




# Hybrid: the best of both worlds

Glasgows - Your approachable experts in Events, Film & Digital since 1986



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## The world of events has seen more change in recent months than in the decade before COVID-19.

The pandemic and ensuing lockdown caused chaos for many, it also drove innovation at a speed rarely seen so we could find new ways to do the things we love, including holding events.

As venues start to reopen, numbers are restricted because of social distancing and there is a definite nervousness about being in crowded spaces, which is why hybrid events are thought to be the best of both worlds.

This is not a temporary situation, rather an entirely new way of working.

Hybrid events allow a wider reach in terms of attendees and speakers and continue to deliver environmental benefits. Most importantly they offer the audience choice.

Hybrid events are nothing new. We have delivered events to in-room and online audiences watching from home, an office or regional hub for many years.



## So, what has changed?

The last few months have provided an intensive learning experience in the art of engaging with a remote audience.

Our hybrid events and associated technology allows us to offer a remote audience a similar experience as those attending in person.

Once registered, both sets of delegates receive secure access to our virtual hub.

By Accessing the hub, all delegates can participate in pre-event networking as a group or one-to-one, view the digital delegate pack, submit questions in advance, watch any pre-recorded video you might want to make available, and book onto breakout sessions and fringe meetings.

During the event, the remote audience remain in the hub which provides them with access to the "main auditorium" and "breakout rooms" to watch streamed sessions where they can fully participate in live Q&A and take part in polls in exactly the same way as those in attendance at the event.

Remote and in-room audiences can arrange one-to-one meetings with other attendees with similar interests during coffee breaks or networking sessions, or swap “business cards” for follow up after the event.

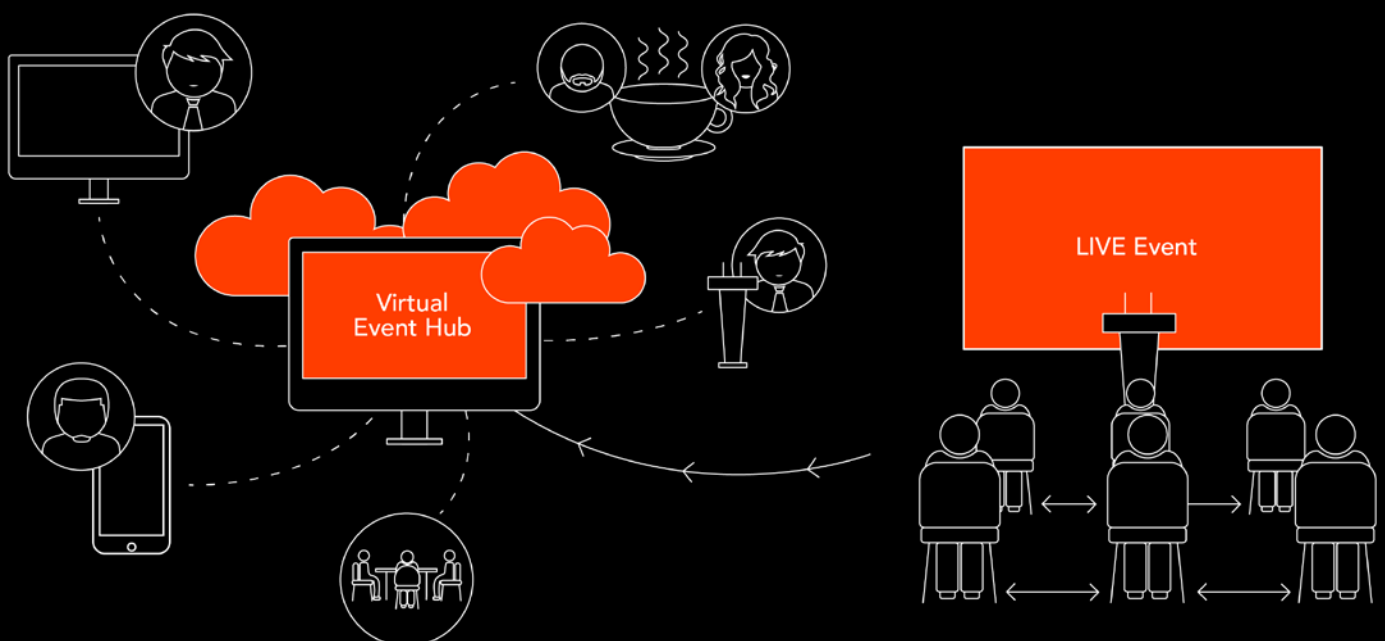
Many financial models rely on retaining sponsor and exhibitor revenue.

