

HYBRID EVENT BLUEPRINT

BEST PRACTICES FOR PLANNERS AND ATTENDEES



T H E P L A T I N U M P A P E R

STRATEGIC

CUTTING-EDGE

INSIGHTS

TO DRIVE

INNOVATION &

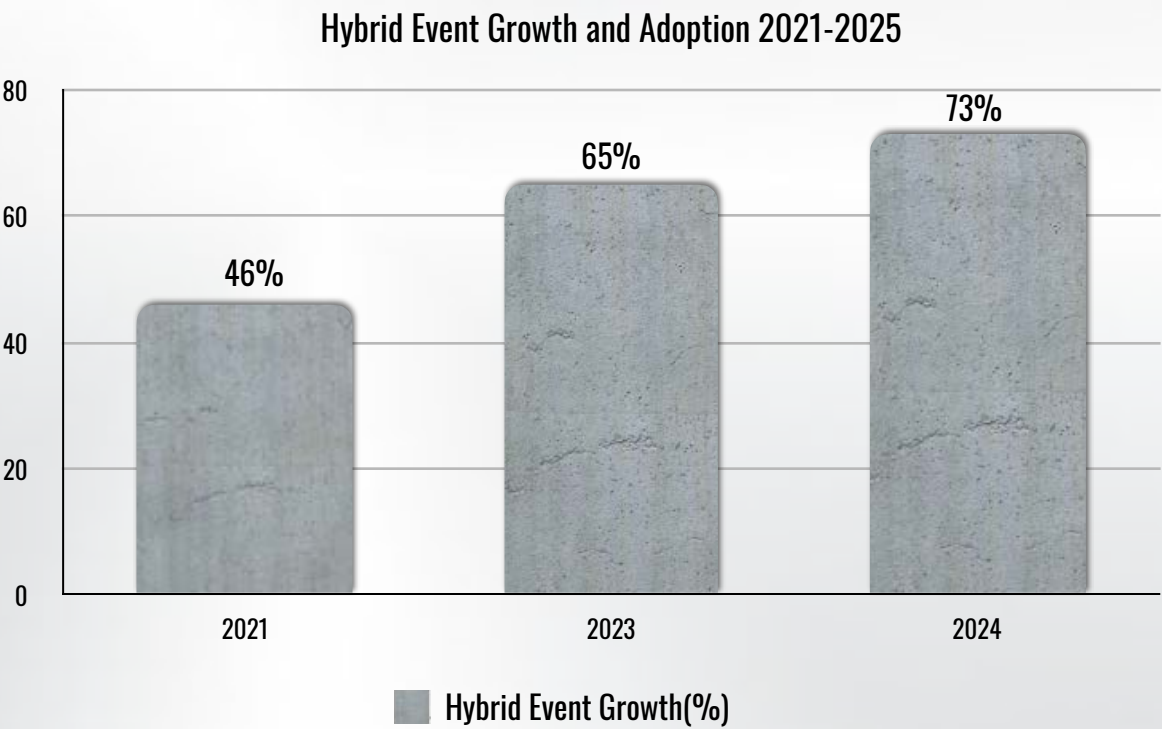
EXCELLENCE

Executive Summary

Hybrid Event Increase



Hybrid events—combining in-person and virtual experiences—have transformed the event landscape, offering increased accessibility, engagement, and financial sustainability. As companies face economic uncertainties and budget cuts, hybrid models provide a cost-effective solution that maximizes event impact while optimizing resources. Research shows that **73% of event planners** believe hybrid events increase accessibility and audience reach (PCMA, 2025 Hybrid Event Strategy Report). This Platinum Paper explores the benefits and challenges of hybrid events from both an event planner’s and an attendee’s perspective, supported by recent industry insights.



