

**WE HELP YOU BECOME MICE BESTSELLERS**

**Power to the meetings!**

# **Bestseller 7:**

## **Welcome to the future - Hybrid meetings**

***THE FIRST SLOVENIAN DCO AGENCY  
(DIGITAL CONFERENCE ORGANISER)***



**TOLERANCA**

**TOLERANCA MARKETING d.o.o.**  
*Event and marketing agency*  
**LIVE & ONLINE & HYBRID EVENTS**

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# Change is happening in front of our very eyes

In light of strict restrictions on gatherings, our agency adapted and developed its own hybrid and online event solutions. They are the most logical response to the new pandemic reality, as they allow attendees from countries with an improved COVID-19 situation to meet LIVE, while other attendees join ONLINE.

We are one of the first DCO's (Digital Conference Organiser) in Slovenia. With newly acquired skills in the digital space and over 20 years of experience as professional event planners, we have successfully carried out over 50 webinars, online conferences and the first hybrid edition of Conventa Crossover Conference in the span of just 5 months.

## WHAT DO WE PROVIDE?

### We provide solutions for:

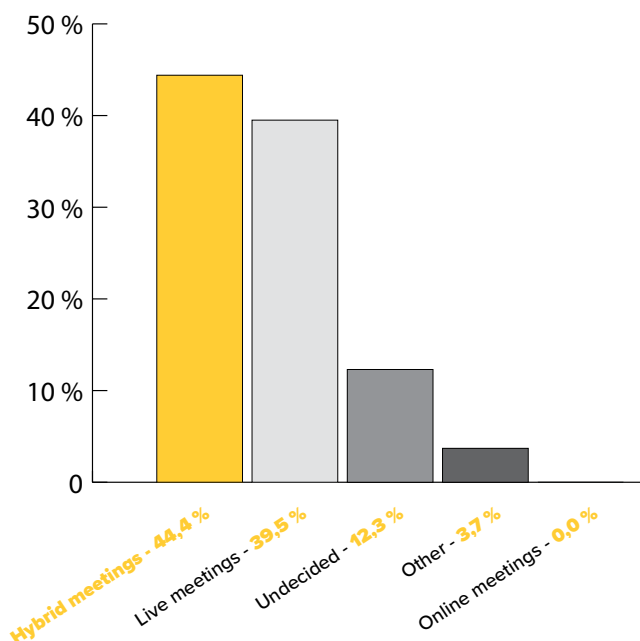
- Hybrid events
- Online events
- Multi-hub events
- Webinars

## 360-HYBRID MEETINGS by Toleranca Marketing

Our 360° degree approach to event organisation has been transferred to hybrid and online meetings to provide a comprehensive service for our clients.

### The best option for future events is:

n=1.297 meeting  
planners, Source:  
Kongres Magazine,  
august 2020



## CONTENT management

We will create a programme tailored to the needs of your participants (both live and online) and connect it into an efficient event storyboard.

## COMMUNITY building

We will prepare engaging content for activating individuals and build a strong database of potential attendees before the event.

## SOCIAL MEDIA management

Establishing or optimising your social media presence with different forms of activation and smart advertising is our forte.

## ONLINE engagement

Moderating quizzes, preparing surveys or organising prize draws are forms of gamification that we can provide.

## REGISTRATION management

You don't have to worry about registration. We will take care of both online attendee registration and on-the-spot registration with the entry control and list of attendees.

## STREAMING service

We provide a live video stream of the event to an online platform of your choice with one or multiple cameras and all necessary technical support.

## DIGITAL EVENT platform

The live video feed can be distributed to popular platforms like Youtube, Facebook Live or Vimeo. We can also design a personalized landing page for your event with live chat functions to enhance the interaction between live and online attendees.

## ON DEMAND production

If you want to offer your attendees on-demand content, we can prepare pre-recorded videos with graphical elements for your event. On demand content can also be commercially monetized through a paywall after the event.

## LIVE production

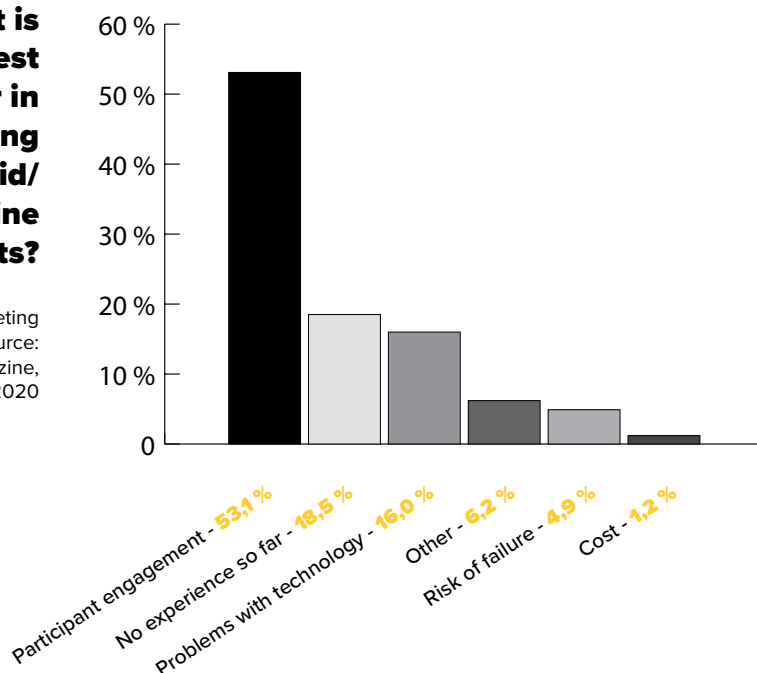
Our experienced technical staff will take care of professional sound, light, multimedia and cameras. Technology is very important but the know-how of live production is even more crucial.

