

A wide-angle photograph of a hybrid event taking place in a large, historic industrial building. The room features high ceilings with exposed wooden beams and large arched windows. In the foreground, several large, polished brass vats are visible. A woman in a white shirt and dark pants stands in the center, addressing a group of people seated around a circular table. Two men are seated at a table on the left, and a group of three people is seated on the right. Two small whiteboards with the 'FALLING WALLS LAB LEUVEN' logo are positioned on the left and right sides of the room. The lighting is warm, with orange and red tones, and two bright spotlights are visible on the floor.

**FALLING
WALLS
LAB**

GUIDE FOR HOSTING A HYBRID FALLING WALLS LAB

Hybrid events offer a unique opportunity to combine the best aspects of in-person and virtual experiences, allowing for increased accessibility and engagement. This guide is designed to provide you with the necessary insights for organising a seamless hybrid event. Please note, the core elements of a Falling Walls Lab must still be part of your event.

I. PREPARING FOR THE HYBRID EVENT

A. VENUE SELECTION

Choose a venue equipped for hybrid events, featuring high-speed internet, top-tier audio-visual equipment, and ample space for in-person attendees.

B. ONLINE PLATFORM CHOICE

Select a reliable online platform like Zoom, Microsoft Teams, or Hopin, offering livestreaming, interactive chat, and virtual networking capabilities.

C. TECHNICAL TESTING

Thoroughly test all technical equipment, including cameras, microphones, speakers, and streaming software. Conduct a dry run with event staff to pre-emptively address any potential issues.

D. SETUP RECOMMENDATIONS

Ensure all active remote participants have a robust technical setup including stable high-speed internet, a high-resolution webcam, a quality microphone, proper lighting, and a Falling Walls Lab branded or neutral background.

II. REGISTRATION AND COMMUNICATION

A. SECURE REGISTRATION

Keep the event link private and password protect it to prevent unauthorised access. Include a disclaimer about livestreaming/recording.

B. EFFECTIVE COMMUNICATION

Utilise email newsletters, social media platforms, and event websites to disseminate important updates, guidelines, and instructions to all participants.

III. EVENT DAY EXECUTION

A. DETAILED SCHEDULE

Develop a comprehensive schedule outlining presentations, networking sessions, and breaks. Share the schedule well in advance with all participants.

B. SKILLED MODERATION

Appoint proficient moderators to ensure smooth transitions between in-person and virtual segments.

C. TECHNICAL SUPPORT

Have dedicated technical support staff available to promptly resolve any connectivity or audio-visual issues that may arise during the event.

D. JURY DELIBERATION

Facilitate private remote jury deliberations with custom digital voting sheets and a custom evaluation tool, available upon request.

IV. VIRTUAL PRESENTATION GUIDELINES

A. PRESENTATION BEST PRACTICES

Provide virtual presenters with guidance on delivering engaging presentations via video conferencing software, emphasizing the importance of testing their setup beforehand.

B. BACKUP PRESENTATIONS

Request remote presenters to submit pre-recorded backup video presentations to mitigate potential technical glitches.

V. NETWORKING OPPORTUNITIES

A. VIRTUAL NETWORKING

Incorporate breakout rooms or dedicated online platforms for virtual networking, fostering interaction, idea exchange, and collaboration among participants.

B. IN-PERSON NETWORKING

Facilitate networking opportunities for in-person attendees through designated areas or activities.

VI. POST-EVENT FOLLOW-UP

A. ACCESSIBILITY OF CONTENT

Make recordings available online for those who were unable to attend.

By adhering to these guidelines, you can orchestrate a successful and inclusive hybrid Falling Walls Lab that maximises the benefits of both in-person and virtual experiences. Should you require further assistance or have any queries, please do not hesitate to reach out to the Falling Walls Lab team in Berlin.