

Belfast

GOING

HYBRID

Make Belfast your stage
for meetings and events

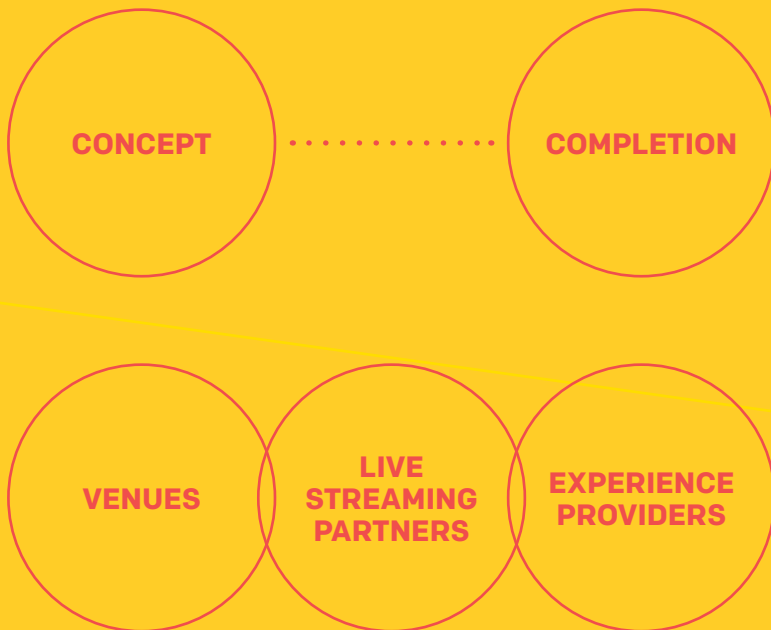


We've got this

It's fair to say that things have changed...

Do your events need to evolve?

We can help.



Running a hybrid event can be a daunting task, especially when you are planning remotely. That's why it's all hands on deck at Visit Belfast, **we're here to help you through every stage of the process** from concept to completion.

We've been working with our venues, live streaming partners and experience providers to **create innovative hybrid event options to suit any event and every idea.**

Whether in person or online - your attendees are going to love the Belfast experience.

How we can help

Navigating hybrid

We have partnered with live streaming experts

Switch New Media, venues and in-house production teams to bring together the expertise you need for the world of Hybrid events. They can do as much or little as you need and work as part of your extended team and alongside your existing suppliers.

Whether you're just looking to bring your speakers together and have your audience online - through to taking over multiple venues and linking global locations, **we can make sure it all comes together seamlessly live from Belfast.** We'll connect you with the experts for the job and work with you at every stage of the planning process.

Check out some case studies of how it all works.



Developing content

From international business leaders and globally renowned researchers to our thriving start-up scene we're connected to a network of keynote speakers, panellists, sponsors and presenters for your event. We can also connect you with our economic development agency, universities, health trusts, local and regional government officials relevant to your event.

Working across every sector imaginable, we can connect you with experts who can suggest ideas, engage regional attendees, partners and sponsors and offer local advice that represents your audience and sector's needs.

Find out more about Visit Belfast's ambassadors.



How we can help

Financial support

If you're making Belfast your stage for a physical or Hybrid event, you can apply for financial support through the **Belfast and Northern Ireland conference support scheme** which is funded by Belfast City Council and Tourism Northern Ireland.

Many of our venues will offer rates on a sliding scale if you aren't sure how many delegates will be attending in person and there are multi-year options available. Visit Belfast can advise you on eligibility criteria and levels of support available depending on the scale of your event.



Belfast
City Council



tourism
northernireland

Marketing your event

Marketing assets, templates and experience – we have them and we're happy to share.

Helping you generate visitor traffic, boost brand awareness and increase engagement before, during and after your event.

Our partners Switch New Media are highly experienced at helping you to grow your audience virtually and the Visit Belfast team are always on hand to help prepare unique content specific to your attendees.

Creating new sources of income

Engage your sponsors and bring them on board with options far beyond 'your logo on the website'. With our **flexible and supportive services**, you can build a list of options:



- Make a sponsor your key streaming partner and simultaneous stream to their social media accounts as well as your own
- Create pre-recorded content with them or offer engaging debate
- Offer polling options so they can be involved in the conversation and get invaluable feedback and input from your attendees.

For your attendees, access to content reliably and on demand plus the guarantee that they will feel a part of the conversation is key to driving paid online attendance. Break out rooms, digital poster presentations, exclusive online content, networking apps and inclusion in social activities are just some ideas we've been working on.

How we can help

Sourcing talent

From world-renowned keynotes to local broadcasters and entertainers who are pros at going live, we can source local talent to support your Hybrid event and **bring new energy to your content.**

Globally renowned keynote speakers like David Meade, Graham Little, Maxine Mawhinney and Holly Hamilton love to welcome meetings to the city and can provide a seamless connection between your online and in-person attendees as your host or MC. Bringing live experience with them, you can be confident that your online attendees will be in good hands with local presenters and broadcasters.



