

## Hybrid Events – An Instruction Guide

“Hybrid Events” are an event format of the Hybrid Plattform in which the speakers – in contrast to “Hybrid Talks” – are not just selected from university staff. Instead external, for the most part well known guests are invited. In this way speakers can take the stage who already have a national or international reputation for their work on the boundaries of different disciplines. The basic idea is, however, the same: artists and researchers enter into dialogue with one another. In the past this has given rise to two further Hybrid Plattform event series – “Hybrid Encounters”, in collaboration with the Schering Stiftung, and “Hybrid Futures”, in collaboration with the Futurium.

### Objective:

At “Hybrid Events” insights should be revealed to a broad audience as to how art and science can enter into dialogue and produce fascinating results. In order to achieve this goal it often makes sense to find cooperation partners that have access to distinct audiences. Of course well known names always attract a crowd: prominent figures from the realms of art, culture and science get people’s attention!

### Subjects:

The subjects of “Hybrid Events” are only roughly defined at the beginning of the planning process and are based on the speakers’ areas of concentration. It all begins with a search for fascinating personalities that people will enjoy seeing on stage. In a second phase the partners agree on the theme(s) to be discussed. Be careful: the speakers should have at least one common interface!

### Preparation:

Even if “Hybrid Events” look like an ordinary panel discussion, until now every edition of “Hybrid Events” or “Hybrid Futures” has been extraordinary. The more hybrid the themes are, the more innovative the format. In some cases the invited guests are mutually interested in joining each other on stage, as they have already collaborated together or admire one another or are just curious to converse with each other.

# Hybrid Format

## Hybrid Making



In other cases the first invited guest expresses the desire to sit on stage with someone from a specific discipline or with a particular research focus. The approaches can be diverse, however a mutual interest in exchange is essential. In order to ensure a smooth flow and entertaining event, we recommend that a professional moderator be hired and that questions be collaboratively formulated prior to the event.

One variant in order to steer the exchange somewhat has been used for "Hybrid Futures". Instead of initiating the dialogue with a rough catalogue of questions (as is the case for "Hybrid Talks", the format "Hybrid Futures" is (more or less) strictly choreographed according to different thematic focuses. In this way a look back at the guests' work and field of expertise is offered and exchange is generated regarding the present effects of the dissolution of the established boundaries between disciplines and what is to be expected in the future.

These events are, thanks to the speakers, for the most part well attended. We nevertheless make an effort to lend them a more informal character, so as to encourage conversations outside the framework of the official Q&A. Ideally everyone can be invited to enjoy a drink and continue the discussions after the event itself.

Good organizational preparation is essential for all events, but when it comes to co-operations this is even more important. Reaching a consensus or getting approval, etc. often takes longer and this should be planned for accordingly. It is often important to clarify which institutions are responsible for the contracts with the speakers, how the usage rights to the recorded materials (audio and video) will be handled and when the event will be made public. A common social media strategy and other details should also be discussed.

## Participants:

The cooperation partners should ensure that each is responsible for different communication channels so as to avoid repetition. It is also important to utilize the opportunity to reach other institutions' followers and in this way to attract new visitors to future events as well. For the evening itself, an inviting setting is important so that the audience is comfortable and motivated to stay and converse with one another.

The Hybrid Plattform is a project platform of the Berlin University of the Arts and the Technische Universität Berlin in the heart of the Campus Charlottenburg, Berlin. The platform serves the cross-disciplinary exchange of art, science and technology.