

Event success starts and ends with the attendee experience. Your attendee journey begins the moment they visit your event site and register for your event. Tailor your engagement with each attendee to their registration type, while ensuring ways for guests to connect and interact regardless of where they're joining from.

**REGISTRATION**



**Virtual**

Attendee selects "Virtual Only" option



**Hybrid**

Attendee selects number of days or sessions they will be attending in-person and remotely.



**In-Person**

Attendee selects "In-Person Only" option

**Confirmation Email**

- Join links to virtual sessions
- Add-to-calendar
- Program and session recommendation
- Event Hashtags, Community Page
- Event Engagement App Instructions

**Confirmation Email**

- Onsite health and safety details
- Join links to virtual sessions
- Add-to-calendar
- Program and session recommendation
- Reg links for networking events
- Event Hashtags, Community Page
- Event Engagement App Instructions

**Confirmation Email**

- Onsite health and safety details
- Add-to-calendar
- Session recommendations
- Reg links for networking events
- Event Hashtags, Community Page
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**Pre-Event Community Building**

Attendees can start connecting via social media and the event engagement app:

- Discussion boards
- Polls & surveys
- Gamification (e.g., pre-event speaker trivia; event website scavenger hunt)



**Tip:** Get registrants engaging early with polls like "Vote on lunch for the opening keynote" "Pick the the event theme song"

**Reminder Email**

- Same info as confirmation email plus any relevant event or session updates

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**Engagement During the Event**

Attendees can interact and compete with fellow event-goers via:

- Gamification: badge games, trivia, scavenger hunts
- Discussion boards
- Live polls & surveys throughout the event
- Photo & video activity feeds
- Networking activities (virtual or In-person)



**Tip:** encourage speakers to start their own discussions to engage before/during/after their session

**Post-Event Follow Up**

Attendee receives:

- Links to on-demand recordings
- Post-event survey
- Personalized messaging with relevant offers, recommendations, CTA

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Transform attendee engagement into a truly personalized experience throughout the event cycle, and connect your events to results. Learn more in [Certain's Hybrid Event Strategy Playbook](#).

Virtual, Hybrid or In-Person – Certain has the flexible solution to fit the unique needs of your events. To find out more about how we can help with your next hybrid event, schedule a demo with us today!

**LET'S TALK**