

Hybrid Meetings: A Sustainable Solution

Hybrid Meetings have emerged as a trend and are quickly heading towards mainstream practice. Why not? They make good business sense, which is at the very root of sustainability. Hybrid meetings combine both face to face interactions for those in attendance with virtual interaction for those attending online. Some of the arguments in favor of hybrid meetings include the opportunity to provide additional marketing for the physical events, the ability to extend your audience reach and capacity to measure the effectiveness of your program content. The earlier concerns that virtual events would “cannibalize” physical events, has simply not come to pass.



MeetGreen® has always been interested in new technology and has been an early adopter thanks to our strong connection with the tech industry. The virtual component opens up a whole new realm of techniques and possibilities. We wanted to share some great ideas to use which were developed for a conference we managed last month:

- Accept general session questions from the virtual audience via Twitter.
- Stream only the general session to save money but repackage breakout sessions on demand within 24 hours of taking place.
- Interview speakers “newsroom style” after the general session and make these interviews available to online audience.
- Provide large flat screen monitors in breakout and networking areas to view streamed session while at the conference and encourage further engagement with content. Provide on demand sessions on these screens if nothing is currently being offered virtually.
- Create or recruit 4-5 twitter accounts dedicated to conference tweets- ensure someone is tweeting at least every 5 minutes during streaming sessions to encourage other tweets and retweets.
- Provide two to three smaller, fast fold screens in the general session room (depending on room size) and show conference twitter feed during session so physical attendees can see what is being commented on by virtual audience and to encourage greater continuity between the two audiences.



About MeetGreen®. MeetGreen® (formerly known as Meeting Strategies Worldwide) works with progressive global organizations to integrate sustainable practices and produce conferences and events that deliver targeted business results. For more information regarding the firm, please call +1 503.252.5458 .

<http://www.meetgreen.com> | <http://tools.meetgreen.com> | <http://blog.meetgreen.com>

[Facebook](#), [Twitter](#), [LinkedIn Group](#): MeetGreen

MeetGreen® Article

Hybrid Meetings: A Sustainable Solution – Carole Garner & Nancy Zavada
September 2011 | Portland, Oregon



We are also fascinated with this new meeting configuration for its inherent ability to reduce an event’s carbon footprint. The ability for participants to connect virtually without the high environmental cost of travel including air travel, ground transportation, accommodations, handouts and giveaways will be a vital aspect in the future of meetings. Our team is in the process of tracking measurable data in an effort to reinforce the importance of hybrid meetings in producing more environmentally responsible events.



One client’s conference earlier this year provided some interesting data points. Data analyzed for [Cisco Live](#) included a list of attendees both virtual and actual by departing location, the average time spent online by virtual-only attendees, an average of 2.5 hotel room night stays and meeting space usage. The report shows, the actual attendees produced 11,943 metric tons of carbon dioxide omissions by travelling to and attending the event. The virtual attendees potentially avoided 7,549 metric tons of carbon dioxide omissions by not physically attending (this figure factors in online computer electricity usage). A significant environmental savings is realized for just one of the thousands of meetings taking place daily. The economic savings was also significant as well as the “wear and tear” of travel on individuals choosing to attend virtually.



If you haven’t taken a look at hybrid meetings for your organization, the time has come. Sustainability and technology are once again hand-in-hand.

Resources:

Cisco Live Website: <http://www.ciscolive.com/us/index.php?sid=199906> 1



About MeetGreen®. MeetGreen® (formerly known as Meeting Strategies Worldwide) works with progressive global organizations to integrate sustainable practices and produce conferences and events that deliver targeted business results. For more information regarding the firm, please call +1 503.252.5458 .

<http://www.meetgreen.com> | <http://tools.meetgreen.com> | <http://blog.meetgreen.com>

[Facebook](#), [Twitter](#), [LinkedIn Group](#): MeetGreen