Comprehensive Production Fundamentals for Virtual and Hybrid Events Training Course



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4100 € (Per Person)

Ref: #EL5112_269164

Course Introduction / Overview:

This comprehensive training course is designed to provide event professionals with the foundational skills and knowledge needed to plan, produce, and execute successful virtual and hybrid events. It goes beyond the basics of using a single platform to explore the strategic and technical aspects of creating engaging digital experiences. The curriculum is informed by academic and industry best practices, drawing on concepts from "The Virtual Events Playbook: How to Deliver Outstanding Digital Experiences" by Nick Borelli and Alex Plaxen, which provides a practical guide to the unique challenges of the virtual event space. Participants will learn how to select the right technology, manage remote teams, create compelling content for a virtual audience, and measure success using digital metrics. BIG BEN Training Center has developed this program to be highly interactive, incorporating real-world case studies and hands-on exercises that simulate the production environment of both virtual and hybrid events. The training emphasizes a strategic approach to technology and content, ensuring that professionals are prepared to create seamless and impactful experiences regardless of the format.

Target Audience / This training course is suitable for:

- Event and meeting planners.
- Marketing and communication professionals.
- Corporate training and L&D specialists.
- Public relations managers.
- Conference and exhibition organizers.
- Executive assistants.
- Non-profit fundraising and development staff.

Target Sectors and Industries:

- Corporate and business services.
- Associations and non-profits.
- Education and academic institutions.
- Technology and media.
- Marketing and public relations.
- Healthcare and pharmaceuticals.
- Government agencies and equivalents.

Target Organizations Departments:

- Events and meetings.
- Marketing and communications.
- Learning and development (L&D).
- Corporate social responsibility (CSR).
- Sales and business development.
- Public relations.
- Training and human resources.

Course Offerings:

By the end of this course, the participants will have able to:

- Select and utilize the most effective technology platforms for virtual and hybrid events.
- Develop a strategic content plan tailored for a digital audience.
- Manage the production and technical logistics of live-stream events.
- Create a seamless and engaging experience for both in-person and remote attendees.
- Measure and analyze key performance indicators (KPIs) for virtual events.
- Implement a marketing and communication plan to drive virtual attendance.
- Troubleshoot common technical issues and develop a contingency plan.

Course Methodology:

This training course employs a highly practical and hands-on methodology to provide a deep understanding of virtual and hybrid event production. The program combines expert-led sessions with a comprehensive project where participants will plan and execute a mock hybrid event, from selecting the right software to managing live content and engagement tools. The curriculum is designed to simulate a real production environment, with exercises that include creating a run-of-show, managing a virtual speaker panel, and integrating interactive elements. BIG BEN Training Center has structured the course to include a significant amount of group work and peer feedback, allowing participants to learn from each other's experiences and best practices. The training also features workshops on emerging technologies and tools, ensuring that professionals are up to date with the latest industry trends. This practical and dynamic approach prepares participants to confidently navigate the complexities of virtual and hybrid events.

Course Agenda (Course Units):

Unit One: The Strategic Shift to Virtual and Hybrid

- Defining virtual and hybrid event models.
- Identifying the right format for your goals.
- Understanding the attendee experience.
- Choosing the right virtual event platform.
- Budgeting and financial management.
- Risk assessment and contingency planning.
- Case studies in successful events.

Unit Two: Content Creation and Audience Engagement

- Designing content for a digital audience.
- Creating compelling visual and multimedia assets.
- Interactive tools: polls, Q&A, and networking.
- Managing speakers and remote presenters.
- Live-streaming best practices.
- On-demand content strategy.
- Building community before, during, and after the event.

Unit Three: Production and Technical Operations

- The roles and responsibilities of a production team.
- Managing live broadcast logistics.
- Audio and video setup for virtual events.
- Running a seamless hybrid event from the venue.
- Technical troubleshooting and back-up plans.
- Vendor management for technology partners.
- Post-production and content repurpose.

Unit Four: Marketing, Analytics, and Sponsorship

- Building a marketing plan for virtual audiences.
- Utilizing digital channels for promotion.
- Metrics and analytics for measuring success.
- Creating a compelling sponsorship package.
- Fulfilling sponsor deliverables in a virtual setting.
- Registration and attendee data management.
- Legal and privacy considerations.

Unit Five: The Future of Events

- Emerging trends in immersive experiences.
- Utilizing virtual reality (VR) and augmented reality (AR).
- Personalizing the attendee journey with AI.
- Sustainability in virtual events.
- The future of the hybrid model.
- Professional development in the events industry.
- Strategic planning for long-term growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In what ways does the shift to a hybrid event model fundamentally change the definition of "attendee engagement" and the metrics used to measure an event's success?

What unique qualities does this course offer compared to other courses?

This training course is distinguished by its comprehensive and strategic approach to virtual and hybrid events. Unlike programs that focus on a single platform, this curriculum, developed by BIG BEN Training Center, teaches participants how to think like a producer, providing a holistic framework for planning, content creation, and technical execution. The course emphasizes the crucial integration of virtual and in-person experiences, which is a major challenge in industry. Through its hands-on, project-based methodology, participants will not just learn theory but will also gain practical experience in managing the unique logistical and technical challenges of hybrid events. The program's focus on data, audience psychology, and emerging technologies ensures that professionals are equipped to create impactful and future-proof events that exceed expectations.