David Meade



Maxine Mawhinney



Holly Hamilton



Graham Little



Sarah Travers

Belfast Experiences... Online

Bring more than just the conference to your virtual attendees



There's more to a meeting than what happens inside the venue, networking and the social programme is often what people talk about afterwards (sorry keynote speakers!) but how do you make your online attendees feel like a part of the event experience?

We can help you to make exclusive content just for your online audience, commentary and interviews with your faculty, pre-recorded welcome videos and show-rounds of the city, interactive tours with a local guide or Belfast at home experiences for fun.

One of the best things about attending an event in Belfast is the entertainment and nightlife, or as we like to say 'the craic'. If you're bringing your event to the city, **we can help you bring the city to your attendees too**, wherever in the world they are!

Many of our local performers and entertainers can tailor their networking experiences for your online audience alongside your in-person attendees.



A few tried and tested ideas...



Irish Dance Lessons

Join in from home or sit back and watch your colleagues try.



Cook Along

With an award winning chef, who says you need to miss out on the gala dinner?



Musical Performance

Just remember to mute yourself if you don't want to make it karaoke.



Cocktail Making

Remember our measures are bigger in Northern Ireland!



VIP Welcome

A special welcome from our Lord Mayor, local dignitaries or Visit Belfast.


city tours
whiskey tasting
yoga
storytelling
quizzes
treasure hunts
we can offer all sorts!

Find out more about our entertainment and experiences for hybrid meetings.

How does it work?

Running a hybrid event shouldn't feel like twice the work or managing two separate meetings.

The Visit Belfast team and our partners will work with you to ensure your online content and in-person experiences to feel seamlessly connected.



Let's work through your event brief together and check that Belfast is a good fit (spoiler, it probably is!). One of the team will make a few suggestions for venues and ideas based on your requirements and if it seems like we're on the right track, we'll go to step two.

We'll reach out to some of our partners to gather proposals and quotes for you. As well as venues and accommodation for your in-person attendees, we'll be looping in some expert suppliers and production managers for the hybrid piece too.

We'll help you shortlist locations and options for your online and in-person attendees at the same time. It's good to consider them side-by-side and weigh up in-house vs external suppliers. **Remember, Visit Belfast are impartial and we don't work on commission so we'll always be direct and help you find the best solution for your needs.**

We'll set up some meetings with hybrid tech suppliers or the in-house teams at the venues you have shortlisted. We can stick with you during the meetings and demos or be hands-off if you prefer.

Site visits, whether online or in person, you'll need to see the place before you can be sure. Our team are able to fit with whatever works for you, a live video show round, a zoom meeting with us and the venues or a quick trip over for a looksee, we'll make the arrangements, host your team and include your shortlisted tech partners too.

Once you're all set with a venue and the suppliers that work for you, we'll work with you to set up a schedule of planning, check-in and review meetings with Visit Belfast and our partners so that we are with you every step of the way.

Meet your new team

When you run a hybrid event in Belfast, your team grows by hundreds. Here's just an example of the sort of people you can rely on.

The co-ordinators

That's us! We've led morning jogs for attendees and logged in at midnight to present to committees in Japan, whatever you need to make hybrid a success, we're there.



The Hybrid experts

You can work with expert in-house production teams or partner with Switch New Media, experts in live streaming and Hybrid events. Their team has live streamed over 300 conferences and events for some of the biggest brands in the world and they know what it takes to take your event brief, and turn it into TV.

When you partner with Switch New Media for an event in Belfast, you get a dedicated project manager and a crew of highly experienced technicians who bring unrivalled expertise in Hybrid. They work with you throughout the entire project, using live and pre-recorded content, in the lead up to and during your event.

- Creating unique content and teasers to include in your marketing.
- Adding to your social media strategy, starting the engagement early.
- Advising on paid attendance options and upselling for your sponsors.
- Prepping highlights reels with a quick turnaround.
- Producing fun bonus content for your online audience .
- Helping you to engage the online audience and bring them together with those who are in the room.





The presenters

Pick a presenter from all our local broadcasters or collaborate with a celebrity guest! The best way to give a warm welcome is with a Northern Ireland Irish accent after all.

The keynote speakers

Our ambassadors come from all walks of life and cover every sector from architecture to zoology. We have proud local talent that can be called upon to add to your amazing content.



The entertainers

Bring on the dancers, magicians, storytellers and singers! Belfast is brimming with talent that can be enjoyed live or online. We've been working with many of our networking providers to translate their offering to a digital version so your networking events can be hybrid too.



Team Belfast

When you bring an event to Belfast, the city gets behind it. Your in-person attendees will get a warm welcome during their visit and our partners (including the mayor!) are always happy to record or stream to the world!

We all want to show off the city and make sure anyone who couldn't make this event won't miss the chance again!

The Venues

The venues

Belfast has over 80 venues within the city, many with their own in-house teams capable of hosting hybrid meetings at the flick of a switch.

