

lively



Hybrid conference. Case study.

Table of contents

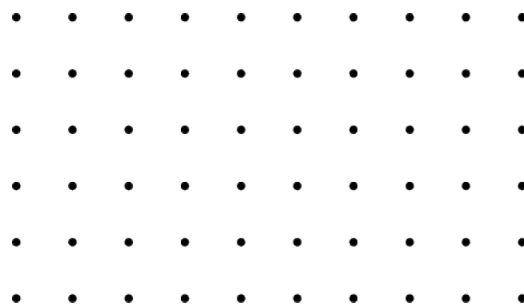
CIMAM



CIMAM

“CIMAM is the only global network of modern and contemporary art museum experts in the field. CIMAM members are directors and curators working in modern and contemporary art museums, collections, and archives.

Founded in 1962, CIMAM’s vision is a world where the contribution of museums, collections, and archives of modern and contemporary art to the cultural, social, and economic well-being of society is recognized and respected.”*



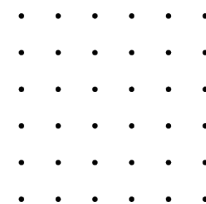


How did our cooperation with CIMAM begin?

Our cooperation started off in the standard way – with an enquiry from the Museum of Art in Łódź. The organisers' first idea was to organise a hybrid conference, with an online platform that would provide a very large number of functionalities.

The process of preparing the offer was well thought-out from the start and all went according to plan. The client received a detailed presentation from us that covered the full concept, the planned logistics and also costing. We answered any additional questions that came up during several online meetings, which also gave us a chance to further develop our vision and idea.

We've got it – let's work together! What was the planning and implementation process like?



After the cost estimate had been accepted and confirmed, we created a special team on MS Teams for the event, which representatives from the client's side were also invited to join.

To ensure that everyone knew what stages of work/preparation we were at, we created a schedule in the Monday app, where we set specific dates and time frames for each task. This definitely made the work easier and meant that the client knew exactly what they had to prepare by themselves and when and what materials would be prepared and delivered by us.

A hybrid conference usually requires a larger team working both on the preparation phase and also during the actual running of the event itself. This is down to a number of important factors, with the main one being simply the larger number of elements that go into making up such a conference. A total of 12 people worked on the entire event (not counting the graphic designers and creative talent who were involved in the design and conceptual work before the event).

The implementation team as a whole was divided into three groups:



Technical team

who were responsible for building the set according to the design and taking care of the interior of the conference hall.



Implementation team

all those responsible for connecting with the keynote speakers, releasing video and content in the hall and online, video mixing, coordination of the workshops and connections and, generally speaking, the streaming. This group also included an interview team (cameraman and sound recordist) and the people involved in the accelerated post-production of the footage that had just been recorded at the conference.



Platform team

this third group was responsible for the platform and troubleshooting any problems that the participants had, as well as uploading new content from the client on a regular basis.

Finally, there was also the script producer (who made sure that everything happened according to the script and that each speaker knew where to stand and what to do) and the PM.



About the event itself

The 53rd edition of the conference took place in 2021, and it was the largest and most important international meeting of people managing museums and galleries of contemporary art, comprising three days of meetings for curators and directors from these institutions. Due to the international nature of the event, both the pre-conference communication and the conference itself were conducted in English.

This year's event, which took place between 5 and 7 November 2021, had a hybrid formula – that is, it was held in a combined online and offline format. The Museum of Art in Łódź was the host for the first two days and then the conference moved to the headquarters of the NOMUS New Art Museum (a branch of the National Museum in Gdańsk). We streamed online from both locations, enabling people from all over the world participating in the online event to be with us all the time.

This year's conference focused on the role played by museums and artists in the social changes that are taking place in our dynamically changing world. During the three days of discussions, the participants focused on two contemporary crises: rampant xenophobia and progressive climate change. Representatives of the art world also reflected on a problem that is present in the lives of practically everyone: how should museums change to keep up with a reality marked by a pandemic?

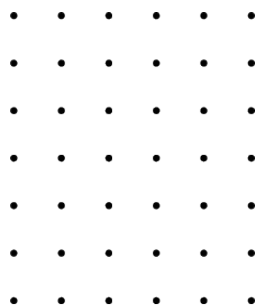
What a hybrid conference is?

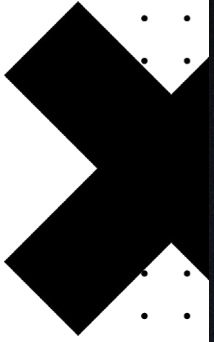
A hybrid conference allows you to combine traditional and virtual events.

By choosing this form of event, you can generate much larger reach, leading to your message being received by a much wider audience. Hybrid conferences are gaining in popularity, and more and more organisers are starting to appreciate this new combination of formats. On the one hand, you can invite selected people to a space where they can meet face-to-face, for example in your company's headquarters or at a hotel.

And on the other hand, you can stream every element of your event live and maintain interaction with the audience via a live chat. If your conference gives sponsors the opportunity to create their own sponsorship booths, they can also do it both in real life and in the online world in the form of an expo zone on the streaming platform.

