Spectrum | HN Hospitality Network

How Hybrid Conferences Benefit Convention Centers

Discover How IoT Technology Enables This Growing Opportunity for Event Venues.

What Are Hybrid Conferences?

Hybrid Conferences are events that include both in-person and virtual attendees via IoT Technology.

Key Statistics Convention Centers Need to Know About Hybrid Conferences

OF COMPANIES SURVEYED EXPECTED TO INCREASE BUDGET FOR ONLINE EVENTS IN 2025[1]

OF ORGANIZATIONS WITH +5k EMPLOYEES HAVE HYBRID EVENTS PLANNED[2]

Benefits of Hybrid Conference Events for Convention Centers

Broaden Worldwide Reach

Hybrid events overcome geographic limitations, making networking, speakers, and presentations accessible worldwide.

Expand Engagement

Modern IoT technology allows hybrid conferences to access real-time event updates to connect in-person and online attendees

Increase Event Anticipation

Online pre-event registration allows attendees to interact with pre-event rollouts like online signups and event promotions.

Easy Attendee Follow-Up

Event organizers can instantly share survey CTAs with virtual attendees through hybrid conference platforms to gather post-event feedback.

Hybrid Conference Best Practices for Convention Centers

1. Use a Dedicated Hybrid Conference Platform

Ensure event access for all attendees, both in-person and online, with a conferencing platform that includes online event registration, personalized agendas, and engagement features.

2. Ensure High-Quality Webcasting Integration

Provide appropriate, high-quality video & audio equipment integration for webcasting speakers, videos, and presentations.

3. Provide Reliable, High-Speed Connectivity

Hybrid events need strong internet access to ensure access to internet-enabled activities for in-person attendees and to ensure an uninterrupted experience for virtual attendees.

Get Your Convention Center Ready for Hybrid Conferences with Spectrum Hospitality Network

When you partner with Spectrum Hospitality Network, your convention center gets access to world-class high-speed internet connectivity and dependable guest WiFi solutions that are essential for hosting successful hybrid conferences.

Our experienced team will collaborate with your convention center to design an optimal installation plan, maximize coverage, and eliminate dead spots throughout your property.

Learn More @
https://spectrumhn.com/convention-centers/

Citations

[1] https://www.eventmarketer.com/article/data-on-b-to-b-events-industry-2025/

[2] https://www.markletic.com/blog/hybrid-event-statistics/