

DASHBOARD EVENTS

Organising an event:
do I go offline, online or hybrid?



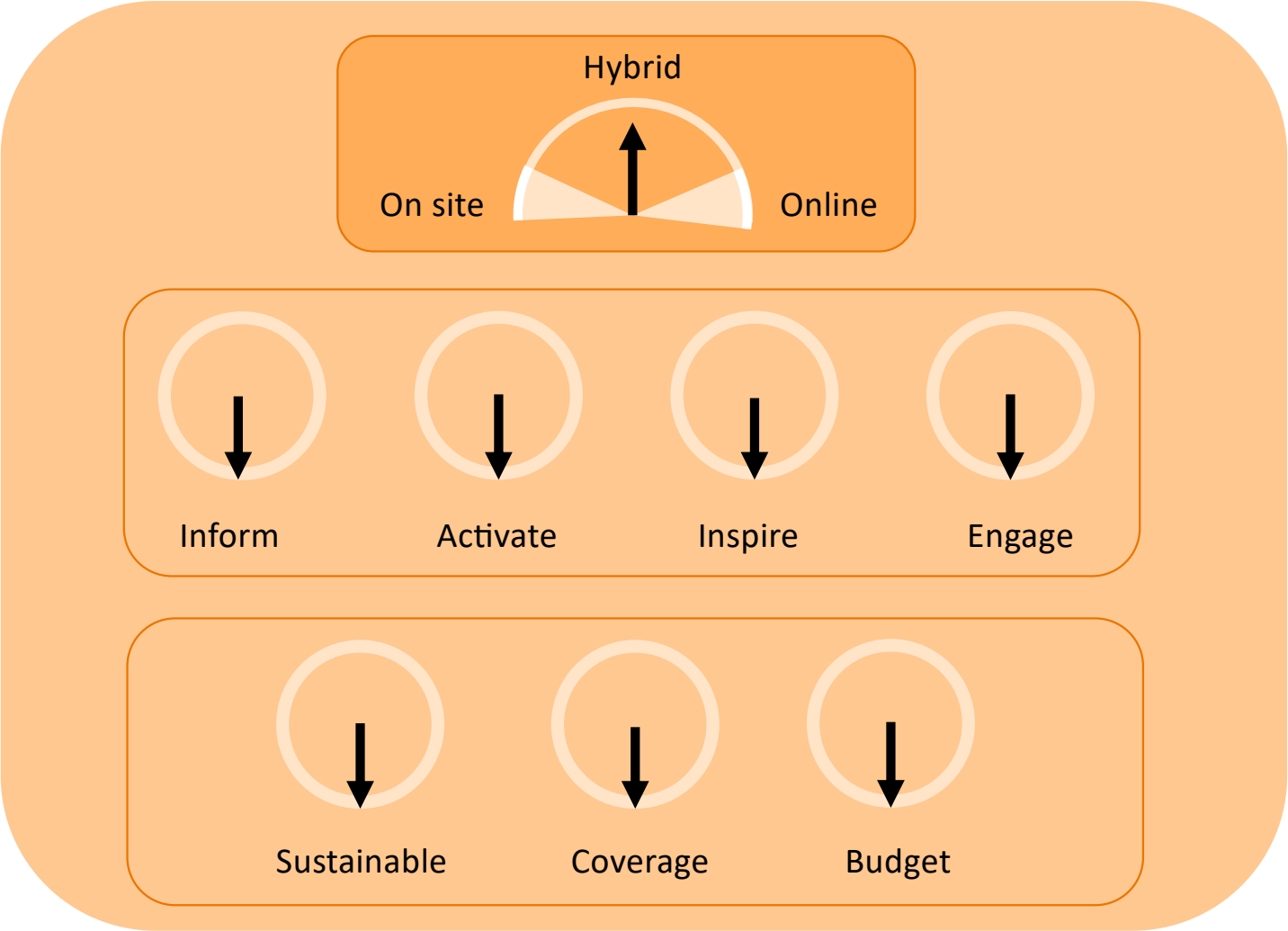
SURF

Time to reset: the event branche has changed

- Hybrid and online will stay
- Think again: Why do you want your target group to come to an onsite event?
- Back to the design table:
 - Who is your target group?
 - What is your goal?
 - 1) Inform 2) Activate 3) Inspire 4) Engage
 - What criteria are important?
 - 1) Sustainability 2) Coverage 3) Budget

