

UN TETHERED 2021

# THE HYBRID TECHNOLOGY CHAPTER

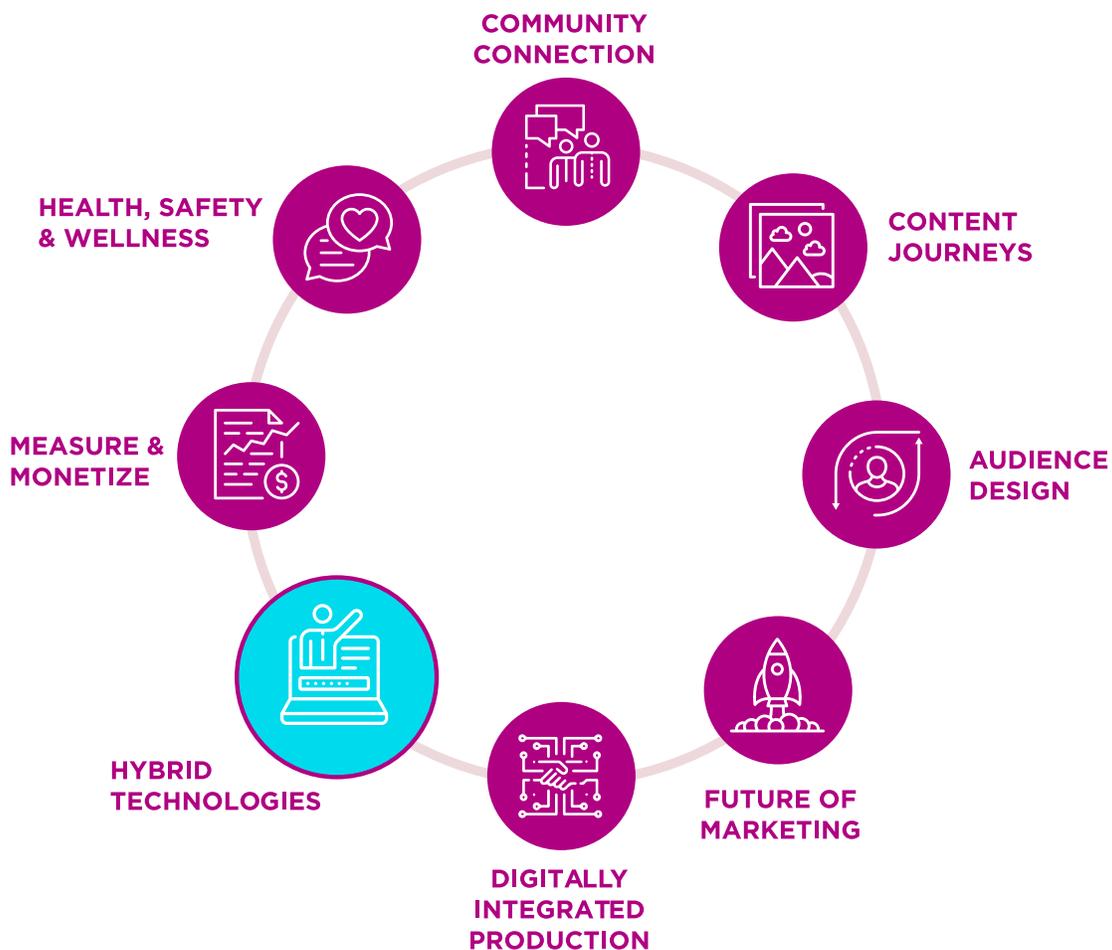


## BIG IDEAS

There were a TON of great ideas that came out of the Hybrid technology workshops. Okay, some of them were maybe a little bit weird. But hey, vive la différence! We took it all into the lab, separated the wheat from the chaff, and captured the best of the bunch for you here.

For ease of use, we've sorted them into mind blown moments and tactical ideas. The mind blown moments will give you a new way to think about events, a new approach to a challenge or that aha breakthrough moment. We recommend reading one, putting on an inquisitive face, and then staring off into the distance as you let the idea stew.

The tactical ideas will help you solve some of the key challenges that came out of the workshops. While you are more than welcome to scrunch up your face as you read these ideas, it is not required. We hope you will take some of these ideas and apply them to your own event.



