
How to create a great meeting in a hybrid world

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Small Fish Business Coaching

October 27, 2022



Event purpose and goals

It's about transformation!

Logical

- Learning
- Deciding
- Aligning

Emotional

- Relationships
- Inspiration
- Satisfaction

It's about the *people*.



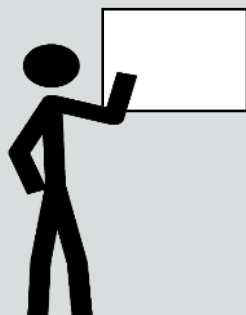
Where Hybrid makes sense

- You want rich interaction between all participants
- Impractical to bring everyone to one location
- Not effective to do event multiple times in different locations

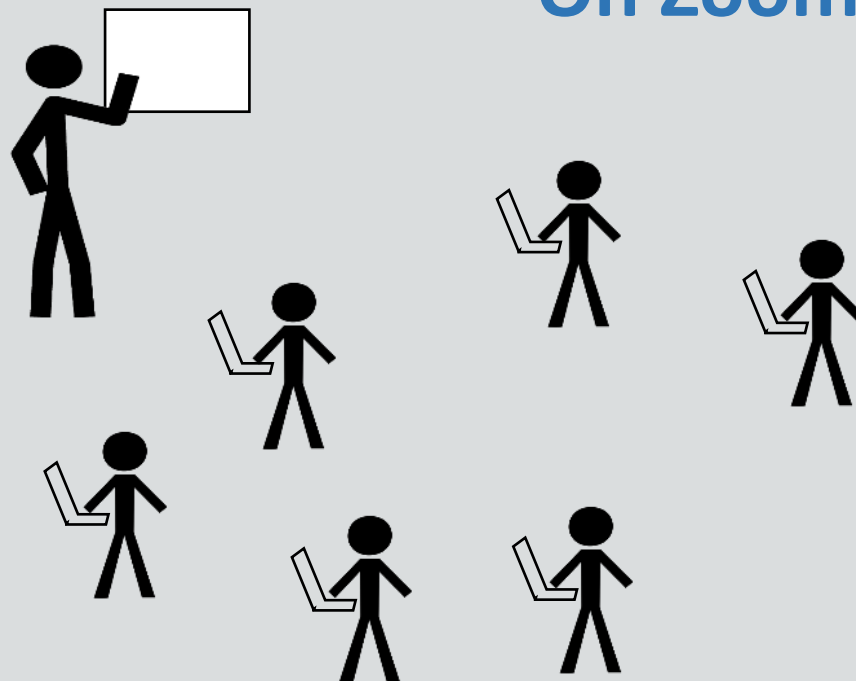


2 groups are 1 audience

