

Last-minute changes can be devastating for in-person events that take months of intensive planning. Event organizers can prepare for the worst by building flexibility into their event plans from the beginning. Use this checklist to ensure your event can proceed smoothly through a pivot to virtual or hybrid—**no matter what happens.**

Logistical Considerations



Develop a Plan

Gather stakeholders and decide on a plan for what will happen should the event need to change format.

Determine the key stakeholders needed to make a decision

Map out worst-case scenarios with potential solutions that can be implemented

Come to a consensus on what the contingency plan will be and how to communicate with speakers, attendees, and vendors

Negotiate favorable terms upfront with venues and vendors to avoid incurring cancellation costs

Select technology and AV partner(s) that can facilitate a potential change in format

(See Technical Considerations on page 3)



Create a Timeline

Map out your key dates and cancellation policies to minimize loss of out-of-pocket costs and to inform decision making in case a change of plans is necessary.

Date by which speakers and attendees would book travel

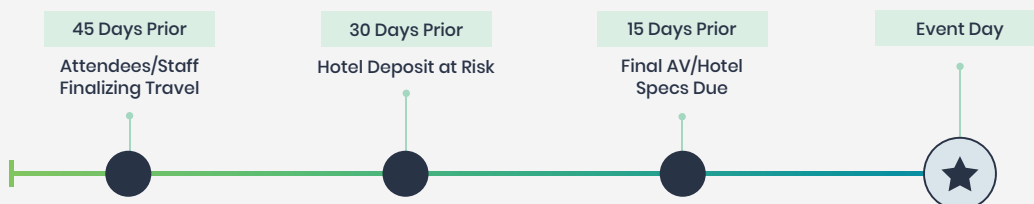
Date by which onsite staff would book travel

Hotel cancellation policy timeframe

Venue cancellation policy timeframe

AV and other vendors cancellation policy timeframe

Time needed to pivot to virtual or hybrid





Communicate the Plan

Once the decision is made to change plans, quickly and clearly communicate that change to speakers, staff, attendees, vendors, and venues.

Prepare all communications in advance

Send communications as soon as possible to prevent news from spreading outside of your control

Clearly outline what to expect with the new plan and when more information will be available

Update your websites, advertising, social media, and other event materials with the change

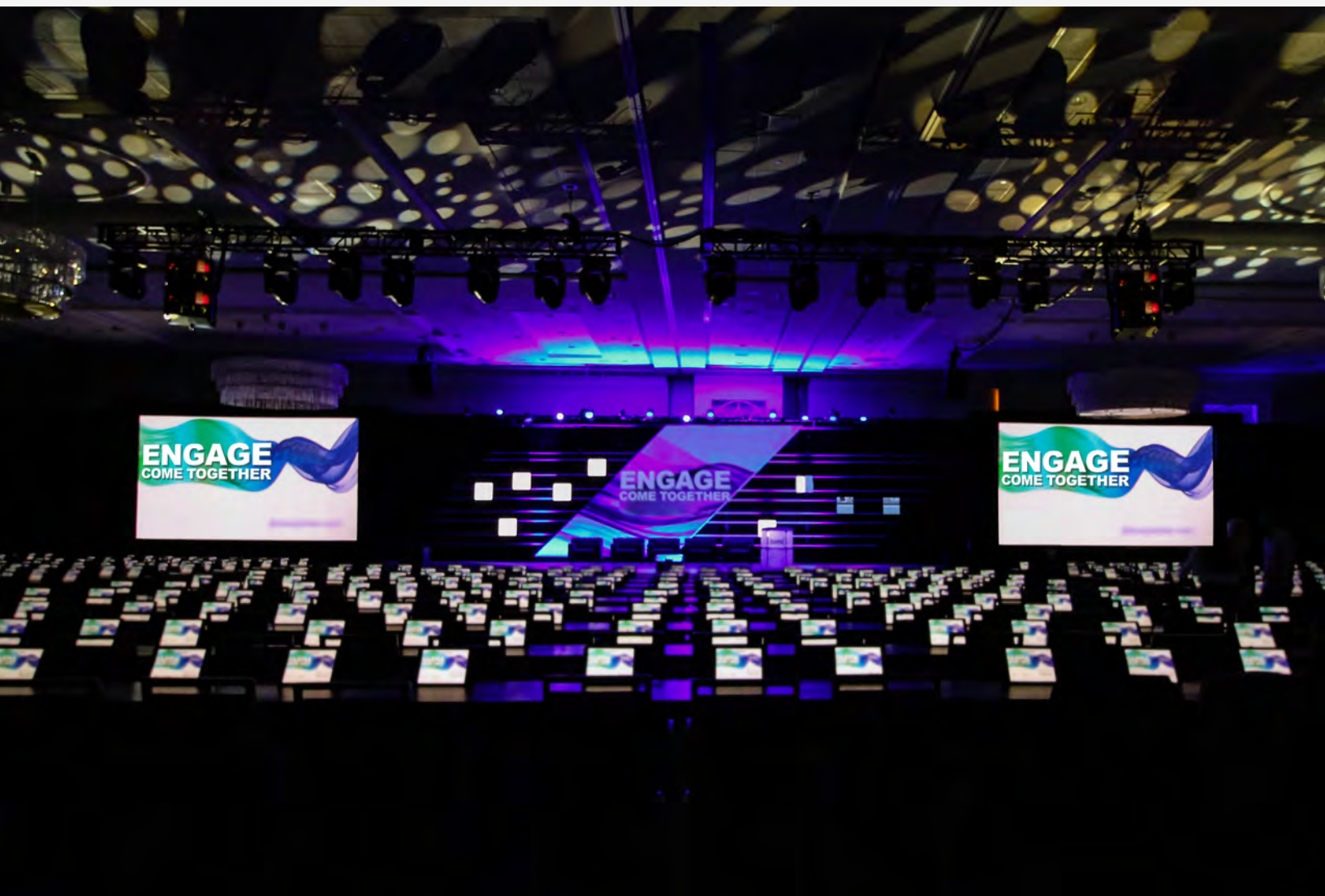


Execute the Plan

Once everyone knows the new plan, you're ready to successfully execute your event.

Ensure flights, ground transportation, and hotel accommodations are cancelled

Prepare AV and technology needs for your new event format



Technical Considerations



Select an Event Technology

Not all event technology is created equal. Choose a provider that makes the transition as easy as possible.

What type of event will you pivot to?
(virtual, hybrid?)

Who is your audience and how do you want to interact with them?

What features do you need? What features do you want?

What is available in the market?

What is your budget?



Incorporate New Must-Haves for Hybrid

The hybrid event format requires additional resources that a regular in-person event might not need.

Hotel internet

AV/Cameras



Prepare for Alternative Scenarios

Last-minute changes can still happen with the best-laid plans. Prepare for these scenarios before they derail a session.

Remote Speakers

How do they present? (pre-record, live streaming, etc.)

How are they seen and heard by the audience?

How do they see and hear the audience?

What additional support, training, or technology do they need?

Remote Audience

How do they see and hear presentations?

How do they engage with presenters and content? (Q&A, polling, etc.)

What additional support, training, or technology do they need?

About Array

Array provides content engagement technology and services designed specifically for life sciences events. We have experience from over 7,000 in-person, virtual, and hybrid events. Our unique interactive features can increase audience engagement to over 90%.

About PeerView Institute

PeerView Institute for Medical Education (PVI) is a leader in the development and dissemination of accredited continuing educational programming for the global healthcare professional community.



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