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COURSE BROCHURE

Hybrid and Virtual Event Production Training Course

28 June – 2 July 2027
Milan

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Registered in the United Kingdom and Saudi Arabia

Hybrid and Virtual Event Production Training Course

Ref: 3054_115914 **Date:** 28 June – 2 July 2027 **Location:** Milan **Fees:** 7200 GBP

Hybrid and Virtual Event Production is a 1-week training course for event managers, corporate communications staff and conference organisers, who leave with a hybrid event production plan for a real conference, launch or town hall. Audiences now join from a seat or a screen and expect equal access, while sponsors expect proof of reach. Jupiter Prime Training runs this course on hybrid and virtual event production.

Why Hybrid and Virtual Event Production Matters Now

Three forces shape this work. Employees, customers and partners are spread across sites and time zones, so a meeting held only in a ballroom reaches a fraction of them. Cheaper cameras and encoders raise expectations of picture and sound. Sponsors want evidence of attention, not headcount. An organisation that produces well widens its audience and shows sponsors clear returns; poor production loses the online audience within minutes and wastes the venue budget.

Who Gains Most from Hybrid and Virtual Event Production

- Event staff responsible for turning an agenda into a format that serves room and online audiences together
- Communications staff who own executive town halls, results briefings and internal broadcasts
- Conference organisers who brief production suppliers, venues and streaming crews
- Sponsorship and partnership staff who package digital visibility and report on it afterwards

The largest gain comes when an events team and its communications colleagues attend together and agree one approach to the online audience.

Hybrid and Virtual Event Production Capabilities

Participants turn an agenda into a show that works on stage and on screen at the same moment.

- Design an audience journey that gives in-room and online attendees equal access to content and networking — the event owner
- Specify camera, audio, encoding and connection set-ups matched to the venue and audience size — the production supplier
- Build a live run-sheet with cues for stage, studio, moderators and platform hosts — the show caller
- Apply engagement techniques such as polls, moderated questions and breakout rooms for remote viewers — the speakers and hosts
- Calculate attendance, watch time and interaction measures that show sponsor value — sponsors and leadership

- Test fallback routines for lost streams, late speakers and failed links — the event risk owner

Key Hybrid and Virtual Event Production Terms

- Hybrid event — an event delivered at the same time to a physical audience in a venue and to an online audience.
- Run-sheet — the minute-by-minute script of cues, speakers, media and transitions the crew follows.
- Encoder — the device or software that converts camera and sound feeds into a stream the platform can deliver.
- Bandwidth headroom — the spare upload capacity kept above the stream's needs so picture and sound stay stable.
- Green room — the space where speakers check sound and receive cues before going live.
- Watch time — the total minutes the online audience spends viewing, used alongside interactions to judge engagement.

Hybrid and Virtual Event Production Day by Day

Day 1: Formats, Audiences and Objectives

- Event Format Choice — Deciding Between In-Person, Virtual And Hybrid Delivery
- Dual Audience Profile — Mapping Needs Of Room And Remote Attendees
- Objective And Success Measure Sheet — Agreeing What Leadership Expects
- Agenda Pacing For Screens — Shortening Sessions And Adding Breaks
- Stakeholder Map Of Hosts, Suppliers And Sponsors — Assigning Show Responsibilities

Day 2: Production Set-Ups and Platforms

- Camera And Audio Plan — Matching Equipment To Room Size
- Streaming Platform Comparison — Choosing Features For Interaction And Access
- Connection And Bandwidth Test — Confirming Stable Upload Before Show Day
- Studio Versus Stage Layout — Placing Screens, Lecterns And Remote Feeds
- Production Supplier Brief — Setting Crew, Equipment And Rehearsal Needs

Day 3: Engaging Remote Attendees

- Moderated Question Flow — Bringing Online Voices Into Room Discussions
- Polls, Chat And Reactions — Keeping Viewers Active Between Segments
- Virtual Breakout And Networking Rooms — Connecting Attendees Across Locations
- Speaker Camera Coaching — Preparing Presenters For Lens And Lectern
- Accessibility Features — Adding Captions, Translation Channels And Replays

Day 4: Show Control and Measurement

- Live Run-Sheet Construction — Sequencing Cues For Stage And Stream
- Show Caller And Communication Channels — Coordinating Crew During Transmission
- Fallback And Contingency Routines — Recovering From Lost Streams Or Speakers
- Engagement And Attendance Dashboard — Tracking Watch Time And Interactions
- Sponsor Value Report — Showing Digital Reach And Lead Capture

Day 5: Practising the Hybrid Event Production Plan

- Case Event Brief — Applying Format Choice And Audience Profile
- Technical Rehearsal Scenario — Testing Set-Ups, Bandwidth And Cues
- Remote Engagement Drill — Running Questions, Polls And Breakouts Live
- Post-Event Debrief Sheet — Comparing Measures Against Agreed Objectives
- Hybrid Event Production Plan — Presenting The Complete Show For Sign-Off

Applying Hybrid and Virtual Event Production After the Course

- Rebuild the run-sheet for your next town hall or conference with separate cues for stage and stream.
- Run a debrief with your production supplier using the engagement dashboard and agree changes for the following event.

Hybrid and Virtual Event Production Questions FAQ

What is hybrid and virtual event production, and why does it matter now?

Hybrid and virtual event production is the planning and running of events that serve online viewers, alone or alongside a room audience. It matters now because audiences are dispersed and sponsors want evidence of attention, not only attendance.

Which roles gain most from hybrid and virtual event production training?

Event managers, communications staff, conference organisers and sponsorship coordinators gain most. You benefit if you brief production crews or report engagement to sponsors.

How does hybrid and virtual event production differ from event logistics or conference strategy courses?

A hybrid and virtual event production course focuses on what happens on stage and on screen during the show. Logistics courses cover freight and site build, while conference strategy courses cover objectives, budgets and contracts.

What do you bring back from hybrid and virtual event production training?

You bring back a hybrid event production plan for one of your own events. It joins set-ups, run-sheet, engagement and measures in one document.

Hybrid and Virtual Event Production: The Way Forward

The hybrid event production plan first informs the choice of format and production supplier before speakers are briefed. Event managers, show callers and communications staff use it from rehearsal to the closing remarks. After the first event, compare watch time and interactions with the objectives agreed on day one, then adjust pacing for the next audience.