## MIND BLOWN MOMENTS

**Content that is valuable to us doesn't tire us out.** We stop feeling fatigued when the content is authentic, meaningful, and something we really care about. Then we are all in. We can spend hours watching ESPN or our favorite show but hop off after 5 minutes of a webinar.

**People come and go more freely than before.** Our social batteries are smaller and we're more likely to take breaks or simply leave sessions that we don't find value in. This is especially true for the digital audience, where all it takes is a click to walk out the door.

**Inclusive design is essential to a successful event.** Hybrid technology allows us to reach more people in the way that works best for them. Not only does this create a more engaging event, but it means we can expand our business reach and drive value.



**People are voyeuristic.** We love to watch others react to things — to experience something through another’s eyes. It’s part of why Clubhouse is so successful. And we can take advantage of that with influencers, roving reporters, or other ways for our audience to experience the event through another person.

**We’re more willing to connect with new people online than in-person.** When we’re in-person we naturally go to the table with the people we know and don’t interact much with others. But digitally, we don’t have those social expectations and can dive right into meaningful conversations with a completely new person.



**Parity of experience is a myth.** Just because you throw a networking happy hour for both your in-person and digital audience, doesn’t mean their experiences are the same. And that’s not your fault. Certain experiences work better in certain formats. There can be incredible experiences in virtual and amazing experiences in-person, and they don’t have to be the same.

**Tech can be humanizing.** It can elevate people and promote engagement with them. Look at how twitter gives people a blue check or how meetup adds personable tags. We can do the same with our audiences. It can be as simple as replacing the standard bio info with their personal interests. Or you could add a gamification element, rewarding people that deeply engage with special tags on their profile.

**Tech is the great equalizer.** It used to be that only the giant companies had the best events, and no one could compete because of their budgets. Now with the right tech and strategy, you can throw an even better event than them.



## CHALLENGE 1: HOW DO WE INCREASE ENGAGEMENT AND PROMOTE EXPLORATION?

It's not like everybody at live events was always engaged, right? But keeping virtual guests tuned in presents new challenges. (Trips to the refrigerator and the laundry room come to mind.) We have to go beyond the one-way imparting of information and create interaction. So our group dreamed up the following ideas:

### SCAVENGER HUNTS

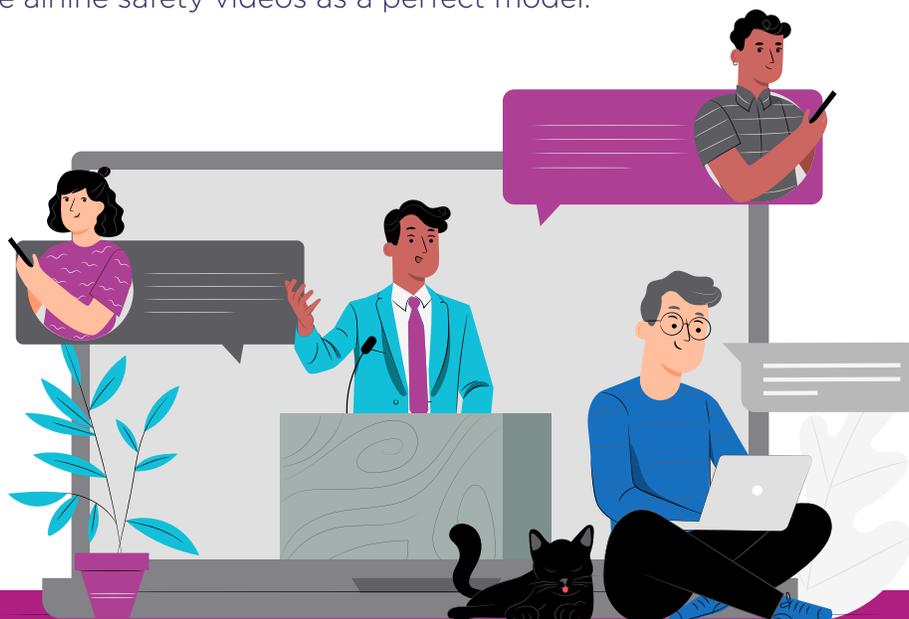
- Try enhancing a kitty/puppy scavenger hunt with augmented reality. By layering information on top of real-world objects, AR lets in-person attendees use their smart phones to “find” lost pets that are hiding in plain sight. An AR-juiced scavenger hunts fosters movement, engagement, learning, and teamwork between onsite and offsite attendees. It also encourages online sharing on social media.

