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Titolo	Transitioning to virtual and hybrid events : how to create, adapt, and market an engaging online experience // Ben Chodor, Gabriella Cyranski
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ISBN	1-119-74719-8 1-119-74718-X 9781119747178
Descrizione fisica	1 online resource
Disciplina	658.456
Soggetti	Business meetings - Technological innovations Special events - Planning Réunions Technologies de l'information et de la communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Understanding virtual and hybrid events -- Understanding virtual communication tools -- Converting from physical to virtual -- Hybrid events: The best of both worlds -- Virtual event planning 101 -- Assembling your virtual event or hybrid event team -- Adapting your content for virtual -- Preparing speakers for virtual appearances -- Monetization through exhibitors and sponsorships -- Marketing your virtual event -- The power of virtual event data -- Conclusion: Virtual events are here to stay.
Sommario/riassunto	Creating virtual events is not as simple as moving the same content online — learn how to immediately leverage virtual solutions for effective in-person online events As the global COVID-19 pandemic continues to have unprecedented impact on both the global economy and the whole of the world population, the need for effectively and efficiently connecting people and the right information has never been more urgent. Although the technology infrastructure currently exists, many organizations are scrambling to create virtual meetings and

events to address important time-sensitive issues. Transitioning to Virtual and Hybrid Events explains everything an event host needs to know about going virtual, from understanding the new audience, to adapting content to the new medium, to marketing effectively, and much more. Author Ben Chodor, president of Intrado Digital Media, provides expert advice and real-world instructions for delivering engaging hybrid, virtual, and streaming events and webinars for companies of all sizes and across all industries. Packed with detailed tutorials, real-world case studies, illustrative examples, and highly useful checklists, this comprehensive resource provides step-by-step guidance on: Planning, creating, and implementing a digital event  
Choosing between a stream, a webcast, or a hybrid event  
Evaluating different technological solutions  
Producing compelling virtual content for a variety of scenarios  
Effectively promoting online events  
Meeting the needs of a diverse and global audience  
Transitioning to Virtual and Hybrid Events is an indispensable instruction manual for anyone tasked with enhancing their organization's continuity plans, enabling their employee base to work remotely, or creating any type of virtual solution to meet this urgent crisis.

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