



Your Hybrid Conference:

How to add destination content to your hybrid event

Hybrid events offer a fantastic solution for event organisers as the meetings industry evolves and takes on new challenges. Whilst all of your delegates may not have the opportunity to visit the city in person for your event, adding some Glasgow character to your virtual programme is a great way to keep your content engaging, support local businesses and encourage virtual attendees to visit us in the future! Use some content in the marketing for your event to help build interest, encourage registrations and revenue for your hybrid meeting.



Share your story

Give your delegates the background to what links the conference to the city of Glasgow. Highlight the individuals and organisations in Glasgow making the event happen. This is an excellent opportunity to put a spotlight on what's happening in your sector / industry within the city.

TIP: If you're an ambassador based in Glasgow, make a small video clip of one of your favourite places in the city to share with your delegates. It doesn't need to be high tech - People Make Glasgow!



Visualise Glasgow

For delegates attending virtually, images and videos of Glasgow can help give a sense of the city, brighten up holding slides / breaks in the programme and encourage participants to make a future visit.

Glasgow Convention Bureau can help with images of the city and video clips - let us know what you need.

TIP: Why not change your meeting background to an image of a Glasgow landmark?



Glasgow souvenirs

Virtual delegates may be missing out on exploring Glasgow's shops, but they can still order unique products from the city online, such as Charles Rennie Mackintosh souvenirs, gift boxes with Scottish products, tartan scarves or a personalised bottle of whisky.

Help to support local businesses by giving your delegates access to unique Glasgow products via our Marketplace.

TIP: Consider giving your speaker gifts a flavour of Glasgow!



Experience Glasgow

The networking and social programme elements of a conference are often some of the most memorable parts of the event for your delegates.

Consider a virtual social programme for those who can't join face to face with a virtual whisky tasting or 360-degree tour of a visitor attraction.

Plan some activities outside of sessions, such as cooking a Glasgow recipe, or making a cocktail or mocktail.

Encourage delegates to share videos or pictures of their creations!

TIP: Consider a Scottish entertainment company to create a virtual gig or Scottish experience for your delegates.



Health and Wellbeing

Health and wellbeing is a great aspect to consider, even for virtual conferences.

Why not organise a virtual walking challenge during the conference week, such as walking the West Highland Way as a team?

Encourage delegates to share their photos using the conference hashtag.

TIP: Suggest some relaxing activities for between sessions, such as colouring in a Glasgow landmark. Browse our hybrid toolkit for resources.

For further information on Glasgow content, suppliers and experiences, please get in touch with our team.
www.glasgowconventionbureau.com

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