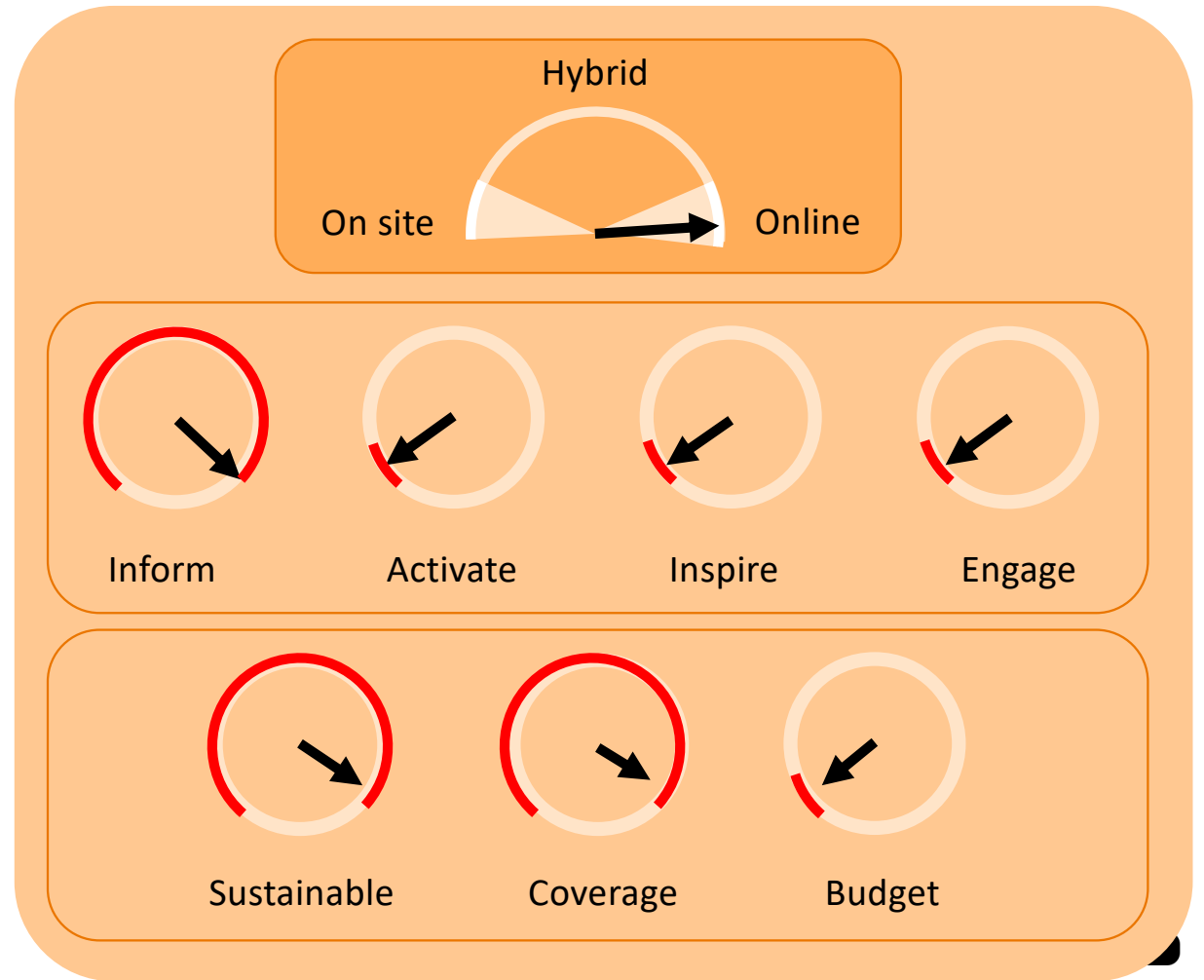


Event dashboard



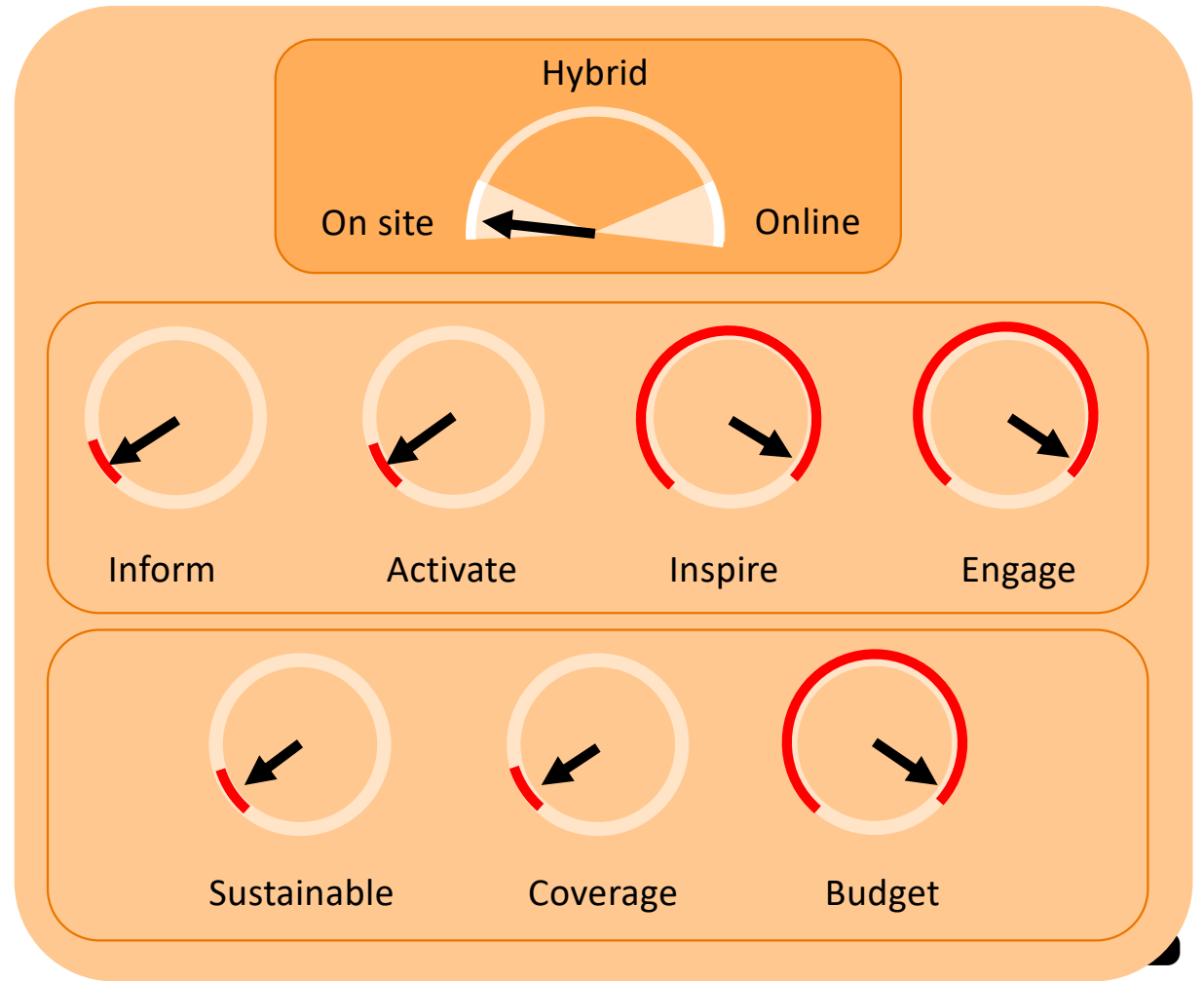
Online

- Primary goal: Inform
- Perfect for: Webinars
- Pros:
 - Cost-efficient
 - Unlimited number of participants
 - Recording
 - No travelling needed/International
- Cons:
 - No a true event experience



