



RIGHT + GOOD

CONSULTING

HYBRID TECHNOLOGY + PUBLIC ENGAGEMENT

rightandgood.co | Rebekah Grmela, Founder

Hey there!

I'm Rebekah Grmela



Founder of Right + Good

Strategic communication for the responsible organization.

Public Participation Professional

Our agenda

As in-person events were put on hold over the past year, online events became necessary for maintaining relationships, fostering networking and knowledge-sharing, and supporting public participation.

What's the Problem?

The Hybrid Answer

Tech Solutions

Questions

Force HR Conference Hosted by Force

Time Left 2h:32m | 2383

How to Hire a Strong Remote Workforce | 9/10 | 202 | Request to join

Event | Session

Chat | Polls | Q&A | People

Force - Organizer - 12:45
Thanks for joining our panel — Strong Remote Workforce. Add in this chat window, and our e answer them in the order they

Donatella Santoro - 12:30
So excited for this session!

Jack Yan - 12:34
Me too! Thank you, Force, for conference.

Cirila Lopez - 12:33
Question: What tech do you re remote hiring process? We jus entirely remote employees, an to find the right technology.

Jack Yan - 12:34
What are your favorite questio a remote interview with a cand to ask questions that'll help us candidates better when we ne face-to-face.

Force - Organizer - 12:45
Great questions! Keep them c

What's the problem?

Why is HYBRID the bad guy?

We have to implement structures and strategies to effectively bridge divides between in-person and tech to ensure equitable learning for all.

This is still public participation.

Relationships = ultimate goal.



Advantages of virtual events

Scale

Participation

Diversity & Accessibility

More impact for less (cost efficiency)

Access to Data and Analytics

Sustainability

Community Building



Hybrid event strategy

What are hybrid events (really)?

- Have a physical and online component
- Equal access for all attendees
- Opportunity to communicate with each other and the speakers
- Ability to ask questions
- Legal requirements
- *Equal experience to attendees no matter where they tune in from*



Staying power of virtual events

No longer supplementing in-person conversations.

Unmatched opportunity for connection, inclusion, accessibility, affordability and repeatability.

The new & improved *normal*

Invest in the right tools to get the job done.

- Organizational
- Storage
- Sharing
- Planning
- Event Platform
- Translation
- Cost



Improving your process

Quick solutions to amplify
your tech.

- Routines, space and expectations
- Culture and community
- Dynamic use of time and space
- Self-direction and personalization
- *Tech Tools:*
 - *Consistent email / common webinar tools and methods*
 - *ADA-accessible web formats*
 - *Talk-to-text transcription*
 - *Shared dashboards*
 - *Social media / live feeds*



Best practices

Ways to create equally rich experiences.