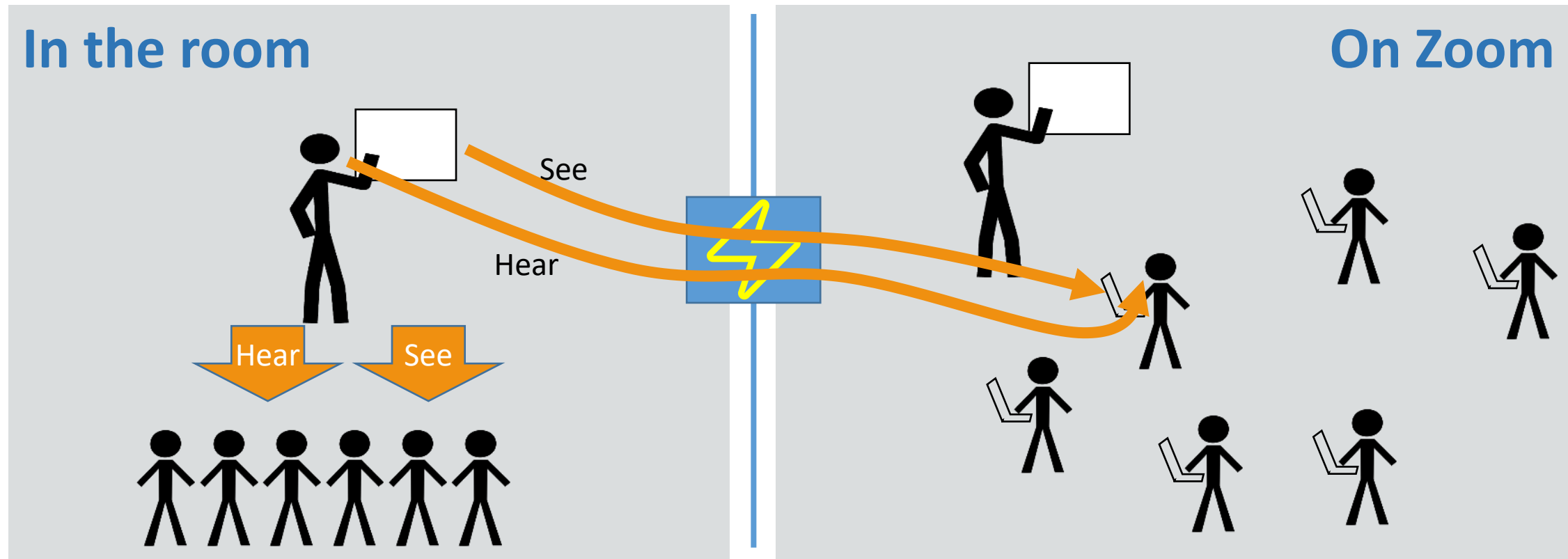
In the room



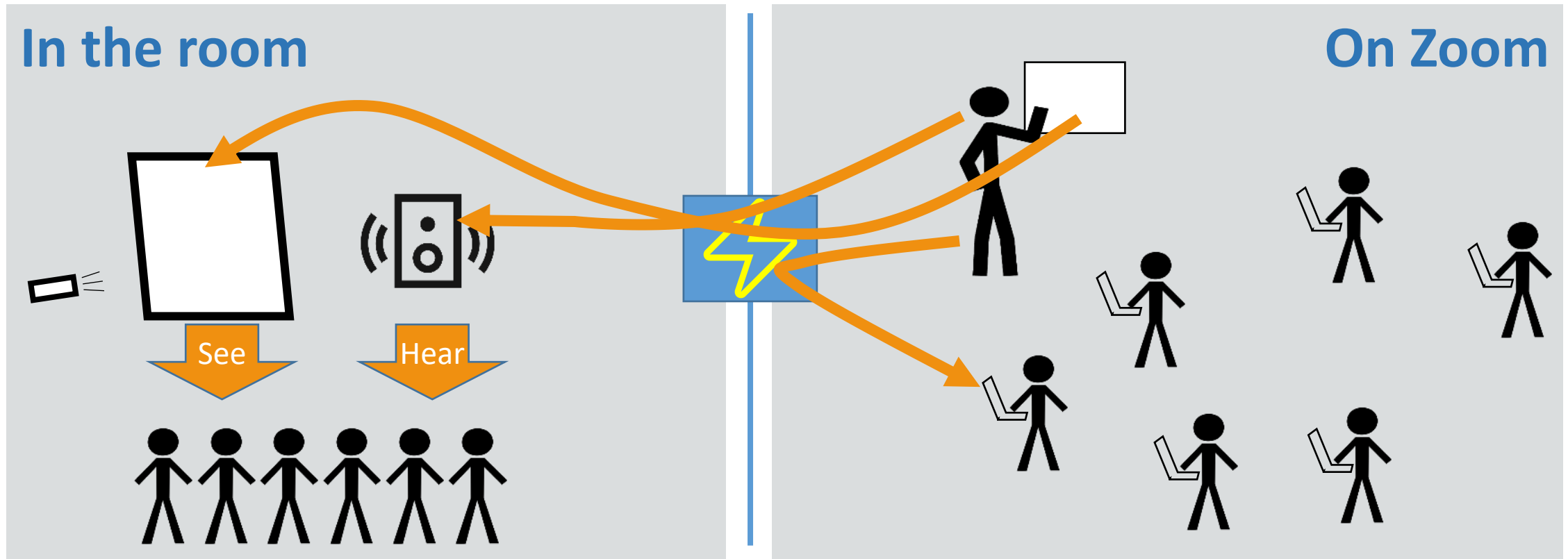
On Zoom



Presenter in the room



Presenter on Zoom



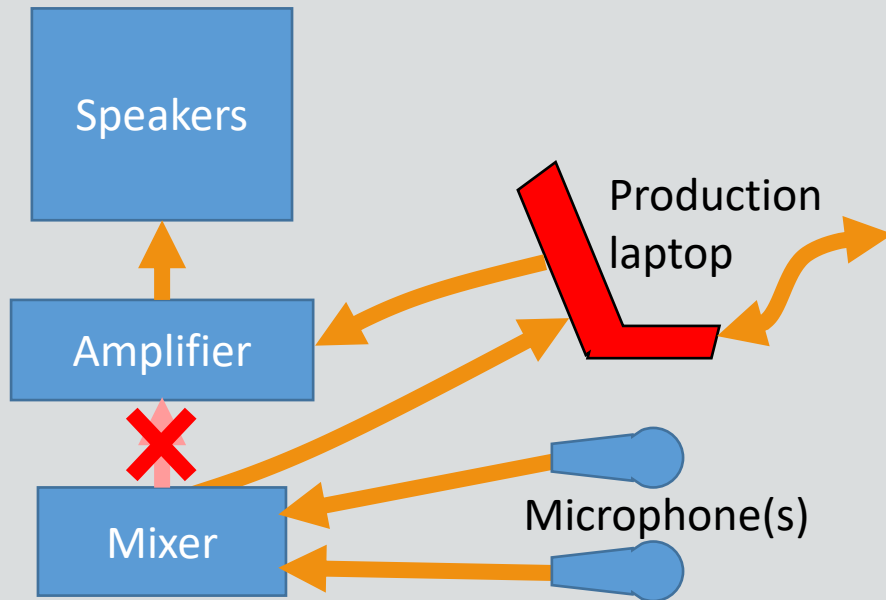
Conversation, *not just presentation!*

- Real time interaction
- Chat
- Hand-raising
- Audio conversation *that everyone can hear*
- Image on screen