Our virtual hub provides the opportunity to showcase exhibitors online as well as onsite. Through exhibitor profiles the virtual audience now have the same opportunities to engage with exhibitors and sponsors by booking one-to-one video meetings, sending direct private messages, connecting on social media, sending contact requests, visiting websites, accessing video content or connecting informally via instant chat.

Audiences can also be matched with appropriate exhibitors, creating meaningful engagement and interaction, allowing best use of time and investment.

## Providing your audience with the choice to attend in person or online has never been more important.

### Hybrid: the best of both worlds





The Glasgows Difference

## Choosing the right partner to run your events is critical. Glasgows are the perfect choice offering the right level of support for each individual event.

Our motto is everything is possible and that is true whether you are running a live, virtual or hybrid event. We deliver what we like to call the Glasgows difference.

The Glasgows difference is not just our 34 years of experience with some of the most high-level events in the country, inhouse digital and creative teams, outstanding project management support, award winning film makers or bespoke approach, it's that we are an events company first and foremost; it is our specialist area.

We know what works and what doesn't, we can see pitfalls before they occur and act accordingly to pre-empt issues.

# We can deliver an event online, in person or a mix of both.

Our agile planning and virtual platform allow us to seamlessly shift from a traditional to hybrid to a virtual event with ease should it be required.

If another lockdown should happen, we are perfectly positioned to make sure your event still happens in the best format with minimal disruption.

Don't take our word for it, look at the client feedback from recent virtual events...



**ECMWF**  
EUROPEAN CENTRE FOR MEDIUM RANGE WEATHER FORECASTS

#### **ECMWF said:**

"We hold a lot of live events as face to face interaction and collaboration play an important role in advancing science. Working with Glasgows we were able to reinvent this workshop as a virtual event and the feedback from delegates has been fantastic – so much so that we are considering more virtual events in the future."



**KEW  
GREEN  
HOTELS**

#### **Kew Green Hotels said:**

"It's been a pleasure working with the team at Glasgows and we are delighted to have pioneered another first for Kew Green Hotels and our industry by delivering our annual leadership conference and awards in a virtual environment."



**Sixth Form Colleges  
Association**

#### **Sixth Form College Association said:**

"Just wanted to say thank you to you and your team – the conference was a great success and we have really appreciated your advice, guidance and support throughout."



**Sim-Versity said:**

"With our first virtual conference now safely under our belt and we have survived to tell the tale! I want to say a big thank you to all of you for your participation in making it such a success yesterday. The congratulatory messages are still coming in on the quality of the presentations and the seamless way that the conference proceeded from start to finish."



**Crown  
Commercial  
Service**

**CCS said:**

"We were delighted that we had chosen to work with Glasgows. Their event experience, technical expertise and customer service shone through and made our first journey through the world of virtual events exciting."



**Post Office said:**

"Thank you for 9 great events and as our first venture working together, I am extremely happy that we decided to work with Glasgows."



**VisitEngland said:**

"We are delighted with how well the event went last night and are receiving some excellent feedback. It was very smooth all the way through and no technical hitches! The inclusion of live videos of the winners was ambitious but you pulled it off perfectly.

Please pass on our thanks and congratulations to the whole team."



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If you are planning a live, virtual or hybrid event why not get in touch for a virtual cup of coffee and let us see how we can support you to deliver the best event possible.

Why not experience the **Best of Both Worlds** with Glasgows your **Live, Virtual & Hybrid Event Specialists**.

Drop us a line or give us a call and let's have a conversation...

01772 767777 or [hello@glasgows.co.uk](mailto:hello@glasgows.co.uk)

There is a reason why at Glasgows we say that 'everything is possible'...because it really is!

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