Source

- PCMA (Professional Convention Management Association) – <https://www.pcma.org>
- Event Manager Blog (EventMB) – <https://www.eventmanagerblog.com>
- Bizzabo (Event Technology & Trends) – <https://www.bizzabo.com/blog/hybrid-event-trends>

[1] Hybrid Events From An Event Planner's Perspective

Increase Pre-pandemic



A Guide for Event Planners

Expanding Audience Reach While Reducing Costs

Event planners benefit from hybrid events by attracting a broader audience while keeping costs manageable. By offering virtual participation, planners remove geographical barriers and allow attendees who might not otherwise attend due to travel costs, scheduling conflicts, or accessibility concerns to engage with the event. According to EventMB, **hybrid events have increased overall attendance by 30% compared to pre-pandemic in-person events.**

Best Practices for Event Planners:

- **Leverage hybrid formats to reduce venue size and associated costs while maintaining high attendance numbers.**

Oggi Best Practice: Oggi enables event planners to create customizable, immersive virtual spaces that replicate in-person interactions, reducing the need for large physical venues while maintaining strong engagement.

- **Offer early-bird and group pricing to encourage both virtual and in-person sign-ups.**

Oggi Best Practice: Oggi's built-in ticketing and registration analytics help planners optimize pricing strategies, ensuring maximum participation and revenue across different attendee categories.

- **Use targeted digital marketing to attract remote audiences who may not be aware of the event.**

Oggi Best Practice: Oggi's data-driven audience insights and AI-powered engagement tools allow planners to personalize marketing campaigns, reaching the right virtual audiences with precision and increasing attendance rates.

- **Utilize AI-powered attendee matchmaking to facilitate seamless networking between in-person and virtual participants.**

Oggi Best Practice: Oggi's intelligent recommendation engine connects attendees based on shared interests, increasing engagement and maximizing networking opportunities across both event formats.

[2] Financial Sustainability & Revenue Growth in a Cost-Conscious Market

Cost Savings



Money Matters

- **Cost Savings:** Organizations save an **average of 30% on travel, venue, and logistics costs** by incorporating hybrid components (Bizzabo, 2024 Hybrid Event Report).
- **Multiple Revenue Streams:** Planners can offer tiered ticket pricing for in-person, virtual, and premium content access.
- **Increased Sponsorship Appeal:** Hybrid models provide sponsors with 40% more brand exposure and engagement opportunities compared to traditional in-person events (PCMA, 2025 Hybrid Event Strategy Report).

Best Practices for Event Planners

- **Create budget-friendly hybrid event packages that provide maximum value at lower costs.**
Oggi Best Practice: Oggi provides cost-effective virtual venue options that reduce infrastructure expenses while offering premium attendee experiences.
- **Offer bundled sponsorship opportunities that blend digital and physical branding.**
Oggi Best Practice: Oggi's interactive 3D booths enhance virtual sponsor engagement, allowing exhibitors to showcase products, offer live demos, and interact with attendees without additional physical setup costs.
- **Implement a hybrid pricing model with premium virtual access options for exclusive content.**
Oggi Best Practice: Oggi's analytics help planners design optimal pricing strategies, segmenting ticket types based on engagement data to maximize revenue potential.
- **Use data analytics to measure ROI for sponsors and improve future event monetization strategies.**
Oggi Best Practice: Oggi's integrated sponsor analytics provide real-time insights into attendee engagement, giving sponsors a clear understanding of their ROI.

[3] Enhanced Data & Insights for Smarter Budgeting

Virtual Meeting Engagement



Engagement Data

Virtual components offer valuable data on attendee engagement, session participation, and interaction levels. A report by EventMB shows that **67% of event planners use virtual event analytics** to enhance content personalization and improve attendee retention. Event planners can use this data to refine marketing strategies, personalize content, and improve future events while justifying budget allocations.

Best Practices for Event Planners:

- **Utilize real-time analytics to track engagement and adjust programming accordingly.**

Oggi Best Practice: Oggi's integrated data dashboard provides real-time engagement metrics, enabling planners to measure audience participation, optimize programming, and deliver a more personalized experience for attendees and sponsors alike.

- **Provide attendees with post-event reports summarizing insights and key takeaways.**

Oggi Best Practice: Oggi's automated event recaps generate detailed engagement reports, making it easier for planners to refine future events.

- **Use surveys and feedback tools to assess audience satisfaction and improve future hybrid experiences.**

Oggi Best Practice: Oggi's built-in AI survey tool gathers actionable insights in real time, allowing planners to make instant adjustments to improve engagement.

