

HYBRID EVENT

Organizing a hybrid apprenticeship day that combines both on-site and online components can be an effective way to reach a broader audience. Here's how you can incorporate various event formats like seminars, open houses, workshops, and showcases into a hybrid event, along with steps to consider before, during, and after the event

BEFORE

A hybrid event is a conference, workshop, seminar or similar meeting that combines a "live" in-person event with a streaming virtual online component

- **Date, time and place:** Where will the Apprenticeship day be organized? Make sure that the IT connections are working and that a support person is present during the event. What time and how long will the event take place? Will the streamed part be shorter or is the whole event streamed?
- **Practical matters:** health, safety, bookings, parking, food, refreshment
- **Venue:** accessibility, IT equipment, spacious, enough restrooms
- **Involved persons:** main contact person and his/her team, IT-support, lecturers, presenters and moderators
- **Target groups:** You need to consider the target group when planning the Apprenticeship day (where to market your event, what kind of event etc). How many participants do you expect?
- **Goal and objectives:** Why are we organizing the Apprenticeship day what is the reason? An opportunity to raise awareness and potentials of the Apprenticeship system. It can be an event where inclusion and diversity in all fields of VET and it can increase the attractiveness of VET.
- **Target groups:** Identify target group(s). The invitations, program, and event venue will be affected and based on target group(s). How many participants are expected?
- **Budget:** Take into consideration for example rental costs, catering, costs for speakers, materials, printouts, copyrights, IT equipment marketing etc.
- **Invitation and marketing:** Make a small marketing plan for the Apprenticeship Day focusing on the chosen target group. Event registration for the participant. Make a "Save the date" post. In well advance, send out a short presentation of your event. Make sure you use marketing channels to reach more people and attract audience.
- **Program:** Make a detailed program and determine the type of service during the event. Start with the streamed part of the program, second part of the event will be on-site. Presentation of the RoadMap materials (the Guide, templates, Canvas...). For the on-site part of the program panel discussions, interviews and other interactive part will create good discussions and connections.

DURING

Technical support: check who is reachable regarding technical issues and check all net connections for the online part of the Apprenticeship day

Material for the participants on-site: Program, pens, paper

Documentation: Take photos, write texts to use in marketing and social media. Also remember to document how many participants took part in the online part.

Attendance lists

AFTER

Follow up: Send out feedback/evaluation forms to the participants (on paper or online?)

Debriefing: Take a moment to sit down and discuss the event, what was good and what can we change? Did we meet the objectives?