Checklist for planning hybrid events

At least three months before the event:

☐ Define the event type:

Category	Characteristic features	Number of on-site participants	Number of virtual participants
☐ Business meeting	Internal meeting Strategy meeting Executive Board meeting	5–10	5–10
☐ Business meeting with external guests in attendance	Internal meeting with guest lecturers		
☐ Media conference	Presentation to media professionals Interviews Podium discussions	30–80	50–100
☐ Workshops	Internal or external Interactive, with a lot of discussion External coach Use of work tools	10–50	10–50
☐ External meeting with sessions	Event lasting several hours with group exercises or sessions running parallel to one another	from 80	from 80
☐ Event with guest speakers	Major event lasting several hours and involving presentations, guest appearances, discussion sessions, media presence	from 200	from 80

☐ Define the objectives, target groups and message

☐ Draft a schedule, establish a budget

☐ Will guests need to pay to participate or is this event free of charge? ☐ Payment required

☐ Free of charge

☐ Determine the event date and time. Be mindful of any international guests who may be attending when choosing the time

☐ Invitation/registration
When will the invitation be sent? Date: _____

When will the reminder with the link/login details be sent? Date: _____

How will guests register for the event? ☐ Analogue ☐ Digital

☐ Book the venue

☐ Do you need to book an event technician, or does the venue already have its own?

☐ Draft a schedule, establish a budget

☐ Define the platform to be used for the event. In doing so, take registration, the streaming service and interactive tools into account

☐ Do you want to record the technical transmission?   ☐ Yes (clarify rights)   ☐ No

One month before the event:

☐ Will any international guests be participating? Prepare the translation for the events
☐ Consider whether and how those participating virtually will be able to ask questions
☐ Develop the safety concept
☐ Organise catering
☐ Send briefing to the project team
☐ Will there be any giveaways?   ☐ Yes   ☐ No

One week before the event:

☐ Send a small surprise to those participating virtually
☐ Send briefing to the project group
☐ Clarify who will be the on-site technical contact person. Save this contact's mobile phone number

One day before the event:

☐ Send a reminder to the participants

On the day of the event:

☐ Before the event starts, go through the schedule step by step with all presenters
☐ Check the technology. Are the presentations working? The sound? Recording?

After the event:

☐ Write thank-you notes to speakers, guests and moderators
☐ Send an email to all participants with additional information on the topic, surveys and a series of pictures from the event
☐ Write a debriefing