

## Hybrid events at ICE Kraków

2020-08-28

**The reality of the meetings industry changed overnight. The last months have been a real test of time. The entire industry and the actions of individual entities fighting to maintain the market are proof of solidarity and cooperation above competition.**

**The ICE Krakow Congress Center jointly with technology partner CMA are creating a virtual studio in the heart of the city, as a response to the needs of the meetings industry in the coronavirus era . From now on, the organization of hybrid events in the facility in Krakow will be possible!**

Already in June, the ICE Krakow Congress Center presented a new offer dedicated to event organizers, so that the industry could use an alternative model of creating an event space for its audience - of course, with the established safety rules. The real world has moved to some extent to the Internet space in order to still seek interest in congresses, business meetings or cultural events during the pandemic. Together with technology company CMA, they propose the perfect solution in the new reality.

Hybrid events are a combination of the offline and online world and the possibility of reaching a much larger number of recipients than before - creating an educational and entertaining Internet space. The virtual studio created on the stage of a Hall is the perfect place combining prestige, elegance, professionalism and great technical possibilities to stream any type of event.

So far, eight of them have been held in the CMA virtual studio. One of the first projects was the broadcast of **MP Power Night - the final of the MP Power Awards® 2019** during which the winners were announced - industry personalities, awarded projects, event facilities and products of the year. The gala was held online in five studios in Krakow and Warsaw and several community rooms. Coordination between all points was certainly the biggest challenge for the implementation team. During the event, the team made several dozen connections between the studios and almost 50 connections with the winners who awaited the announcement of the results in "zoom" rooms. The statistics show more than **2,000 viewers live** for 3 hours of implementation.

Two editions of **Krakow Network Together** that took place in the new reality in a virtual studio were another project. The aim of the KRAKOW NETWORK initiative is to create a strong business group from various sectors of the tourism industry, whose activities will increase the number of business events organized in the capital of the Malopolska Region. A comprehensive hybrid service was carried out along with the preparation of animation for the transmission on the Facebook profile. Both open online conferences reached a total of more than **55,000 people** interested in the situation of the meetings industry and the theme of event security in the near future. The series is organized by the Krakow Festival Office - the operator of ICE Krakow.

More and more business and science event organizers decide to transfer their flagship products to the Internet. In June, the **LNE Congress and Trade Fair** arrived at the virtual studio, which is one of the most important meetings for professionals from the cosmetology and cosmetics



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industry, combining a wide educational offer on the market with an impressive exhibition and fair space. The events held twice a year - in the spring and autumn seasons - have been presenting the standards and trends in the cosmetics industry in Poland for years. This time it was ONLINE! The CMA team was responsible for broadcasting dozens of lectures and discussion panels, as well as creating an **EXPO zone** for 30 exhibitors, along with the provision of a comprehensive platform for online events. Video material from the event was available for 14 days after the event as an additional service. More than **1,500 people** participated in the congress.

Medical conferences for doctors prepared by experts in the field of cardiology, nephrology, diabetology and hypertensiology, are organized in 8 Polish cities, including in Krakow, and all are available in online broadcasts thanks to the eventonline.pl platform. The **Cardioneurodiabetology conference** was one of such event, and the idea for it arose over a decade ago. The last jubilee edition took place in June under the roof of ICE Krakow in a virtual studio. During 12 thematic sessions, 18 speakers were present, and the participants additionally received access to the exhibition space with 13 entities presenting themselves in the EXPO zone.

The combined forces of experienced teams of ICE Krakow and Concept Music Art - CMA made every organizer feel that they received comprehensive service at logistic, visual and, above all, technological levels. For the purposes of broadcasting and project implementation, they provide full key visual as well as graphics and animation adapted to the event's brand. Their service also includes comprehensive support for the event (an online and stationary studio), delivery and configuration of a dedicated platform or implementation of the vision (live streaming). Each such production additionally requires remote connections, recording speakers in the studio and final processing of video materials used during production.

Hybrid events are the future in the meetings industry, thanks to which everyone, regardless of their where they are at a given time, will be able to remotely participate in a conference, congress or performance of interest. The capital of the Malopolska Region is ready to welcome events looking for a place to show up in the Internet space. An alternative has been found that has restarted the meetings industry, which has been languid in recent months. Organizing events combining the offline and online world in the very center of Krakow will be possible as of September!

***And on September 2, at 2 p.m., the VADEMECUM OF HYBRID EVENTS will be broadcast, presenting the most important aspects of their implementation. To participate, please register here:***

<https://vademecum.wydarzeniaonline.pl/rejestracja/>