HYBRID ENGAGEMENT CHECK LIST 1.0

What we know for sure… It's been said a hundred times before, the pandemic has wildly changed the landscape of public engagement, and it's essential to accept that it will never go back to the way it was. Over the course of this pandemic, we've changed how we do things with new expectations for how and when people engage and what's available to them when they do.

So now, we know a lot about hosting great in-person engagement events, we've gotten really good at gathering online, so what does it look like when these two mediums are combined? This is an emerging practice, which means we are learning ALL the time.

To begin…

First you gotta know…

What type of engagement event(s) will best serve the people and process?*

- o   In-Person?

- o   Online Facilitated Event?

- o   Online Self-Serve Engagement Tool?

- o   Hybrid Event?

You will likely need more than one type of event for a fulsome engagement process

Then you need to determine the event model, you've got two options

1. **Dual Track Hybrid Event** – all participants are invited to the same event; online participants interact and engage with an online team and online participants. In-person participants interact with the in-person team and participants. There is limited interaction between online and in-room participants.

2. **Simultaneous Hybrid Event** – participants are invited to the same event. Online and in-person teams and participants are fully integrated in real time activities.

Now, you are ready to prepare for your event

Here's a few key considerations or questions to ask yourself as you begin preparing

Link your event to the big picture plan with thoughtful design and flow

- What you do want to achieve?
- What data, input, feedback do you need to gather?
- What physical, intellectual and emotional experience do you want people to have?
- What is the best arc and flow of event to achieve your intended results?
- What questions do you need to ask?

So then, think about the technology & logistics

- What kind of audio will you use so everyone can hear and speak?
- What kind of video will you use so participants can be seen? Consider using multiple screens or video feeds
- What kind of public health measures (social distancing, hand sanitizer, etc) will you offer or require?
- Level the playing field, consider use of tools of online like menitmeter that both in-person and online participants can engage with simultaneously
- What will be recorded? What kind of permissions or consent is needed?
- How are you capturing the data?
- What roles are required? Who will best fulfill them?

Finally, the lynchpin that brings it all together…how will you adjust or adapt your facilitation approach?

- How will you ensure ALL participants get your best attention and energy?
- What "integration stops" or techniques will you use to keep your online and in-person participant connected to one another?
- Consider having a role as the "reader of the room". This person supports the lead facilitator to pay attention

Expect this list to evolve!

As you try, learn, fail, succeed…I'd love to hear about it so we can collectively improve the practice!

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Anything is possible with a little dialogue.