



## Conference Options

**In Person event** is any event that brings people together to a physical location.

[What is an 'in person' meeting?](#)

**Hybrid Event** is any event that combines a “live” in person event at a physical location with a “virtual” component for remote attendees.

[What is a hybrid event?](#)

**A Virtual Event** is any event that brings people together at the same time digitally.

[What is a virtual event?](#)

## Conference Options Pros/Cons

**In Person Event -**  
[Pros and cons of in person events](#)

**Hybrid Event -**  
[Hybrid-Meetings: The Pros and Cons](#)

**Virtual Event –**  
[Pros and cons of virtual events](#)

## Marketing the 'Unknown'

### 2021 & Beyond – Transforming DKG Events

Planning events, like conferences and conventions, is quite complicated. While many aspects of the process can only be explained with more words than allowed in this space, DKG International leaders provide as many details as possible in as many ways as possible to increase member understanding of the “how,” “when,” and “why” of decisions surrounding conference and convention planning.

**Due to the uncertain nature of in-person events in a pandemic world, the 2021 conferences in July are being planned as in-person events with a virtual layer – or what is called a “hybrid” event.** Such an event provides members with the option to attend in-person, if possible or preferable, or to attend virtually, if necessary or preferred. Because registration fees for DKG events cover the cost of providing a venue, speakers, and any audio-visual (AV) necessary for production, both layers will require registration and payment of a fee. For an in-person event, the venue is the hotel and AV is relatively uncomplicated. For the virtual layer, the “venue” includes the platform and equipment needed to stream the event – a much more complicated and costly technology than the usual AV. Both layers will share the same keynote speakers. While expenses were absorbed by the Society in 2020, broadening future events will require registration fees.

**Of course, it is possible that international leadership may determine at its May meeting that it is in the best interests of members to cancel the in-person layer and move to a completely virtual event.** If so, any person who has registered for the in-person event may transfer registration to the virtual event and receive a refund for any ticketed events purchased with registration. Virtual registrants will automatically be registered for the new virtual event. It is advisable to delay making flight arrangements until plans are certain or to arrange for no risk cancellations or flight changes.

**So, member feedback is critical! How will your voice be heard?** Feel free to reserve a hotel room if you plan to attend in person. Register, at no risk, to attend the conferences either in-person or virtually. Registration numbers will not only indicate interest but also allow us to commit to a platform because without registrations for the virtual layer, we cannot move forward with planning. Respond to surveys at every opportunity. You and your thoughts are critical to a successful 2021 and will shape the look and feel of DKG events in the future!