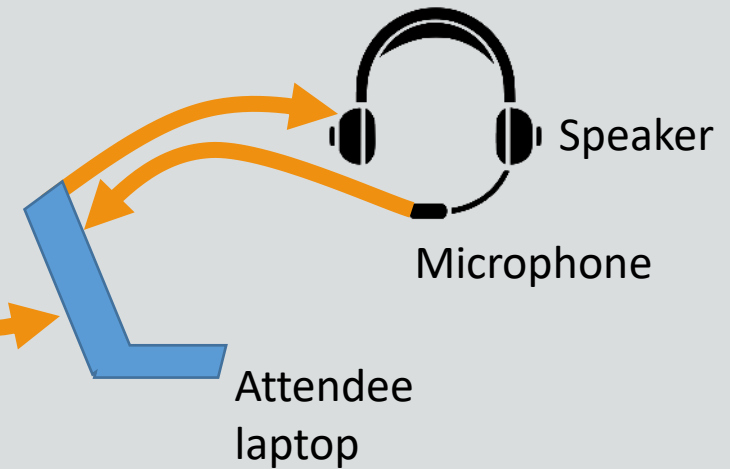


Audio

In the room

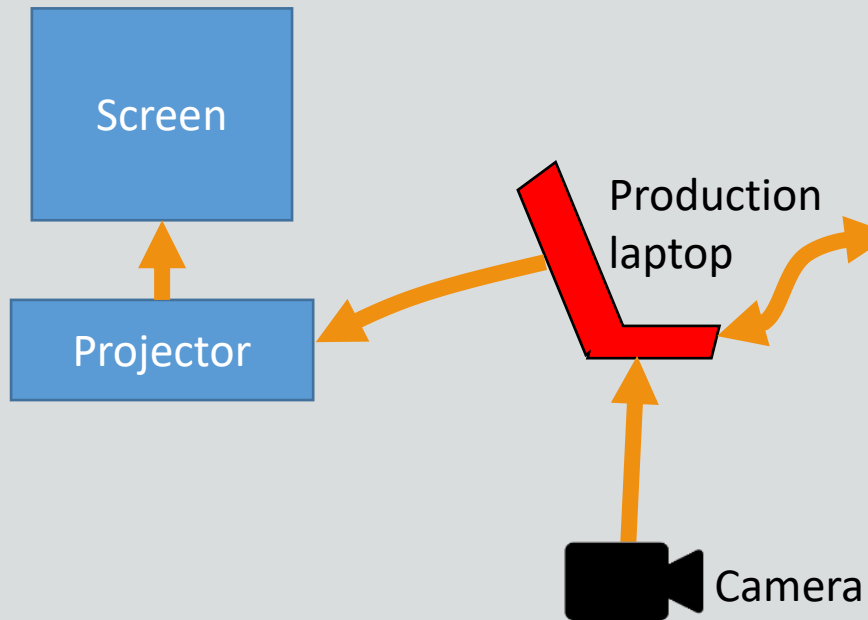


On Zoom

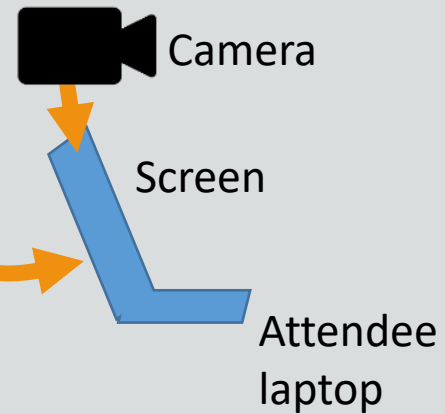


Video

In the room



On Zoom



Owl videoconferencing device

Contains
cameras and
microphones



PTZ cameras



The production laptop

- Hardwired connection if Wifi is unreliable
- Zoom (as event host)
- Web browser (for displaying web pages)
- PowerPoint (for showing slides)
- Two monitors
 1. Showing on projector
 2. Other prep stuff:
 - Zoom chat, participants
 - Web browser, email
 - File Explorer windows



The more you run, the flakier the computer will be



~~Breakout rooms~~ Sorry!

- Attendees in the room don't have individual Zoom identities
- So you can't combine individuals in the room with individuals on Zoom
- *Separate the two audiences for small group exercises*



The Producer role



- Setting up audio & video
- Paying attention to what both audiences are seeing and hearing:

	Audio	Video
In room	On the speakers Microphones live People speaking into mics	Shown on screen Pointing camera
On Zoom	Setting level People muted	Spotlighting speaker Showing slides etc.

- Cueing up configuration changes
- Recording, waiting room, muting people
- Watching chat, raising hands
- Preparing polls, videos, breakouts, transition points



Configurations

Beginning event	<ul style="list-style-type: none">• People welcoming each other• Passive slides• Background music• Countdown timer
Introduction, announcements	<ul style="list-style-type: none">• Gallery or speaker view on screen, not spotlighting• No slides
Local presenter	<ul style="list-style-type: none">• Slides/video shown from production laptop or separate speaker's laptop• Spotlight the speaker
Zoom presenter	<ul style="list-style-type: none">• Slides/video shown from remote speaker's computer• Spotlight the speaker
Group discussion	<ul style="list-style-type: none">• Gallery mode on screen, perhaps chat
Breakout rooms	<ul style="list-style-type: none">• Split into in-room exercises and Zoom breakout rooms – totally separated• Keep track of time to bring people back together into one conversation



Simple Event Planner

Time	Presenter	Activity	Producer
-15:00			Last minute checks
0:00	Jocelyn	Welcome everybody! Introduce Chris	Spotlight Jocelyn (room) Overview slides 1-3
0:05	Chris	Slides 4-11	Spotlight Chris (Zoom)
~0:13	Chris	Polling question slide 12	Poll (Zoom) vote (room) Summarize responses in room
0:14	Chris	Slides 13-22	Spotlight Chris (Zoom)
0:25	Chris	Q&A (slide 23)	Questions in chat (Zoom) Questions in room (pass mic)
Etc. ...			



