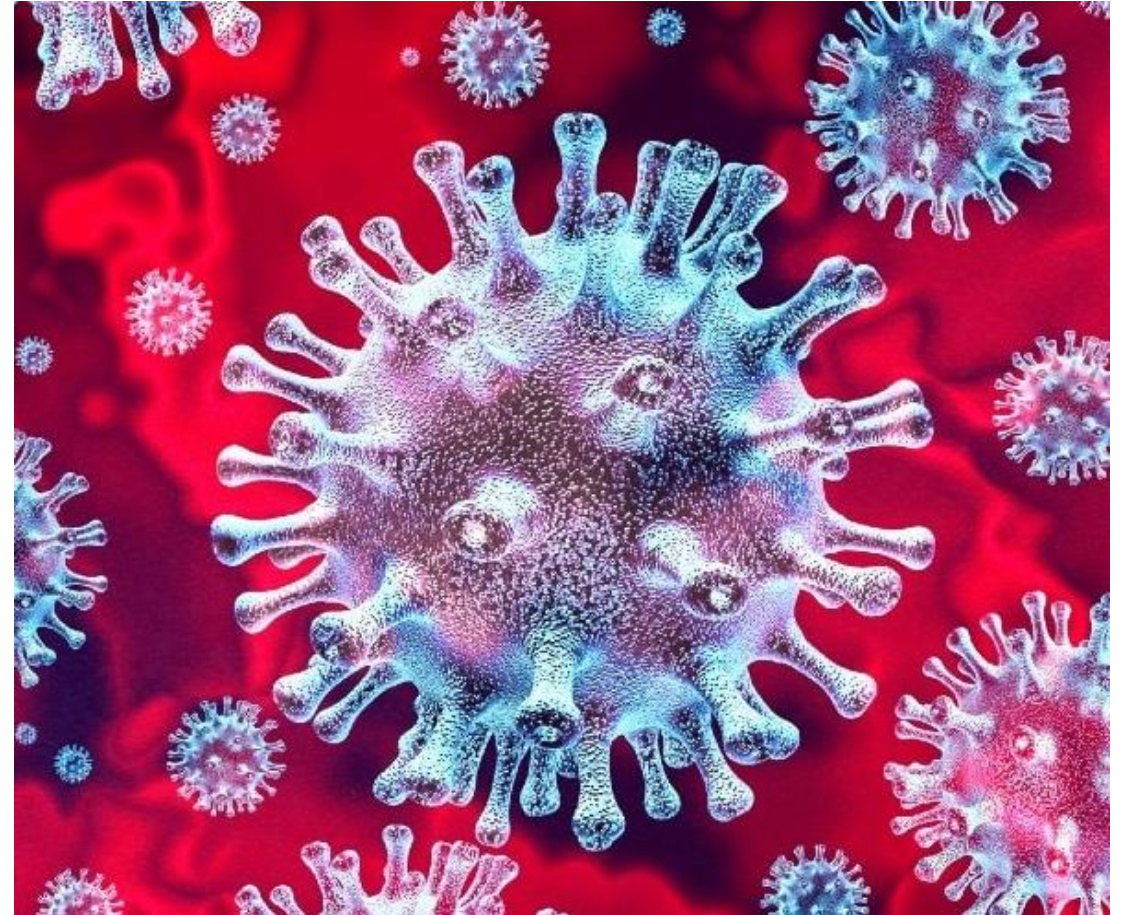
Communication

Prefer standard terms
Name equipment
Name breakouts
Be explicit



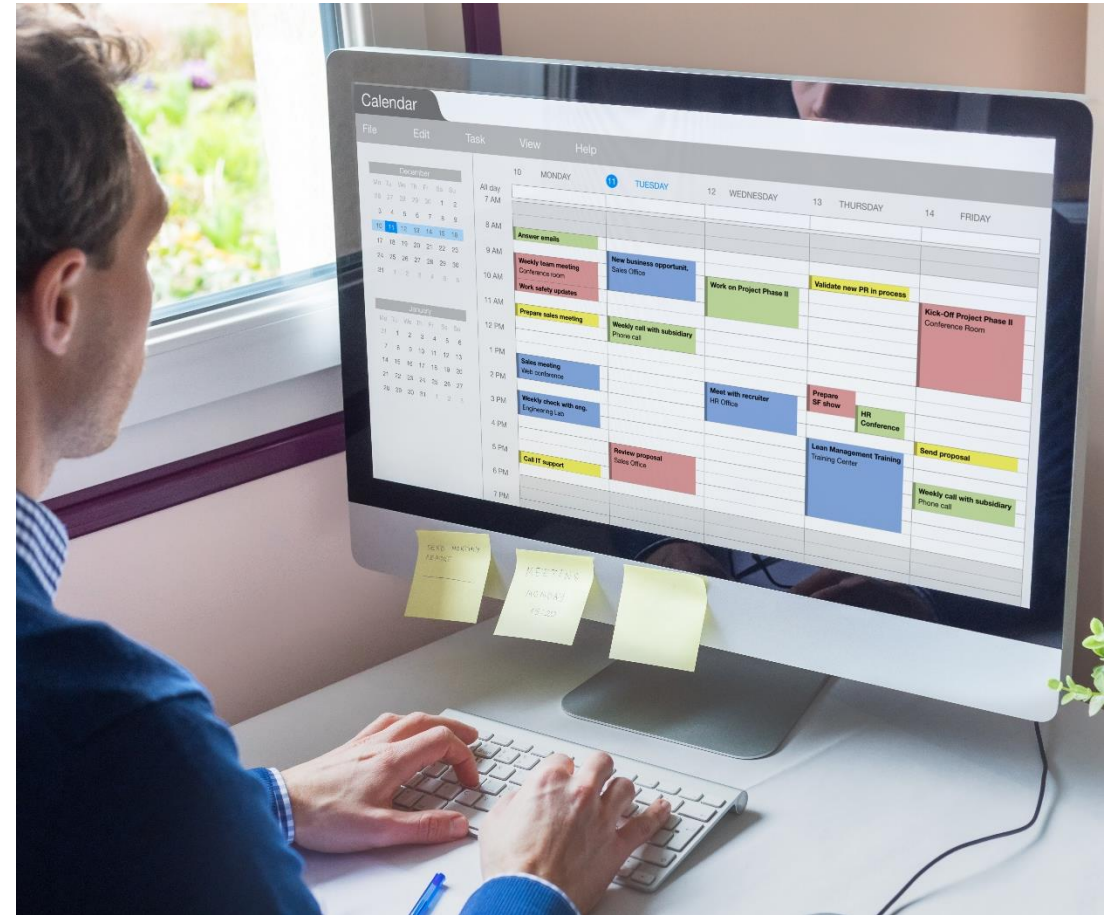
COVID-19

Have protocols
Post protocols
Provide accommodations
Wipe down everything
Socially distance



Scheduling

- Use timers
- Leave buffers
- Add lunch breaks
- Don't be too long



Social

Limit capacity

Try for 50/50

Do quick intros

Make eye contact

Hybridize ice-breakers

Provide networking



Technology

Prefer wired

Provide training

Create link page

Have backups

Have mobile hotspots



Technology

Prefer wired

Provide training

Create link page

Have backups

Have mobile hotspots

Separate networks

