DASHBOARD EVENTS
Organising an event: do I go offline, online or hybrid?
Time to reset: the event branche has changed

- Hybrid and online will stay
- Think again: Why do you want your target group to come to an onsite event?
- Back to the design table:
  - Who is your target group?
  - What is your goal?
    - 1) Inform 2) Activate 3) Inspire 4) Engage
  - What criteria are important?
    - 1) Sustainability 2) Coverage 3) Budget
Event dashboard

Hybrid

On site  Online

Inform  Activate  Inspire  Engage

Sustainable  Coverage  Budget
Online

- Primary goal: Inform
- Perfect for: Webinars
- Pros:
  - Cost-efficient
  - Unlimited number of participants
  - Recording
  - No travelling needed/International
- Cons:
  - No a true event experience
On site

- Goal: Inspire and Engage
- Perfect for:
  - Network events
  - Workshop sessions
  - Community building
- Cons
  - Expensive
  - Less eco-friendly & sustainable
  - Limited number of participants
Hybrid – with a lot of people on site

- Goal: Inspire, Engage, Inform and Activate
- Pros
  - Unlimited number participants
  - Anyone in the world can participate
- Cons
  - Very expensive
  - More work: You need to have on online and offline program
  - For online people its difficult to interact with offline participants
  - Less eco-friendly & sustainable
Hybrid – with few people on site

- Goal: Inspire, Engage, Inform and Activate

- Pros
  - Unlimited number participants
  - Anyone in the world can participate
  - Online program is smaller and more like a livestream

- Cons
  - Expensive
  - For online people even more difficult to interact with offline participants
Tools eventteam made available (work in progress)

- SURF studio
- How to’s for:
  - Organising an online event
  - To prepare yourself / dry run
  - Set up a Talk show
  - Set up a Panel discussions or debate
  - Energizers
  - Make a script
  - Turn viewers into participants?
  - Etc.