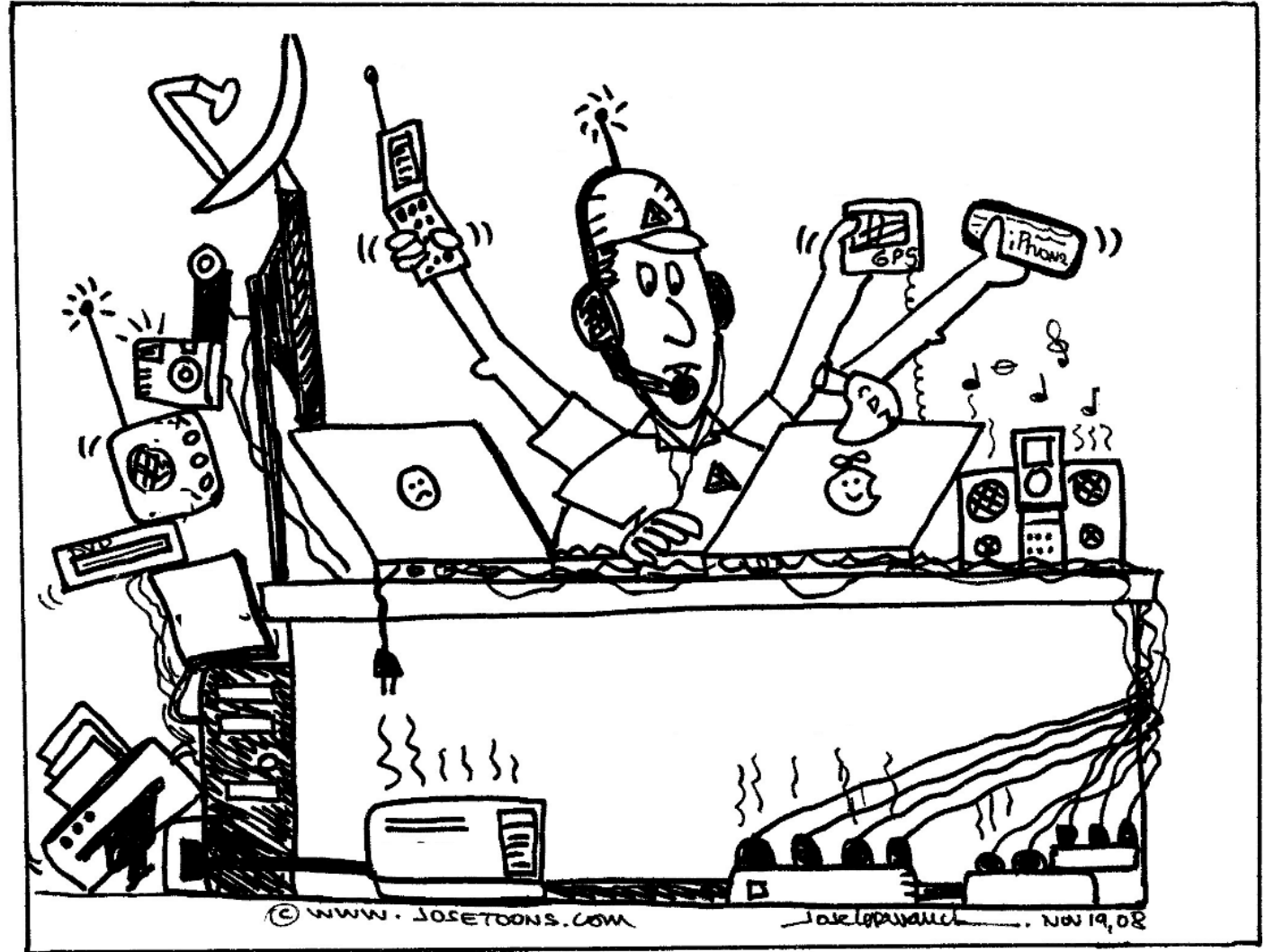
Remember!

- There is more visible in the room than what's on camera
- There is more audible in the room than what's caught on mic
- People on Zoom can easily disengage
- Zoom experience differs based on device (computer, tablet, phone, audio)
- It's easy to forget the people on Zoom
- It's easy to forget the people in the room
- Clearly document *everything* about your configuration
- Test it again before the meeting, and after you start up Zoom
- Verify the Zoom experience using your phone or another computer



Overload is real

- Simplify, simplify!
- Test and verify
- Checklists
- Sense of humor



Questions?

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