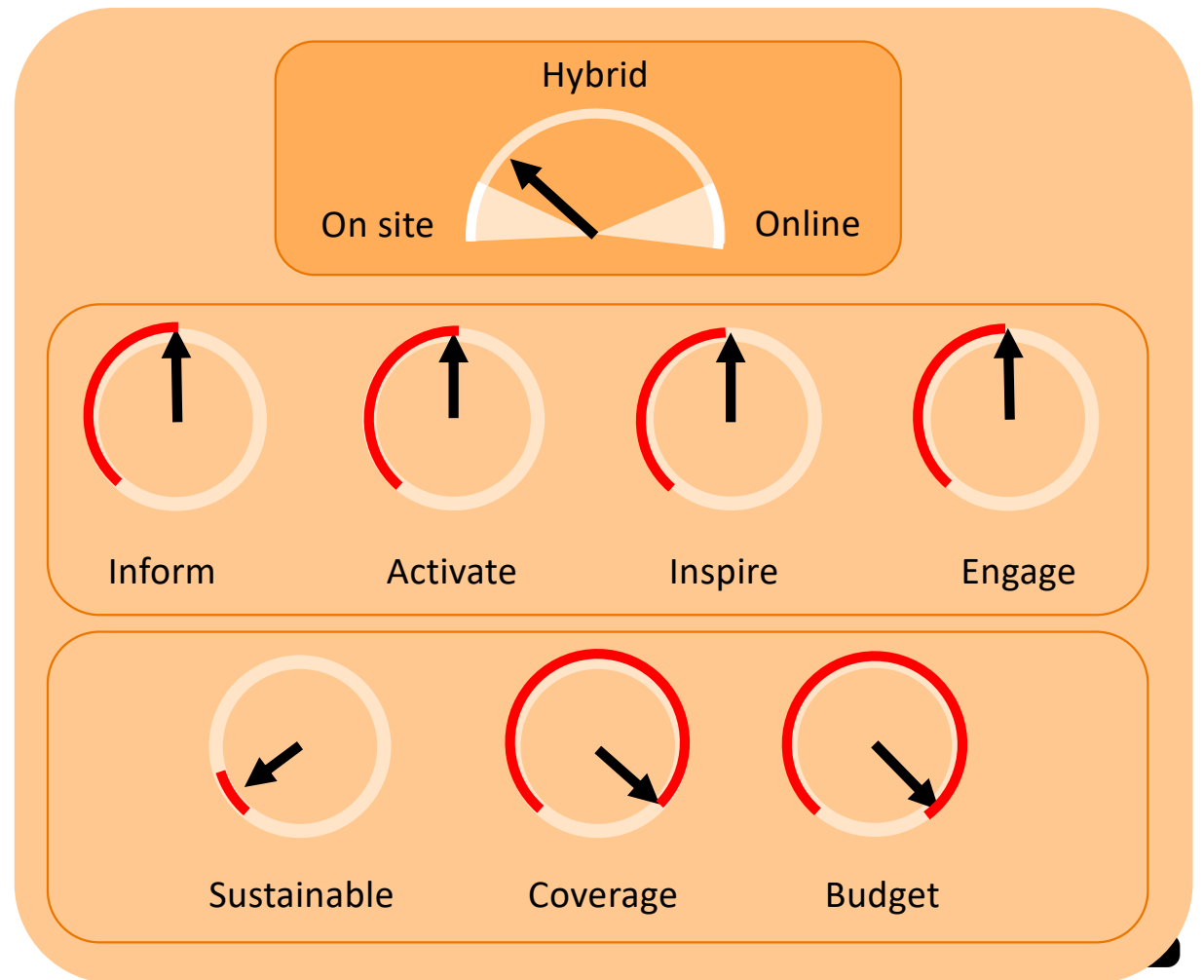
On site

- Goal: Inspire and Engage
- Perfect for:
 - Network events
 - Workshop sessions
 - Community building
- Cons
 - Expensive
 - Less eco-friendly & sustainable
 - Limited number of participants



