

# Customer journeys of In-person and Virtual attendees



## Connecting the two journeys

Two versions of a customer journey are described here as two separate paths: the In-person attendee journey and the Virtual attendee journey. Both journeys are supposed to flow independently, but there are several points where they meet: Mobile app, interactive quizz and chat, virtual sponsor booths...

All the steps on both journeys with text and icon in white are shared between audiences. What actually brings both audiences to share the same space is the event application or event platform. The hosts and the facilitators play a significant role in connecting the audiences to the relevant content and to each others. Connection is the key to create a meaningful and memorable hybrid event experience.

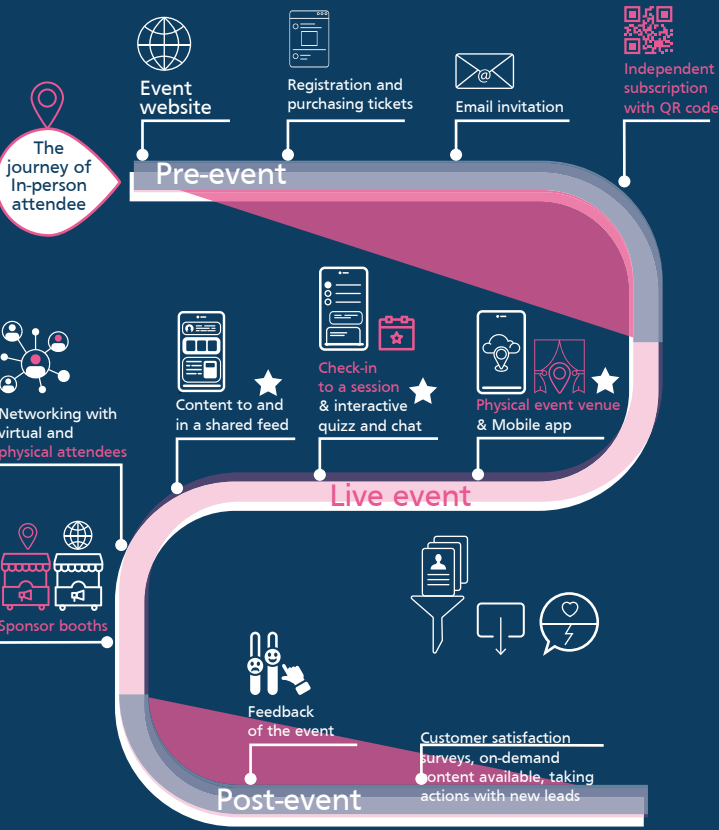
Pink text and icon = for in-person attendees only

Blue text and icon = for virtual attendees only

White text and icon = shared journey (interfaces + activities)

★ = two audiences connected

## IN-PERSON ATTENDEE



## VIRTUAL ATTENDEE