Have a virtual help desk

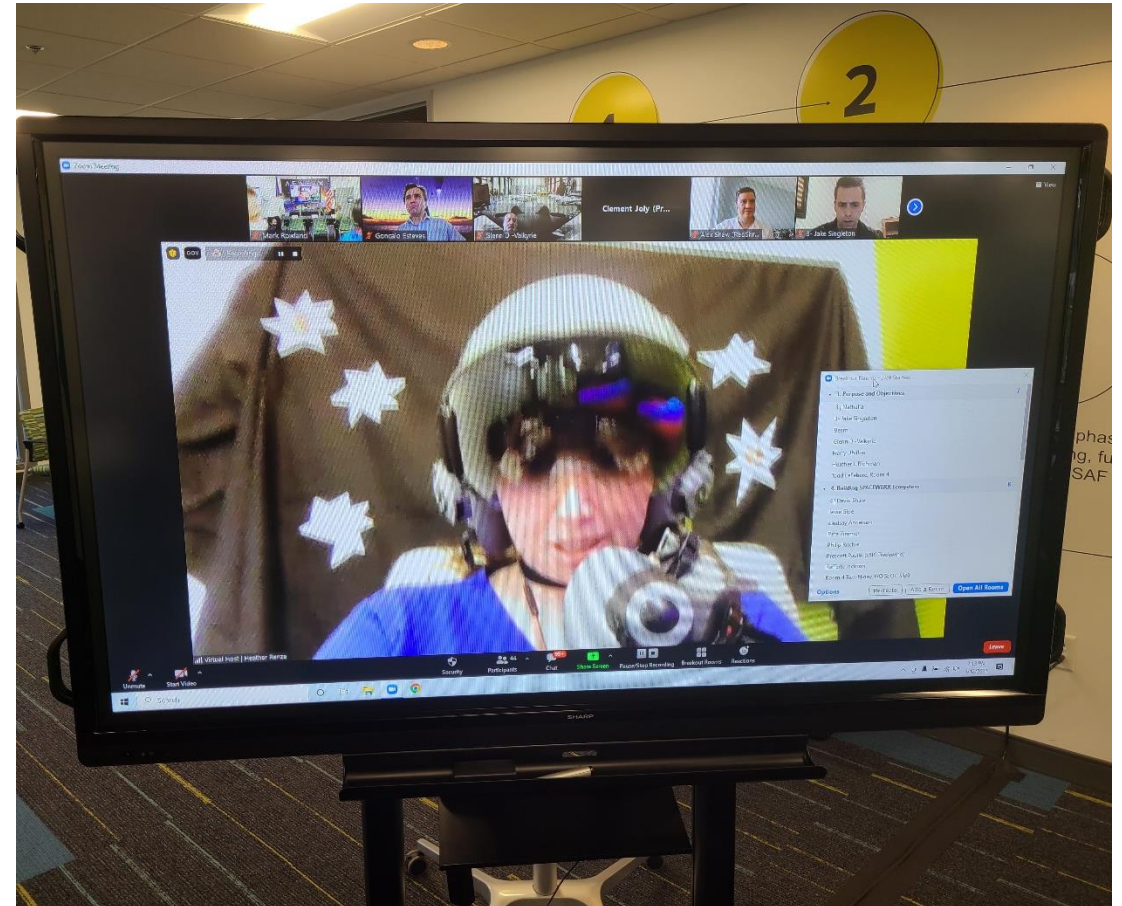
Host tech checks

Do a dry run

Provide laptops

Miscellaneous

Entertain
Play music
Raise hands
Repeat questions
Watch for hands



Conclusion

Special Thanks



ROCeteer



The Difference



AFWERX



SPACEWERX

Resources

Zoom - <https://zoom.us/>

Miro - <https://miro.com/>

Slack - <https://slack.com/>

Wonder - <https://www.wonder.me/>

Serenze Global - <https://serenzeglobal.org/>

Matthew Renze - <https://matthewrenze.com/>

Heather Wilde - <https://heathriel.com/>

Global Tech Community Leadership Summit



Summary

Think like a TV-show producer
Decide if seams are acceptable
Integrated your hybrid event



Q&A