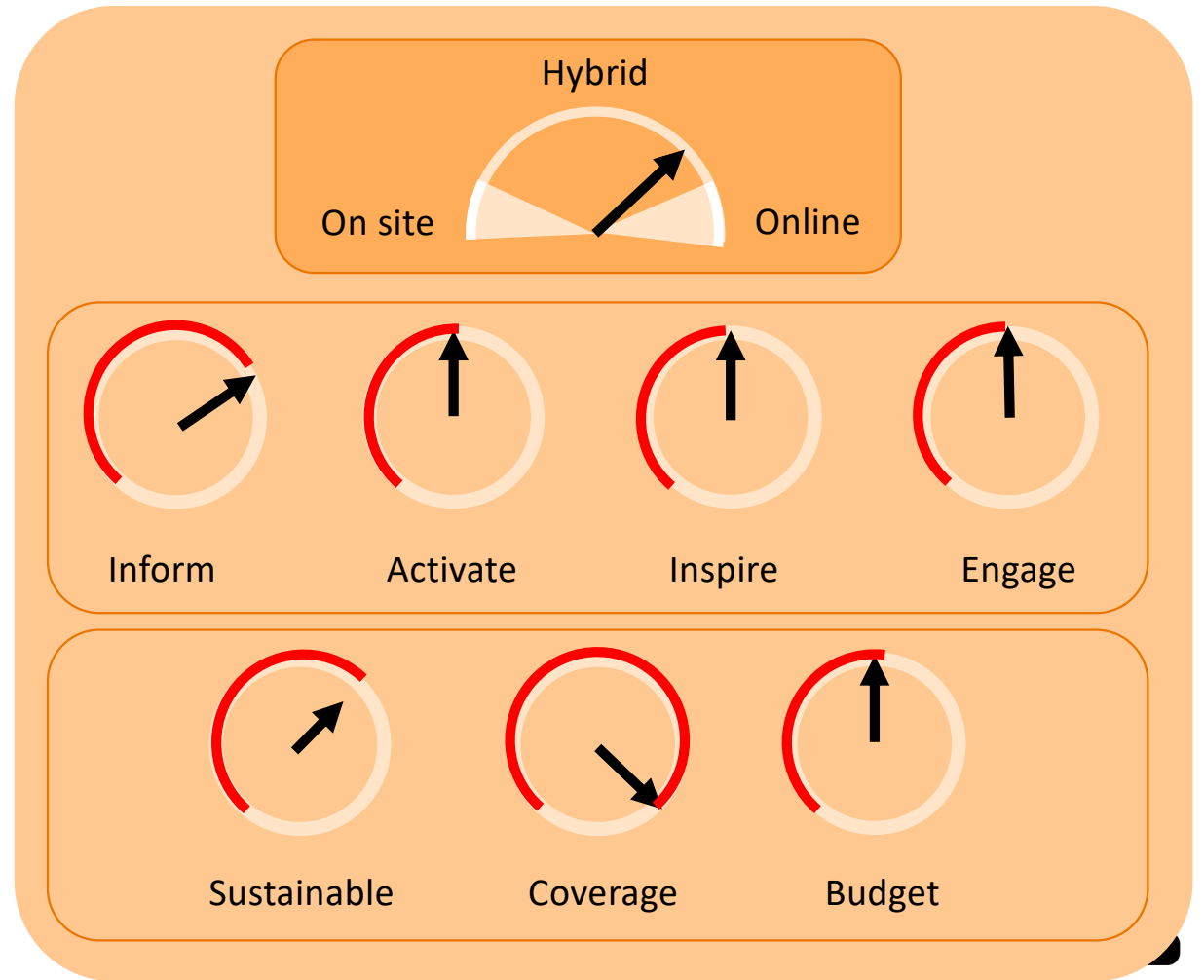
Hybrid – with a lot of people on site

- Goal: Inspire, Engage, Inform and Activate
- Pros
 - Unlimited number participants
 - Anyone in the world can participate
- Cons
 - Very expensive
 - More work: You need to have on online and offline program
 - For online people its difficult to interact with offline participants
 - Less eco-friendly & sustainable



Hybrid – with few people on site

- Goal: Inspire, Engage, Inform and Activate
- Pros
 - Unlimited number participants
 - Anyone in the world can participate
 - Online programm is smaller and more like a livestream
- Cons
 - Expensive
 - For online people even more difficult to interact with offline participants



Tools eventteam made available (work in progress)

- SURF studio
- How to's for:
 - Organising an online event
 - To prepare yourself / dry run
 - Set up a Talk show
 - Set up a Panel discussions or debate
 - Energizers
 - Make a script
 - Turn viewers into participants?
 - Etc.