We've got state of the art studios, digital-ready hotels and even a totally techy church. You can run a hybrid meeting from anywhere in Belfast as we are a super-connected city with wifi in most public spaces and we're compact enough that you can use multiple venues for one event, **why not take over the whole city?**

Hybrid venue spotlight

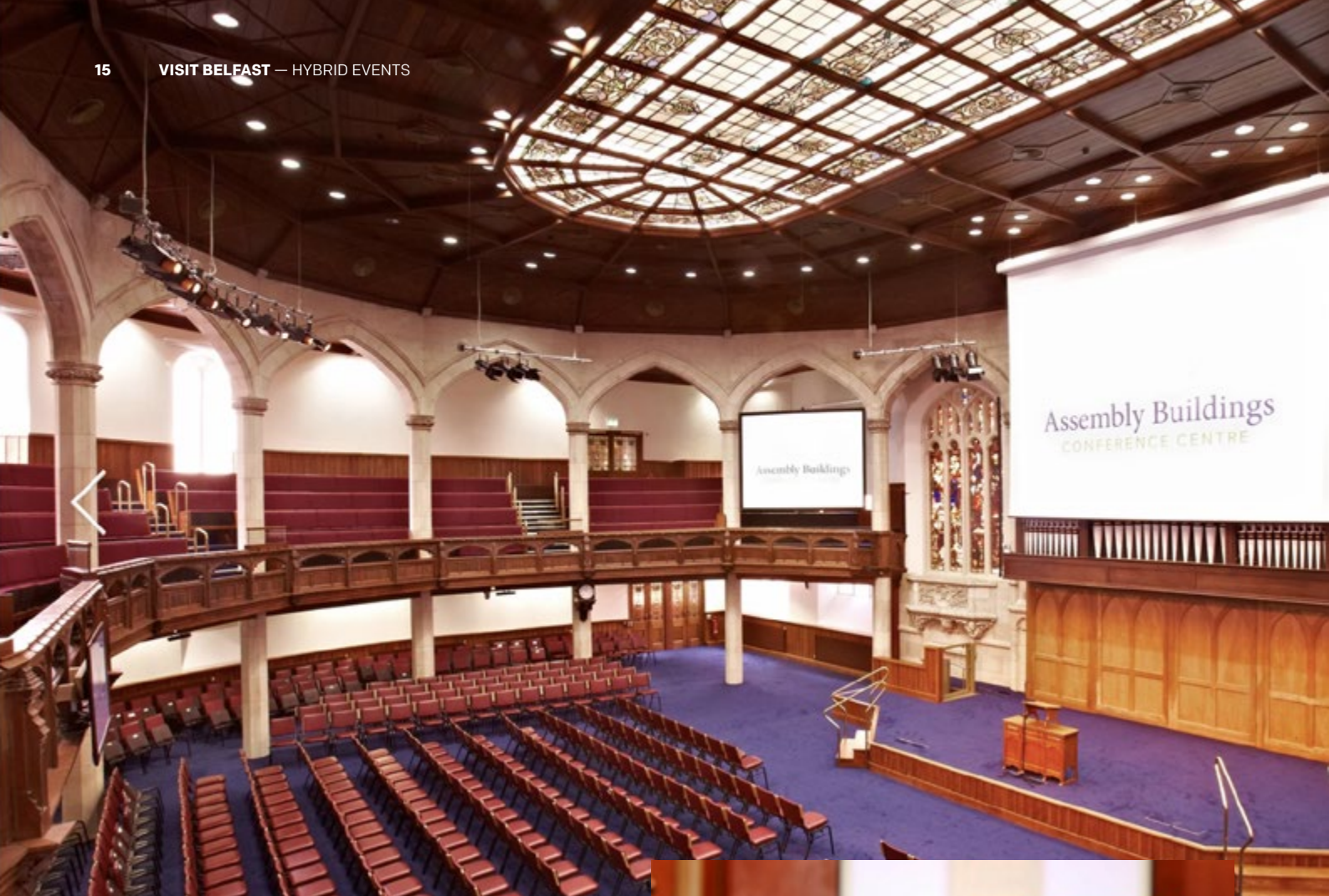


ICC Belfast

ICC Belfast's new hybrid studio is simply outstanding.

Built specifically for hybrid meetings, the in-house team can host multiple speakers in-house and online, manage Q&A's, engage the audience with polls and even break everyone out into groups. Using a mix of apps and streaming, it is modern and slick, giving both audiences a fantastic experience and the whole thing can be branded!





Assembly Buildings

This incredible building was built in 1905 but their tech has always been decades ahead.

Relied upon for years by the Presbyterian Church to broadcast their annual assembly, they have always been state-of-the-art and hybrid ready.

By continually investing in new facilities and hiring a world-class technical team, the Assembly Buildings boasts one of the best AV set ups in the UK. You can stream from five break out rooms simultaneously using in-house technology and with first-class conferencing facilities, you can be sure the view for every attendee is crystal clear.