[4] Logistics & Technology in a Cost-Conscious Market

Technology Integration



Behavioral Adaptation

While hybrid events provide numerous benefits, they also require:

- Reliable streaming and engagement tools.
- Seamless integration between in-person and virtual experiences.
- Dedicated support for troubleshooting attendee tech issues.

Research from Bizzabo suggests that **52% of hybrid event planners struggle with technology integration**, making platform selection a critical decision. Oggi eliminates these concerns by offering a fully integrated hybrid event solution with intuitive setup, seamless interoperability, and AI-driven tech support that ensures a frictionless experience for both organizers and attendees.

Best Practices for Event Planners:

- **Conduct thorough pre-event testing to ensure smooth live streaming and virtual engagement.**

Oggi Best Practice: Oggi's pre-event simulation feature allows planners to test the full event setup, reducing technical glitches during live sessions.

- **Have a dedicated tech support team available for both remote and in-person attendees.**

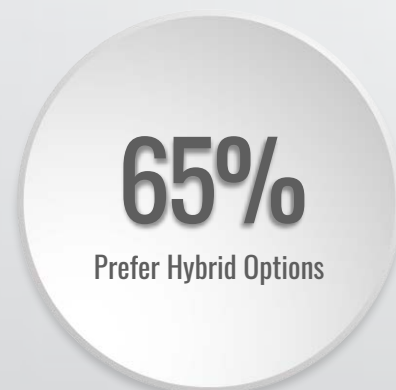
Oggi Best Practice: Oggi's 24/7 AI-powered support chatbot instantly resolves attendee issues, minimizing disruptions.

- **Choose a hybrid event platform that offers real-time assistance and automated troubleshooting tools.**

Oggi Best Practice: Oggi's built-in diagnostic tool proactively detects potential connectivity or engagement issues and provides real-time solutions.

[1] Maximizing Experience While Reducing Costs

Flexibility and Cost Savings



A Guide for Attendees

Cost-Effectiveness for Attendees

Hybrid events allow attendees to participate in industry-leading conferences, workshops, and networking events without incurring significant travel expenses, accommodation fees, or lost work hours. Attendees can choose to engage virtually or in person, depending on their needs and budget. **According to Bizzabo, 65% of attendees prefer hybrid events due to cost savings and flexibility.**

Best Practices for Attendees:

- **Choose the format that best aligns with your availability and engagement preferences.**

Oggi Best Practice: Oggi's AI-driven event assistant recommends sessions and networking opportunities based on attendees' interests, ensuring an optimized experience whether attending virtually or in person.

- **Take advantage of early-bird and group pricing options to maximize savings.**

Oggi Best Practice: Oggi's built-in ticketing and registration analytics help attendees plan and budget effectively, providing insights into cost-saving opportunities.

- **Use targeted networking strategies to connect with professionals efficiently.**

Oggi Best Practice: Oggi's AI-powered matchmaking tool suggests relevant connections, helping attendees expand their professional network while minimizing unnecessary time investment.

[2] Financial Benefits: Virtual and Hybrid Attendance

Attendees Saving

40%

Travel, hotel &
meal expenses

Virtual Benefits

Lower Costs: Attendees can **save up to 40% on travel, hotel, and meal expenses** by attending hybrid events virtually (PCMA, 2025 Hybrid Event Strategy Report).

Increased Accessibility: Virtual participation enables professionals from diverse locations and industries to access high-value content and networking opportunities without financial constraints.

Best Practices for Attendees:

- **Maximize cost savings by opting for virtual participation when travel expenses are high. Attendees can access high-quality content and networking opportunities without incurring costs related to flights, hotels, or meals.**

Oggi Best Practice: Oggi's virtual platform provides interactive sessions, breakout rooms, and networking lounges, ensuring that remote attendees receive a valuable and engaging experience equivalent to in-person participation.

- **Take advantage of hybrid access passes that provide both in-person and virtual content. Many events offer lower-priced virtual tickets while still granting access to live keynotes and on-demand recordings.**

Oggi Best Practice: Oggi supports hybrid ticketing options, allowing attendees to choose the most cost-effective and convenient way to engage with event content.

