



**MEET
PLAY**





HYBRID MEETING PACKAGE

**PULLMAN BANGKOK KING POWER
UNTIL 31ST DECEMBER 2021**



Thailand's highest rooftop at King Power Mahanakhon

The way meetings are organised is constantly changing. As business resumes from the global travel lockdown, we understand the need for meetings to extend to participants who may not be able to travel to the conference destination, or where limitations on meeting size exist. This is why at Pullman Bangkok King Power we offer a wide variety of event solutions to accommodate your needs. Do you, for example, want part of your group to physically meet, whilst our executives join from remote locations? This where a hybrid meeting may work for you.

Our hybrid solution combines the advantages of live and virtual meetings: stakeholders interact during a live meeting, whilst participants in remote locations can join without having to travel to the meeting. We arrange for a 'Presence technician' to be present at your event to make sure that the sound and video signals are sent to all the participants in real-time.

A hybrid event is a seminar, conference, or a social gathering that combines a "live" in-person event at a physical location with a "virtual" online component for remote attendees.

Traditional thinking has said that some events lend themselves better to a live format, while other communications are a better fit for delivery over the web. So what's right for your communication needs? Live, virtual, or a combination of both?

HIGH TECH MEETINGS WITH HYBRID EVENTS

Welcome to the era of the hybrid meeting. While meetings may still happen within a function room, they are increasingly extending far beyond the four walls to draw in audiences not subject to physical boundaries.

Whether through personal mobile devices or sophisticated virtual meeting suites, technology is revolutionizing the way meetings content is communicated, both in and out of the meeting room. Not only are people outside the room drawn in, but those within the room have access to a heightened degree of interaction.

While it was once considered taboo for attendees to check their mobile phones during a keynote address, today it is expected that delegates post away on social channels and interact in live polls, thereby personally participating in what is called the speech's "backchannel discussion".

MEETINGS BLEND

Increasingly, planners are taking note of the efficiency of virtual meetings technology, much of it new and improved over years past, and using it to offer hybrid or blended meetings.

A hybrid meeting is one that has a real-time, face-to-face component as well as a virtual component. Hybrid meetings could include a webinar with an in-person presentation, or an event speech broadcasted on the web to attendees who couldn't make the meeting.

The hybrid meeting format is gaining considerable interest with international event planners as we emerge from the lockdown from COVID-19. A lot of larger events were being streamed live with backchannel conversations on platforms such as Facebook and Twitter before the lockdown.

Hybrid meetings will be considered commonplace. The video component is where it will really transform a meeting.

Hybrid meetings are ideal for information transfer from person to group, and you don't need to get the audience to buy into it emotionally. If they need to connect on a heart-to-heart level, a 100 percent virtual meeting will fall flat. That is where a core in-person real meeting can form the hub and an extended audience who may not be able to travel due to restrictions can also join in and get a sense of the real meeting.

Most people believe that face-to-face meetings are more powerful than virtual meetings. It is important to view hybrid meetings not as a threat to face-to-face, but as an opportunity to raise the bar on meeting content and audience. A hybrid meeting forces presenters to become better, more relevant and more engaging.

HERE ARE 10 TIPS FOR COORDINATING A SUCCESSFUL HYBRID EVENT AT PULLMAN BANGKOK KING POWER:

1. Run an in-studio event with a live audience at one of the hotel's function rooms.
2. In the video being broadcast, incorporate close-ups of presenters while giving their speeches, mixed with wide views of the audience and studio.
3. Poll the webcast audience live, then push the poll results for the audience to see, and discuss the feedback live. Use polling features that display percentages to allow the audience a glimpse of how their fellow remote-audience members are responding.
4. In addition to the live video, pre-recorded videos, downloads, and information around your live content could be added to the webcast to give some background, highlighting the importance of the live event and creating excitement.
5. Small details, such as the name of the current or upcoming presenter and presenter biographies, add context for live viewers and anyone joining the webcast mid-event.
6. Easy sharing through social media can be enabled to spread event awareness and create buzz around your content, if it is a public event and not a confidential secure meeting.
7. When possible, incorporate Q&As that include both live and remote audience questions.
8. Post-event, execute an email campaign to reach anyone who was unable to attend in person or unable to watch live from their computer, and provide access to the archived webinar video on-demand. The campaign can help extend the reach of the in-person event to not only the in-person audience, but also the virtual audience through replays.
9. For boardroom Hybrid meetings, confidentiality and security are of the utmost importance. Choosing the right Hybrid meeting app is critical to ensure confidentiality of your sensitive and private company information.
10. Hybrid events can also incorporate weddings, anniversaries and business networking or social events where you wish to invite a large audience to join, digitally, at their remote locations.



For more information and reservation,
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