### GET SOME BETAS

- During the registration process incentivize people to apply to be beta testers. You'll pave the way for greater acceptance and success with the larger audience. You'll also be creating a core group of enthusiasts and evangelists.

### TEACH 'EM HOW TO FISH

- Include tutorials when attendees log in. Make the tutorials fun and exciting. You can include influencers, sponsors, or celebrity cameos. Think about your favorite airline safety videos as a perfect model.



## CHALLENGE 2: HOW TO BEST CONNECT REMOTE AND IN-PERSON AUDIENCES?

During the pandemic our mindsets shifted to virtual. But technology hasn't exactly caught up. (Believe us, the geniuses are working on it.) For the foreseeable future, though, it looks like all events will feature both in-person and virtual components. That doesn't mean each type of experience can't be equally fun and fulfilling. Remember, the power of events is in connecting people. And our group of brainstormers had plenty of lightning and thunder for how to bring the two audiences together.

### GIVE BACK

- Get virtual and onsite groups working together on a campaign that gives back to the community. The main point is to allow participation—and even competition—across the digital divide.

### DOWN DOG

- Hybridize wellness sessions. Remember walks or yoga sessions at live events? No reason folks can't join in remotely.

### GO FOR A HEISMAN

- Use the Super Bowl as a model for your hybrid event. There's an onsite audience at the stadium, a remote audience watching it from home, and satellite locations at bars and pubs.

## CHALLENGE 3: HOW TO OVERCOME TECHNOLOGY FATIGUE?

You know the look and the feeling because you've had it yourself: eyes glazing over, brain shutting down. Here are some ideas to keep it fresh and real.

### KEEP IT SMALL

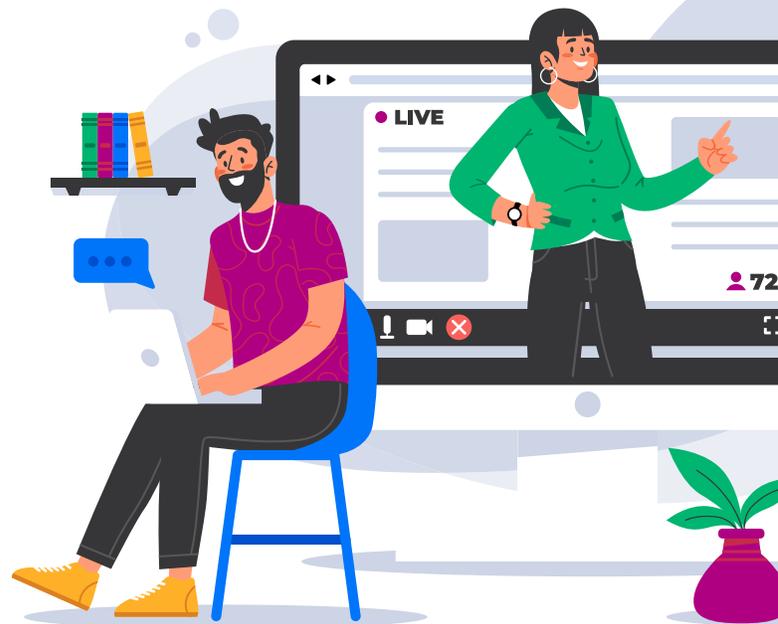
- Humans are built to read people's faces—but when you're looking at a mosaic of 50 to 100 people, it's hard to see who's nodding their heads versus who's nodding asleep. It's harder still to decode a sparkle in the eye or a wrinkle of the brow. So make sure you're doing everything in your power to let people see and hear each other in smaller groups.

### BE PLAYFUL

- If you're giving away prizes as part of a gamified experience, consider an experience rather than a bauble or thing. It can be a one-on-one session with a top executive or influencer. It can be a mentorship experience. It can be membership in a team. Get creative!

