



Virtual audiences, real experiences

HYBRID EVENTS AT THE ICC

ICC
Birmingham

**Hybrid
Studio**

www.theicc.co.uk/hybrid

Giving you the flexibility you need to reach audiences far and wide

The meetings and events world is evolving, and we're evolving with it. Our existing bespoke hybrid event offering has been enhanced to meet the growing needs of those events with both live and virtual reach requirements, providing a range of flexible and adaptable event solutions.

Whether you're looking to integrate livestreaming, webinars or studio presenting into your event programme, our experienced teams can help ensure the transition to virtual is seamless, working closely with you to develop a digital experience to complement your on-site event.

A fantastic and well-experienced venue for hybrid events.

“*Whatever the event format, the ICC is a hugely experienced, fantastic venue for physical events, virtual hybrids and livestreaming. The network infrastructure is without doubt the best we've worked with anywhere in the world due to both its speed and simplicity in obtaining connections, which gives it all of the capabilities required to host successful online, virtual and hybrid events.*”

As a large-scale venue, the ICC also comfortably provides flexible options and spaces to maintain social distancing, irrespective of whether there are physical attendees or just presenters.”

Martyn King, Director
Beyond the Conference Limited

Hybrid Event Formats

We offer several different formats, all of which can be tailored to each Organiser's requirements:



WEB STREAMING

A one-way broadcast from a traditional conference to extend its reach to virtual audiences, a web stream can deliver content far and wide without any impact on the live conference format.

HYBRID STUDIO

Providing a professional setting using all of the creative and production capabilities of the venue but without a live audience, the Studio option enables your speakers to engage with your online audience in an environment that reflects your brand and brings your event to life.



MANAGED WEBINAR

Allows seamless collaboration and communication with attendees for highly interactive events whether the audience is present in a conference hall or attending virtually.

Hybrid Event Benefits

Hybrid events can be an ideal solution when it is not possible or not desirable to meet in one place. At the ICC, we can extend our in-house production and event management capabilities into hybrid events so you can benefit from the level of quality and service delivery you've come to expect from the ICC without all attendees having to be physically present at the venue.



Easy and hassle-free delegate access

using web browser so no need for specific app or software requirements



Customised and enhanced delegate experience

with personalised attendee agendas and schedules



Post-event downloadable content

across sessions, slides and documents for helpful information sharing



Helpful attendee search

functions across speakers, exhibitors and sessions for quick and easy content access



Increased delegate engagement

with interactive Q&A sessions, and speakers with participant video



Enhanced virtual networking

to create better connections with video to video functions and matchmaking facilities



Increased live and virtual audience participation

for speakers with real-time polls and comprehensive voting functions



Varied content sharing for a wider reach

using multiple presenters at the same time from any virtual setting



Exhibitor and Sponsor virtual lead generation

with a variety of opportunities available with delegates individually or in group settings



Fully customisable event settings

to reflect your brand or create Exhibitor and Sponsor revenue generation opportunities across the event space