

**RADISSON**  
MEETINGS

# Healthcare Sector to Define the Hybrid Meeting Model



# How will the healthcare sector shape hybrid meetings

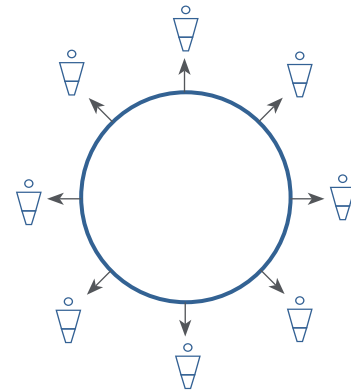
With the healthcare sector powering forward with plans for hybrid meetings, we look at the evolving landscape ahead of us and why the healthcare sector will be a significant contributor to the shape of hybrid meetings.

Hybrid meetings are part of a new eco-systems of meeting types, providing many more formats and technology tools to deliver on meeting objectives. This new eco-system is rapidly gaining form; highlighting the benefits of different formats, participant and speaker preferences overlaid with the criteria that meeting stakeholders apply when planning their meetings programme.

## Most popular configurations

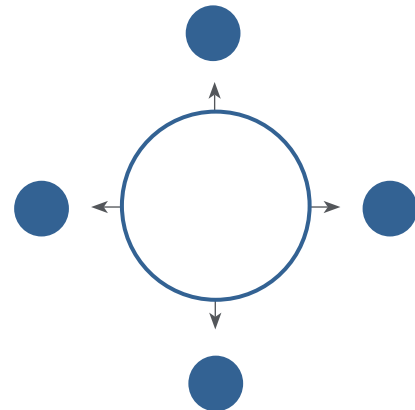
### 1. Live Main + virtual participants

The simplest form of hybrid event takes the content already being captured and streams it to individuals who are watching sessions online. It's one-way communication from your event to participants that view the event remotely.



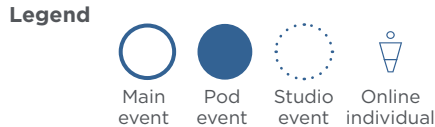
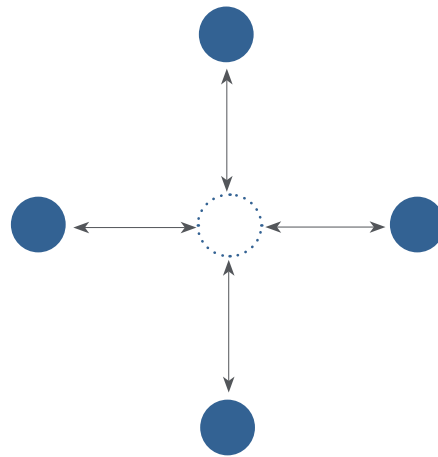
### 2. Main + 1 way pods

Some of your virtual viewers may get together in groups and watch the event together. Here, pods "watch" the content in four groups; each has its own "live event" in other locations. This technique is often used when room capacity at live events is insufficient, or when you want to connect groups of people who can't travel, and thus gather remotely in pods to have their own "live events" in other locations.



### 3. Studio + 2 way pods

Another hybrid format uses a studio to create and broadcast content. The face-to-face delegates attend in small groups in remote pods watching the broadcast.





## How to determine the right format for your event

Alongside the significant human and financial resources required to produce any meeting, the criteria used to determine whether or not a meeting is the best way to address business and specific participant needs is rapidly changing. Other previously less defined criteria have now gained additional significance when planning a meeting.

### Traditional Criteria



#### Meeting objectives

What is the purpose of the meeting: to deliver data, provide training, or establish other tangible calls to action?



#### Available resources

Do you have the organisational capacity to deliver a meeting, and what types of external partnerships may be required?



#### Budget

Do you have the budget to match the meeting need? Is it scalable as the number of participants increases or as content and communication strategies develop?



#### Sustainability

What is the company's sustainability policy? What does this mean in terms of events like meetings? Which meeting formats and suppliers will help you achieve and maintain your sustainability goals?

### Additional Criteria



#### Emotional Connection

During the COVID-19 pandemic, this was brought into sharp focus. Are we attempting to elicit an emotional response to the meeting's material or, more generally, a brand? If so, how would we do so, and what physical and virtual methods will we select?