## SPEAKERS coaching

We will make sure that the speakers are prepared and ready to use all facets of the online platform in order to ensure a smooth and professional presentation. Moreover, we will help them put together their home recording setup through a useful guide.

### What is the biggest barrier in organising hybrid/online events?

n=1.297 meeting planners, Source: Kongres Magazine, august 2020



## EVENT analysis

What you can measure, you can improve. We will prepare a full report on reach and communication of both live and online portions of the event. We can also prepare a satisfaction survey and distribute it to the attendee database.

## WHAT IS IMPORTANT WHEN ORGANISING A HYBRID EVENT?

- 1.** More than technology, choosing the right content is crucial, as catering to the needs of two very different focus groups (live&online) can prove to be a challenge.
- 2.** Quality is more important than the quantity of presentations. Interactive formats like Q&A's, Pecha Kucha presentations or speaker “face-offs” work best.
- 3.** Safety is important. Not just in terms of COVID-19, but also when it comes to data protection, so be mindful with the technology you use.
- 4.** If you want your event to have good rhythm and flow, you need to have a professional moderator/facilitator, who ties the entire programme together.
- 5.** Adding a live stream to your event does not make it hybrid. Online attendees expect more interactivity and communication. Let's not forget that we are in the business of making connections between human beings.

**Like it or not, the future of events will be HYBRID for quite some time. Instead of fighting it, give us a call and we will help you organise your next hybrid event.**







**360° MICE ACTIVATION  
CONSULTING:**

**FEASIBILITY STUDIES**

Conceptualisation and pre-opening planning for venues

**BENCHMARK**

Meeting destination experience index

**PROJECT MANAGEMENT**

Project management for MICE projects

**STRATEGIES**

Destination and venues marketing strategies

**SURVEYS**

Quality and satisfaction surveys

**STANDARDISATION**

The standardisation of meetings industry suppliers

**TRAINING**

Training based on the principles of experiential learning

**BRANDING**

Brand strategy, growth and innovation

**SECRET CONGRESS GUEST**

The only certificate of quality in the meetings industry

**CVB ESTABLISHMENT AND SUPPORT**

Strategic and operational setup of CVB



**360° MICE ACTIVATION  
EVENTS AND CONFERENCES:**

**PROJECT MANAGEMENT**

Event logistics and on-site event operations

**BRANDING**

Graphic design as a starting point

**SOCIAL PROGRAMME**

Engagement of local artists

**EVENT MARKETING**

Reaching the right audience

**FINANCIAL MANAGEMENT**

Budget planning and execution

**VENUE FINDING**

Selection of venue and contracting

**EXHIBITIONS & SPONSORSHIP**

Contracting and execution

**REGISTRATION MANAGEMENT**

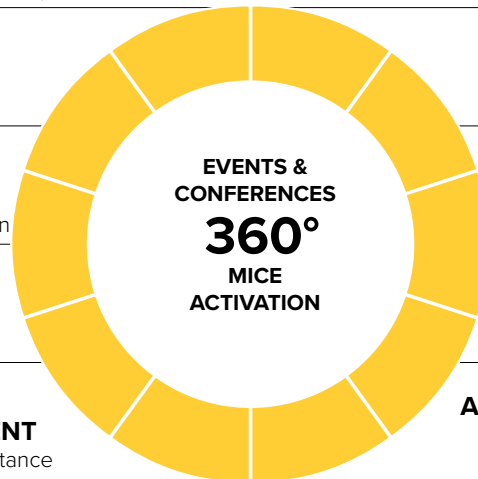
Technical and logistic support

**SPEAKERS MANAGEMENT**

Engagement and on-site assistance

**ABSTRACT MANAGEMENT**

Abstracts handling for scientific conferences



**360° MICE ACTIVATION  
MARKETING:**

**ANALYTICS**

Marketing analytics

**CONTENT**

Copywriting and Content marketing

**SALES**

Personal sales

**DATABASE**

Big data targeting

**EXPERIENCE**

Sales events

**ONLINE**

Digital Campaigns

**VIDEO**

Video campaigns

**SOCIAL**

Social media campaigns

**PRINT**

Image building

**DIRECT**

E-mail marketing and Telemarketing