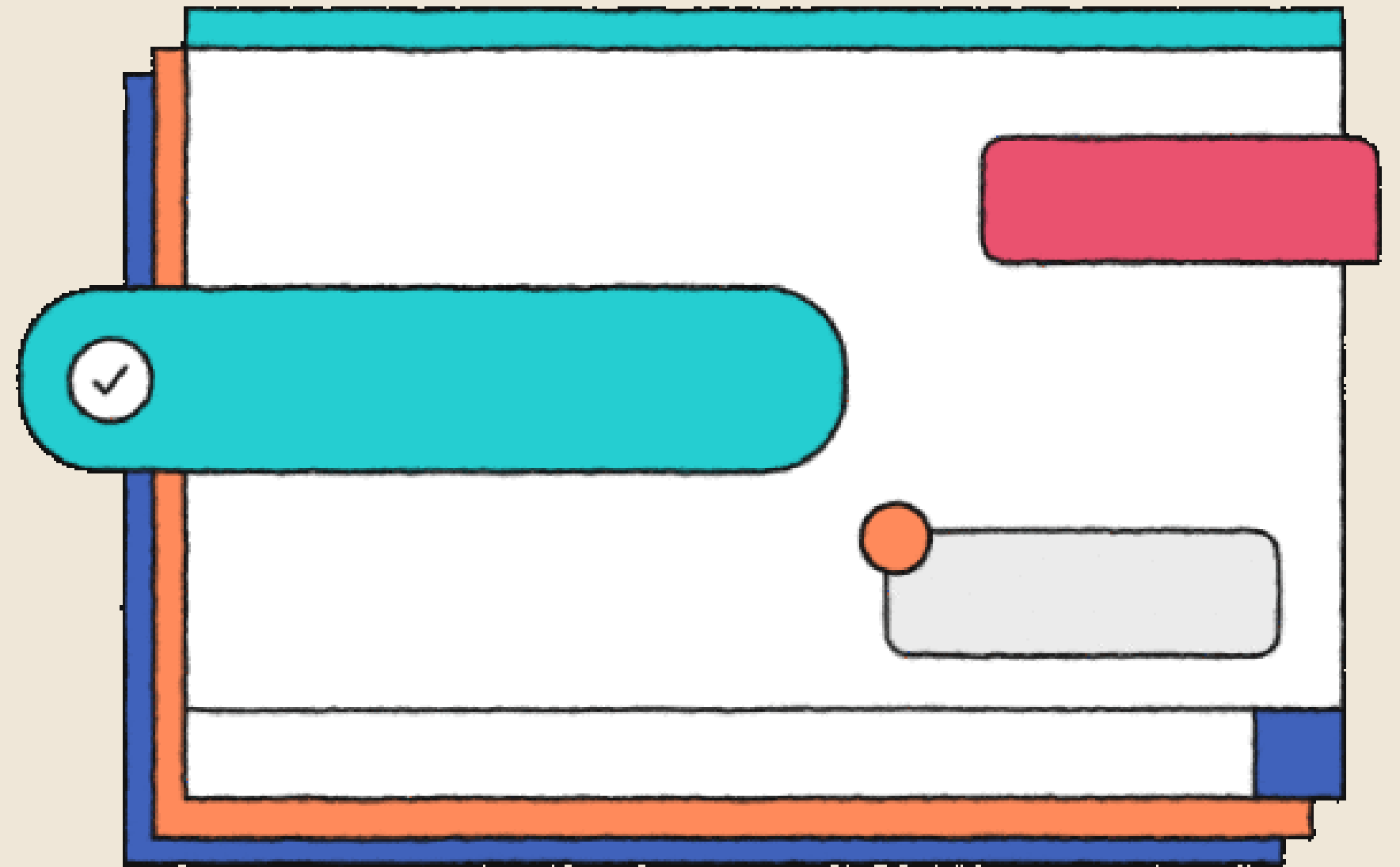
- Participation and questions
- Provide physical and digital worksheets, notes and agendas
- Networking and connecting
- *Tech Tools:*
 - *Email... really*
 - *Social media*
 - *Shared documents/slides*
 - *QR codes*



A little extra planning goes a long way

Prioritize personalization
& customization.