#### Serendipity

What importance do we place on that casual conversation or meeting that, when not part of a structured programme, might produce a magical moment that a linear programme might not?



#### Choice

Participants will demand more flexibility in meeting formats in an environment where virtual meetings are commonplace. Do meeting planners have the option of not providing virtual options, whether they are hybrid meetings, on-demand meetings, or virtual meetings?

# The X-factor Hybrid Meeting



A hybrid meeting incorporates the benefits of all forms of meetings: the opportunity to offer content in effective ways to participants, in the format they want to consume it, delivering the x-factors provided by emerging interactive technology and the tried-and-true format of in-person participation.



The majority of us do miss the human connection and multi-sensory x-factor of being part of in-person meetings, the same applies to speakers, workshop hosts and exhibitors. Many want a return to travel, a defined point in time to take part in a meeting experience without the distractions and challenges associated with virtual meetings.



Eager meeting attendees are balanced by those that have embraced virtual formats, appreciate less time spent travelling and will pressure meeting organisers to deliver this option wherever practical.

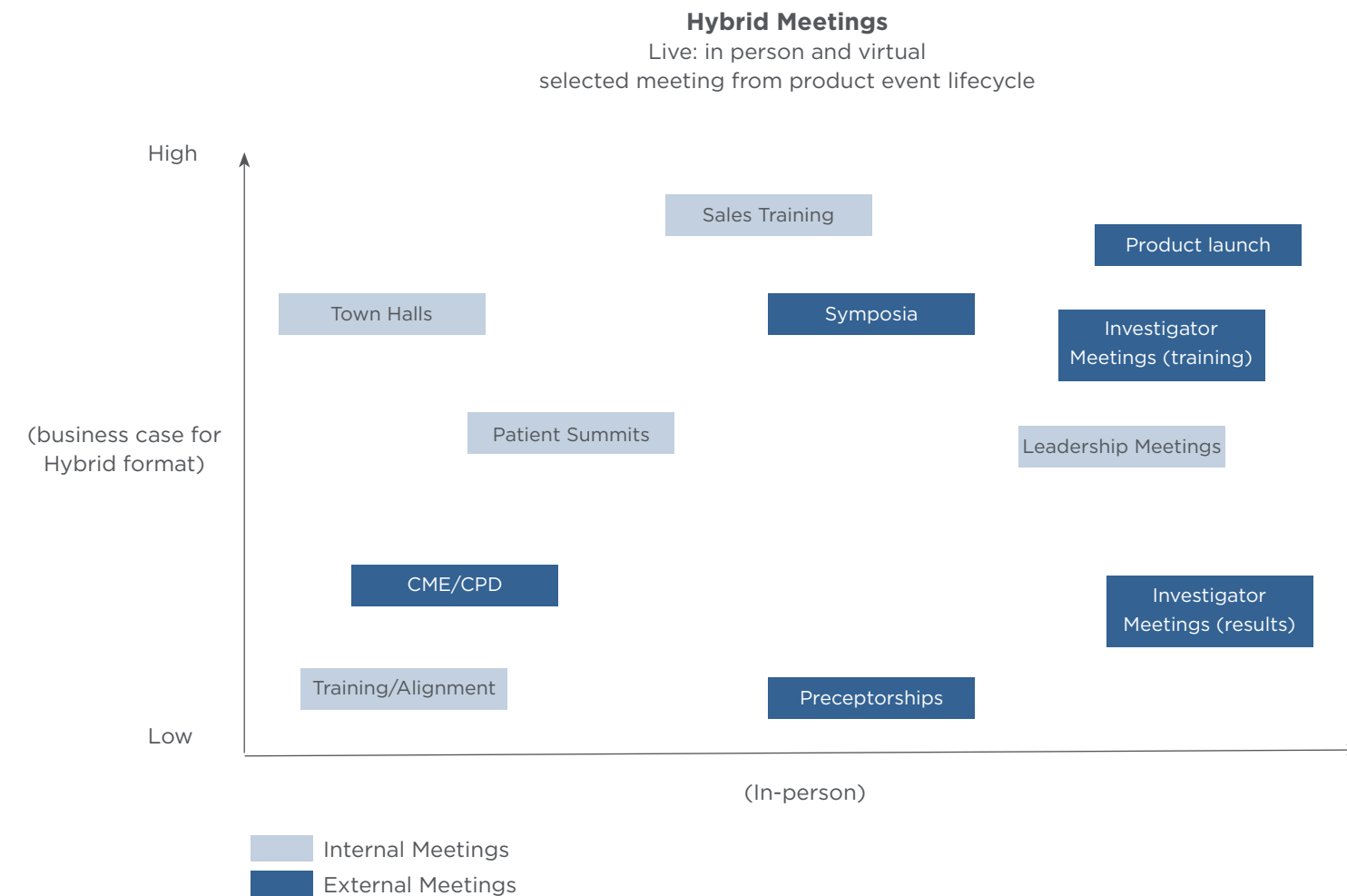
The unique dynamic of a Hybrid meeting is that you most likely felt compelled to provide participants a choice of meeting format, your job is to deliver an experience addressing the reasons for their choice.

