

# Virtual and Hybrid Events Management Training Course

14 – 18 June 2027
Madrid

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Training Center

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**Ref:** 1752_231683 **Date:** 14 – 18 June 2027 **Location:** Madrid **Fees:** 5700 Euro

## Overview

Virtual and Hybrid Events Management Training Course is a one-week course for event managers, communications teams, conference producers, and corporate event coordinators who leave with a Hybrid Event Production Plan and Measurement Dashboard. Participants apply virtual event production, hybrid audience experience design, event technology operations, accessible event delivery, and event engagement measurement to connect remote and in-room participants. The course addresses fragmented workflows through audience mapping, production controls, rehearsals, contingency planning, and evidence-based evaluation. Agile Leaders Training Center develops virtual and hybrid events management capability.

## Who Should Attend

- Event functions responsible for concepts, schedules, suppliers, venues, and delivery coordination
- Communication functions responsible for audience messages, registration journeys, and participant updates
- Production functions responsible for platforms, audiovisual workflows, rehearsals, and live control
- Conference functions responsible for speakers, moderators, sessions, and attendee interaction
- Digital engagement functions responsible for participation data, feedback, and experience improvement

The course assumes participants can coordinate professional events or communications projects and leaves out platform engineering, broadcast-system installation, and general hospitality operations.

## Departments and Industries

The course supports teams that deliver professional events across corporate, public-service, education, technology, healthcare, and association settings.

- Corporate communication, public relations, and stakeholder engagement
- Marketing, brand, and customer experience functions
- Conference, exhibition, and venue operations
- Education, healthcare, and professional association events
- Technology, media, and audiovisual production services

## Learning Objectives

By the end of this course, participants will be able to:

- Apply an event-format decision model to audience and business requirements
- Build participant journeys for connected in-room and remote experiences
- Use platform, audiovisual, accessibility, and moderation control checklists
- Analyze production risks and prioritize contingency responses
- Evaluate engagement evidence and post-event performance
- Build an integrated hybrid-event production and measurement plan

## Course Agenda

## Day 1: Event Strategy and Format

- Event Purpose and Audience Requirement Map
- Virtual, Hybrid, and In-Person Format Decision Matrix
- Stakeholder Role and Responsibility Assignment Chart
- Attendee Journey and Touchpoint Mapping Method
- Event Scope, Success Measure, and Governance Brief

## Day 2: Audience Experience and Engagement

- Dual-Audience Experience Design Blueprint
- Session Architecture and Content Flow Canvas
- Moderated Q&A and Interaction Design Pattern
- Polling, Chat, and Breakout Engagement Plan
- Speaker, Host, and Moderator Preparation Checklist

## Day 3: Technology and Accessible Production

- Event Platform Requirements and Selection Scorecard
- Audio, Video, Lighting, and Connectivity Signal Flow
- Registration, Identity, and Participant Access Workflow
- Captioning, Interpretation, and Accessible Participation Checklist
- Content Playback, Recording, and Consent Control Register

## Day 4: Operations, Rehearsal, and Risk

- Run-of-Show and Production Cue Sheet
- Technical Rehearsal and Readiness Test Protocol
- Producer, Stage, Platform, and Moderator Communication Plan
- Failure Scenario and Service Recovery Decision Tree
- Event Risk, Escalation, and Redundancy Register

## Day 5: Integrated Production Practice

- Exercise: Compare Event Formats with the Decision Matrix
- Exercise: Test a Dual-Audience Engagement Sequence
- Exercise: Run a Technical Rehearsal and Cue Review
- Exercise: Diagnose a Platform or Connectivity Disruption
- Capstone Exercise: Hybrid Event Production Plan and Measurement Dashboard

## Practical Exercises

The course uses suggested activities to connect planning decisions with production evidence and participant experience.

- Suggested activity: map the in-room and remote journeys for a healthcare knowledge forum.
- Suggested activity: build a moderated interaction sequence for a technology product briefing.
- Suggested activity: test a rehearsal checklist and escalation path for a professional association conference.
- Suggested activity: evaluate engagement and feedback evidence through a post-event dashboard.

## FAQs

### Who suits virtual and hybrid events management, and what does it assume?

Virtual and hybrid events management suits event, communication, conference, production, and engagement functions. It assumes experience coordinating an event or communication project and does not require broadcast-engineering expertise.

### How does virtual and hybrid events management differ from general event management?

Virtual and hybrid events management concentrates on connected audiences, digital platforms, audiovisual workflows, accessibility, moderation, rehearsals, redundancy, and engagement evidence. General event management usually covers a broader mix of venues, hospitality, logistics, budgeting, and suppliers.

### What should a hybrid event production plan include?

A hybrid event production plan should include objectives, audience journeys, roles, platform and room requirements, session flows, accessibility controls, cue sheets, rehearsals, communication channels, contingency responses, and measurement methods.

### How can virtual event engagement be measured?

Virtual event engagement can be measured through registration conversion, attendance patterns, session participation, questions, polls, chat, resource use, feedback, and follow-up actions, interpreted against the event purpose rather than as isolated counts.

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## Why does accessible event delivery matter in hybrid events?

Accessible event delivery enables more participants to receive content and contribute through captions, interpretation, readable materials, clear audio, keyboard-friendly interaction, and equitable moderation across remote and in-room channels.

## Conclusion

Participants take a Hybrid Event Production Plan and Measurement Dashboard back to work. It combines audience journeys, platform requirements, accessible participation controls, production cues, rehearsal tests, contingency responses, and engagement measures. The work product changes disconnected event tasks into a coordinated operating plan that teams can review before delivery and evaluate afterward.