Fusion: a unique offering
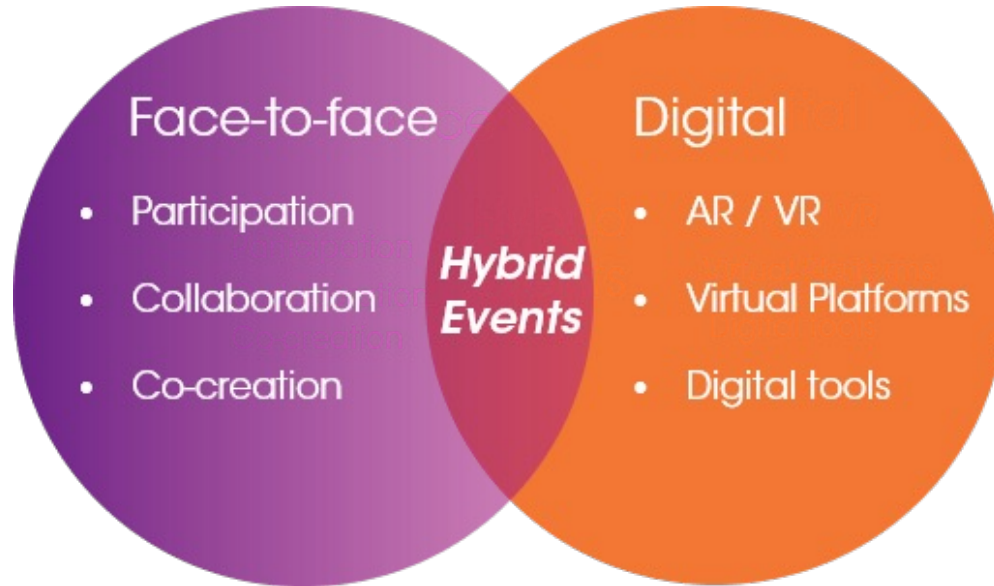
Making the Most of Hybrid

What is a Hybrid Event?

Combining face-to-face interaction with digital tools

Face-to-face

- Participation
- Collaboration
- Co-creation

Hybrid Events

Digital

- AR / VR
- Virtual Platforms
- Digital tools

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Benefits of a hybrid event
Typical virtual events have a few characteristic shortcomings

Typical Virtual Events	Our Hybrid Events
Lack of clarity on purpose and objectives	Adhere to meeting 'essentials': set clear aims/objectives, agenda pre-circulated, and meeting ground rules agreed
Participants feel less obligation to attend	Setting activities and exercises require participant input and collective outputs
Participants tend to multi-task or tune out	Use of a 'One Room' approach, using video technology, gives an inclusive feel
Air-time gets dominated by certain individuals	Facilitator-led and roles appointed to ensure all participate and contribute
Meetings happen as standalone events	Pre-reads, outlining next steps and shared post-meeting material

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Multiple locations, one event

ONE ROOM
We create a collaborative experience, with participants feeling as if they are all working and interacting in the same room

INTERACTIVES
Activities and exercises create a lively dynamic, helping deliver key messages, collective decision-making or co-creating action plans

KNOCK AT THE DOOR
Surprise interventions add intrigue and reality - a customer, a business partner or a package delivered…

FACILITATION
Facilitators manage the event, centrally and locally, leading the interventions simultaneously

GAMIFICATION
Gaming principles can drive and reward activity, making it competitive, fun and can continue post-event

TECH SUPPORT
Managed by us, to ensure a secure seamless interaction between multiple sites

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NETWORKING & COLLABORATION
Participants network and collaborate pre-, during and post-event through online activities and virtual breakout rooms

CROWDSOURCING
Problem-solving, idea generation, or information trending to bring the best insights and ideas to the fore
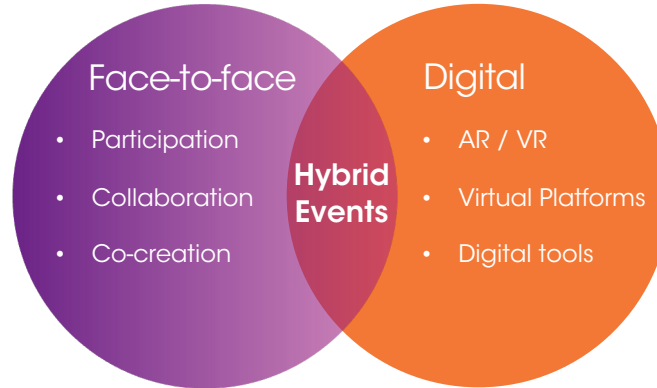
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Hybrid Events critical success factors

Seeing each other's faces means reading facial expressions and body language

Capture real-time input: taking input from participants, via a voting/polling tool

Stick to meeting basics: clear objectives, pre-reads, agenda, and clearly outline next steps

Have some fun: some light relief, an icebreaker or the like, helps bolster relationships

Increase interaction and dialogue, steering clear of lengthy presentations

Use a Facilitator: an outsider chairing a meeting can bring a feeling of difference and effectiveness

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Releasing People Potential

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Releasing People Potential