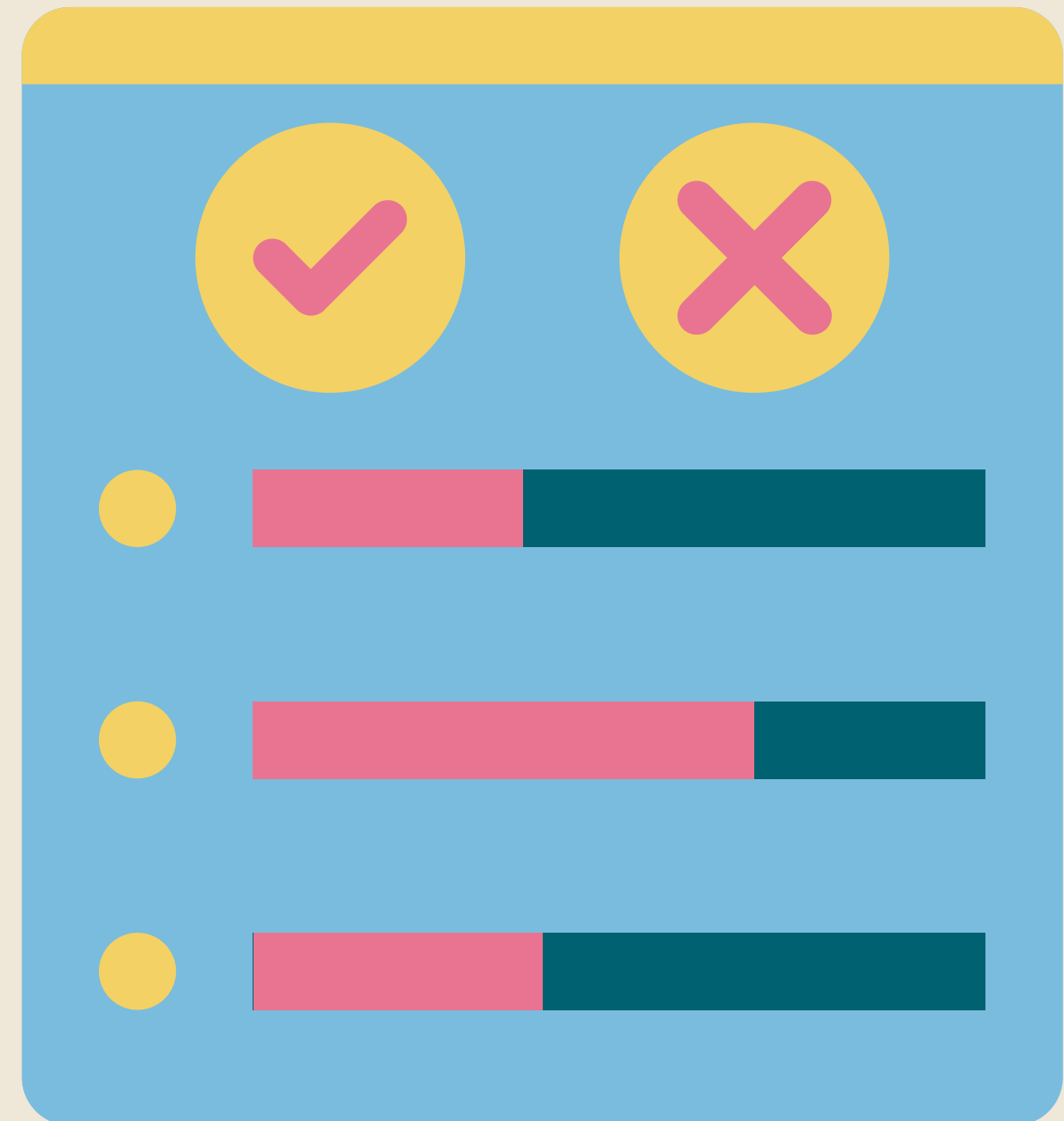
- Personalized schedules
- Breakout rooms
- Live chats
- Q&As
- Moderator
- Translator



Sync the in-person and at-home experience

Set realistic expectations.

- Over-communicate
- Event previews and expectations
- Filler events and continuity
- Pre-recorded sessions
- Polls



Tools we recommend:

Web Conferencing and Meetings



Tools we recommend:

Meeting Schedulers

Google Calendar Doodle
Calendar x.ai
Microsoft Outlook
MeetingBird
Rally Calendly
Acuity Woven

Tools we recommend:

Interactivity Tools



The show isn't over

How to get the most from your event.

- Follow Up
- Anaylze
- Adjust and Repeat
- *Tech Tools:*
 - *Follow-Up Email*
 - *SurveyMonkey, Polls*
 - *Blogs*
 - *Social Posts*
 - *KPI Dashboard*
 - *Shared Post-Mortem*



References

Tools and orgs that have shaped our ideas.



Problems of Practice
Simultaneous Learning: How can I effectively work with in-person and remote students at the same time?

learningaccelerator.org

Scaling Your Event Strategy

[Hubspot + Hopin](#)

Best Web Conference Platforms

[Shane Barker](#)

Top Interactivity Tools

[Meet.ps](#)

Best Interactive Whiteboards

[CRM.org](#)

Questions?