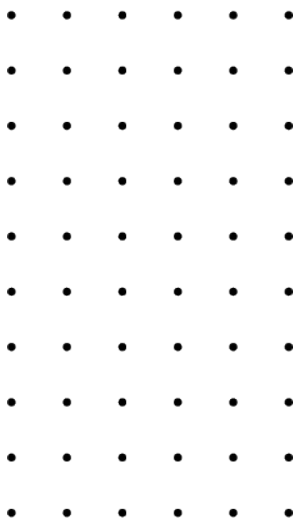
Hybrid conferences eliminate location barriers and limits on the number of participants. Online streaming makes it possible to reach people who may be unable or unwilling to attend in person. It is also a chance to invite participants or speakers from abroad – they can connect remotely and participate in your online event in comfort.





In terms of technology, what did we opt for and why?

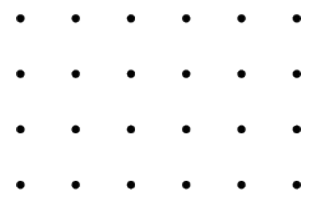
After the brief, we knew that the organisers cared greatly about the functionalities the platform could offer. Not all of them could meet the following requirements: starting with 1:1 meetings, networking, meeting rooms, chat rooms, spaces to upload posts, graphics, creating extended profiles, an expo space for partners, push messages from the platform, and the ability to embed external sites and media within the platform. That's why we opted for the PINE platform – which we are very familiar with and know how to best prepare it for even the most demanding customer needs.



Hybrid networking sessions

How could we connect the online and offline parts to make sure that every participant had access to the same information? For this, we focused on networking sessions.

The in-person part of the conference in Łódź and Gdańsk therefore featured cultural speed-dating sessions, with tables set up to enable conversation. To encourage as many people as possible to interact, we played a short musical jingle every 5 minutes as the signal that it was time to change seats. If people didn't manage to fully exchange views, they could always continue their conversation behind the scenes. It was a real pleasure to moderate such a dynamic part of the conference! And how is it possible to transfer these emotions to the online world? All you need is a platform tailored to the specifics of the event. Prior to the online networking sessions, all the participants first expressed their willingness to join such meetings, and then they were able to enter a virtual room on the PINE platform where other attendees were waiting. It turned out to be a huge hit! The international nature of the conference and the range of interesting topics meant that participants were more than happy to extend the time of the meetings and share even more of their thoughts. That's what the online world is all about – time and place are no barrier!



Online workshops and training

A conference on culture and the arts would not be complete without workshops. This time, it was something of a mystery as only the participants themselves knew what they were going to discuss.

On the technical side, it was our role to ensure they had comfortable and optimal working conditions. The online workshops organised as part of the CIMAM 2021 Annual Conference were run in groups of 20-25 people, with each group having its own moderator. All the meetings were held over the Zoom platform but, for easier navigation, made available from the main conference platform, PINE. The users of the platform could see a dedicated tab in the menu, which they would then click in order to choose a specific topic of a workshop that they had signed up for prior to the event. Fast, easy and intuitive.





Sponsors' zone

For hybrid events, it is important to keep balanced access in mind to make sure that everyone attending the event has access to the same information.

This means that those guests who are present in-person at the venue should also have access to the online platform. And that was the case here, too.

The conference sponsors, partners and supporting institutions were all able to present their brands in a dedicated tab, with their logos, website links and contact details all visible. CIMAM itself had also prepared a 140-page directory about the event so that no-one would get lost!

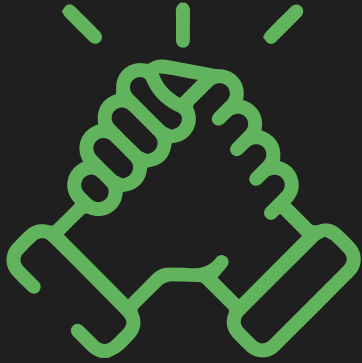
Challenge

We like conferences that are a challenge for us. The CIMAM 2021 Annual Conference entailed cooperation with several entities at once – two museums in Poland and the CIMAM headquarters in Barcelona. This meant operating on an international level, with many languages and different time zones. We managed everything, and were responsible, among other things, for creating a detailed schedule of the work, as well as the script and set design in Łódź and Gdańsk.

Summary

The feedback we received after the conference was extremely valuable. The client appreciated, above all, our professionalism, commitment and flexibility. In addition, our help and advice on issues that were not our responsibility, but which had an impact on the event as a whole, also proved invaluable. The language differences posed no problem for us, and a fantastic atmosphere prevailed throughout the whole implementation of the project.





Event stats:

Number of attendees: **300**

Speakers: **13**

Duration: **3 days**

Hybrid: **50 people onsite, 150 people online**

Online platform: **PINE and Zoom**

Offline: **2 locations: Łódź and Gdańsk**

Countries: **32 different countries**





lively

www.lively.eu