# Hybrid Healthcare meeting types

**Any meeting can of course be a hybrid meeting, however, some are more suited to the format with a clear business case.**

Product launches, symposia during congresses linked to breaking news data and the training of clinical trial investigators are meeting types that, for healthcare professional communities, translate well to hybrid formats due to globally focused content and the multi country participation of these meetings.

Focusing on internal meeting types; sales training and town halls are meetings, that benefit from the opportunity to integrate networking and hospitality in a hybrid format.





## Hybrid meetings: with results

**So, we have visibility in how to choose a hybrid meeting, using the seven building blocks of the decision-making criteria. But what kind of outcomes can we expect? Will they be the same as previous meetings or will they be different?**

Let's start with the participants. It goes without saying that the overall performance of a meeting is determined by how we formally measure how happy the attendees were. This formal measurement is often supplemented with less formal congratulatory remarks, filtered through the pyramid of stakeholders, invitees, and other interested parties, rating how the meeting met or exceeded their objectives.

For meeting organisers, apart from delivering participant choice, hybrid meetings open up other business outcomes. Multi formats can extend your reach, offering access to your content to a wider participation which in turn, expands your network of those interested in your scientific developments. In-person components provide spaces and on-site technology to record speakers to address the needs of on-demand content. Importantly, concentrating meetings into one moment in time is organisationally efficient, simply 1 meeting over 2 or 3 smaller events can make best use of human resources when delivering increasingly complex multi format meeting interactions.

## Hybrid meetings: success checklist

Hybrid meetings can be complex. Additional planning is required to define the business objectives, understand the capabilities of meeting partners and harmonise the right locations and sometimes expensive technologies to deliver an effective meeting.

- ✓ In-person attendance to a meeting will feel like a novelty to participants for some time. Select your venue and participants carefully, it speaks volume as to the type of meeting you are trying to create, and the value you place on them - whilst being compliant of course!
- ✓ Scope your technology requirements carefully. Are the technology needs easily delivered by your venue partner or do you require broader production capability with additional technical expertise?
- ✓ Identify the right technology partner. The pace of change is rapid, being in front of these changes will have a significant impact on the success of the whole meeting.
- ✓ Blend the physical and virtual together, rather than creating two competing formats with the perception of a winner and loser to the participants.
- ✓ Ensure that both the in-person and online elements create clear outcomes making the best of both formats.
  - Local language
  - Content localisation
  - Interactivity
- ✓ Communicate the unique benefits of in-person and virtual formats which, can be explained to the participants easily, when they make their choice of participation format.
- ✓ Be flexible to adapt the experience across each event location, to develop a hybrid meeting that translates across locations and regions. Those on the ground understand what is working and what is not, for their cultures.
- ✓ Personalise your hybrid brand. Stand out in the explosion of communication in digital and in-person formats.
- ✓ Consider the creation of enduring assets from hybrid meetings which can be used long after the single moment in time.
- ✓ Align meetings strategy and hybrid meetings specifically to sustainability targets.
- ✓ Agree in advance how to handle late changes in participant format choices.
- ✓ Adapt Strategic Meetings Management Programmes, no small task! to reflect the needs of the meetings ecosystem.

Get in touch for more [details](#) on how we can help with your hybrid meetings and events.



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