- **Utilize engagement features to network effectively with both in-person and remote participants. Virtual attendees should proactively participate in discussion boards, live Q&A sessions, and AI-powered matchmaking to maximize connections.**

Oggi Best Practice: Oggi's AI-driven networking tools help attendees find relevant industry peers, schedule one-on-one meetings, and engage in real-time discussions, ensuring that virtual participation is as interactive as being there in person.

- **Leverage recorded sessions for continued learning post-event.**

Oggi Best Practice: Oggi provides on-demand access to event materials and recordings for ongoing education.

[3] Enhanced Data & Insights for Smarter Budgeting



Flexible Engagements

Hybrid events provide flexible learning formats, including live discussions, Q&A sessions, and on-demand content. A study by EventMB found that **78% of attendees engage more with interactive event features such as live polling and gamified learning.**

Best Practices for Attendees:

- **Engage actively in live discussions, polls, and Q&A sessions to maximize learning.**
Oggi Best Practice: Oggi's AI-driven Q&A prioritization tool ensures attendee questions are addressed effectively, fostering a more engaging learning experience.
- **Leverage recorded sessions to revisit key insights and catch up on missed content.**
Oggi Best Practice: Oggi's on-demand content library allows attendees to replay sessions at their convenience, improving knowledge retention and accessibility.
- **Receive data-driven recommendations on sessions that align with your interests and professional goals, ensuring your time is spent effectively.**
Oggi Best Practice: Oggi's event analytics provide personalized session insights, highlighting the most relevant content for each attendee.

[4] Technical Preparedness and Cost Savings

Pre-event Preparation



Sources

- PCMA. "2025 Hybrid Event Strategy Report." Available at: <https://www.pcma.org/hybrid-event-strategy>
- Bizzabo. "Virtual and Hybrid Event Trends 2025." Available at: <https://www.bizzabo.com/blog/hybrid-event-trends>
- EventMB. "2025 Hybrid Event Report." Available at: <https://www.eventmanagerblog.com/hybrid-events>

Flexible Engagements

A seamless virtual experience requires stable internet connectivity and familiarity with the event platform. Virtual participation eliminates hidden costs such as transportation, parking fees, and dining expenses, making it a more economical choice. Bizzabo reports that **54% of virtual attendees experience technical difficulties, reinforcing the importance of pre-event preparation.**

Best Practices for Attendees:

- **Test your internet connection and event platform setup before the event.** A strong, stable internet connection is crucial for a smooth experience. Run a speed test and close unnecessary applications to prevent connectivity issues. Ensure your device meets the platform's technical requirements.

Oggi Best Practice: Oggi's pre-event tech check feature automatically tests devices for compatibility, providing troubleshooting solutions to ensure a smooth experience.

- **Familiarize yourself with the event schedule and platform features.** Review the event agenda, understand session formats, and explore platform features ahead of time. Knowing where to find chat functions, breakout rooms, and help options will enhance your experience.

Oggi Best Practice: Oggi's personalized event dashboard provides customized schedules, session reminders, and interactive event guides, ensuring attendees stay engaged and well-informed.

- **Keep backup solutions ready.** If technical issues arise, have alternative options available such as switching to a mobile device, using a different browser, or having a backup internet source like a mobile hotspot.

Oggi Best Practice: Oggi's real-time support feature provides instant troubleshooting solutions and alternative access options for attendees experiencing connectivity problems.

- **Minimize distractions for better engagement.** Create a dedicated space for attending virtual events, free from interruptions. Wearing headphones and disabling notifications can help maintain focus.

Oggi Best Practice: Oggi's immersive full-screen mode minimizes external distractions, providing a more engaging virtual experience.

Oggiverse Integrated Events: Transforming Digital Engagement



Oggi is a business accelerator driving revenue and profitability through immersive 3D digital environments. Designed for hybrid work and global collaboration, Oggi enhances meetings, training, and events with scalable, customizable solutions. By reducing travel costs and improving efficiency, Oggi empowers businesses to connect and innovate—anytime, anywhere.

Oggi's integrated events feature enables seamless virtual conferences, product launches, and team-building activities. With AI-driven tools, real-time collaboration, and advanced analytics, Oggi ensures engaging, impactful experiences for any audience size.



We're shaping the future of virtual collaboration Let's create impactful brand experiences together! Scan the QR code to see Oggiverse in action.

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