### MAKE IT PERSONAL

- Creating content that is meaningful to your audience can go a long way toward making attendees feel invested in your event. In their profile, have your attendees add personal interests or fun taglines and then recommend connections based on their interests.



## FACILITATORS AND PARTNERS

We want to give a huge thank you to everyone that participated and contributed in the Design-a-thon. In particular, we want to thank our incredible Facilitators. Not only did they share their ideas, but they also devoted their time to train and run these workshops.



### Thank you to our Hybrid Technology Circle Facilitators!

Abby Binshaieg, Hubb  
Chris Emerson, eventcore  
Josh Vande Krol, Hubb  
Liz King Caruso, techsytalk  
Marty Choate, Hubb

Megan Henshall, Google  
Melissa Blackshear, Maritz  
Nick Simonette, czarnowski  
Sam Eitzen, Snapbar  
Sara Smith, Microsoft

And it wasn't just the facilitators that contributed their big ideas and time to these workshops. We want to thank and give credit to everyone that participated and co-created with us..

## Thank you to our Hybrid Technology Circle Workshoppers!

Adriana Giglio

Adrienne Grec

Alaine Gee

Allison Kinsley

Amy Muehleck

Amy Turell

Angie Fallows

Anna Walters

Anna Zamir

Annarita Montanaro

Anne Gorman

Arlene Covarrubias

Barbara Gjerstad

Caitlin Davis

Candice Berry

Cari Roberts

Carissa Koral

Charlotte Reeves

Chelsea Crowe

Chris Plunkett

Christy O'Connell

Codi Binkerd

Corbin Ball

Dacia Massengill

Dana Newblatt

Dana Rice

Daniel Potter

Danielle Tarekere

Dionne Edwards

Domnita Postea

Drew Bush

Elise Schoeller

Ella Glasgow

Emily Thompson

Heather Miller

Humaira Pilkinton

Janine Underhill

Jen DeLong

Jenn Artura

Jennafer Ross

Jennifer Logan

Jessica Bauer

Jessica Maldonado

Jessie Wilson

Jinoos Safavian

JJ Mumick

Jodi VanWoerkom

Josh Balicki

Joshua Ness

Judi Stagg

Juli Balestrieri

Juliana aranega

Kate Gilbertson

Kathy Richardson

Katie Rennegarbe

Kayla Firriolo

Kelley Friend

Kirsten Moss

Kristie Greenwood

Kristin Sammann

Kristina Rinderle

Krystal Kelch

Larna Jackson

Linda Winkler  
Lindsay Nelson Hughes  
Lisa Accardi  
Lisa Jackson  
Lydia Smith  
Maegan Thornton  
Mallory Rabinowitz  
Marisa Sterling-Abram  
Matthew Cibellis  
Maxine Villanueva  
May Chen-Contino  
Melanie Walker  
Michael Doane  
Michelle Short  
Michelle Smith  
Miriam Zellnik  
Molly Foley  
Nathalie Rothert

Nicholas Antunes  
Nicholas Wesdock  
Penny Goldsberry  
Phil Graham  
Phylis Halls  
Priscilla Blevins  
Rachel Caho  
Rick Altman  
Robert Huckstep  
Robin Anne Ellis  
Robin Baldwin  
Russell LoPinto  
Samantha Pierce  
Sang Hyun Kim  
Sarah Brush  
Sharon Fisher  
Sharon Head  
Sharon Radziewski

Sheri Burns  
Simone Aguilar  
Sina Hanson  
Sourabh Kothari  
Stefanie Ordoveza  
Stephanie Menashe  
Tammy Faucher  
Tara Gray  
Tess Vismale  
Tom Maher  
Tracy Hefti  
Tricia Perez  
Vanessa Martin  
Veroniqueca James  
Victoria Bonk  
Wendy Fong  
Zsuzsa Palos

Thank you to our Hybrid Circle Partner Hubb!



## LOVE THESE IDEAS?

Join us at the Fall UNTETHERED event for more ideas, inspiration, and innovation! Go to [untethered.events](https://untethered.events) to learn more.