Let's discuss.



Live Questions

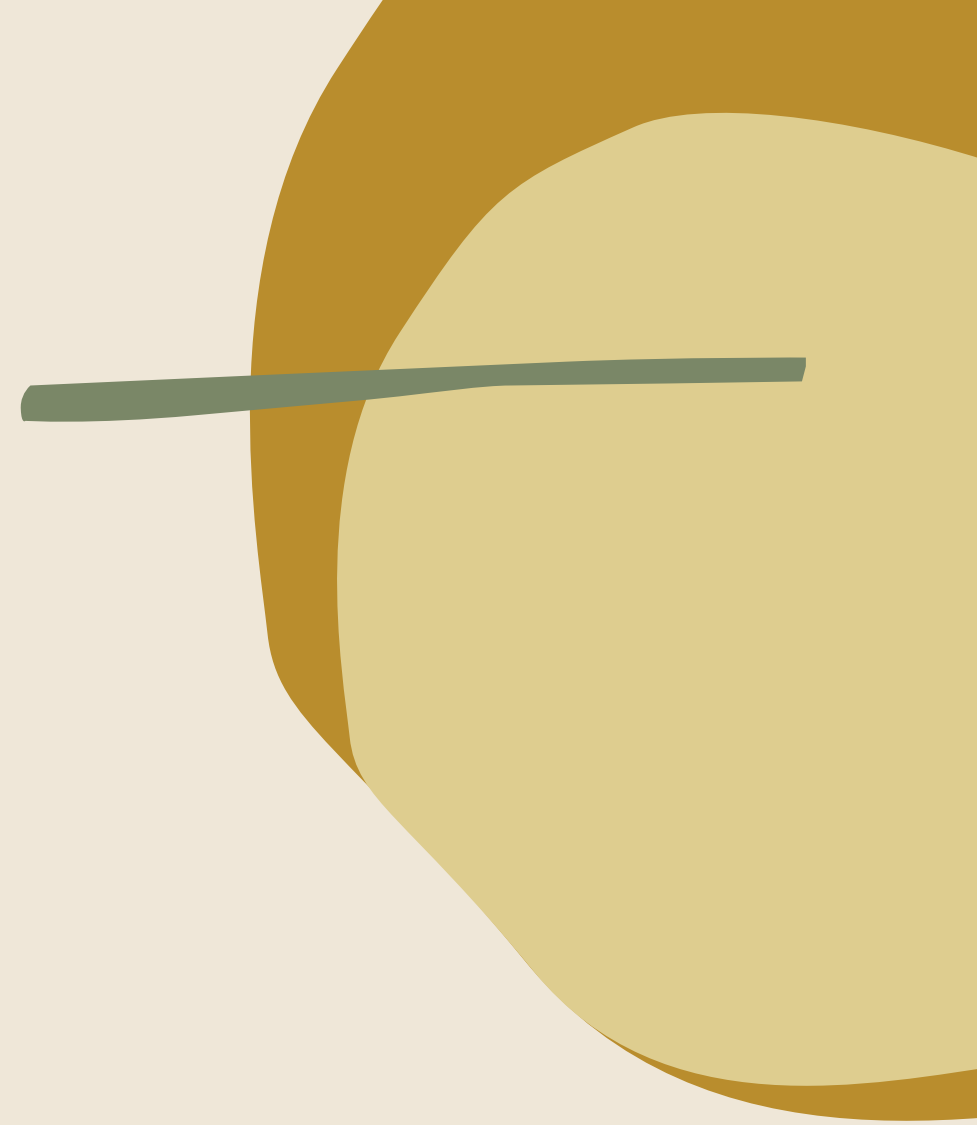
In the chat

Email

rebekah@rightandgood.co

Web

www.rightandgood.co



What's happening next:



Group Discussion

- Split into conversation groups
- Shared notes
- Feedback
- Experience

Led by the Davenport Institute