

Kick-off event taking place on April 26, 2021

For some time now there has been a great deal of interest in "hybrid" events. This refers to a live event that also has virtual components and enhancements. This format is winning in significance for business events of the future especially thanks to current digital innovations. The Proske agency will present its goals and visions for an efficient and state-of-the-art implementation of hybrid events at its kick-off event "Hybrid Showcase. Lead the New Normal" on April 26, 2021 in Munich.

Starting at 4 p.m., the showcase moderated by Mounia Berrada-Gouzi will focus on the potential of hybrid events. The presentation will feature short keynote speeches by international speakers - rounded off by a panel discussion with representatives of renowned institutions. Genre-specific, the kick-off on the topic of hybrid events "made by Proske" will feature participants in the studio in Munich as well as in front of the screens.

Hybrid events combine the best of two worlds: The reach and flexibility of the online world with the emotion and interaction of "real" events. Proske's approach is based on several building blocks. These include multiple hub set-ups, hybrid content formats, virtual expert rounds and on-demand content. With their expertise, the agency team aims to answer questions on the topics of content planning, hybrid participation and gamification, and last but not least, to address the organization of hub management, live stream, hybrid communication platforms and hybrid welcome counters.

Proske uses the features of the magnid event platform - a further development of its Virtual Venue application - for the implementation. magnid integrates the possibilities of AI and Big Data into the planning, implementation and post-processing of event formats. Options for tracking, live voting and visitor analyses as well as live chats, hybrid speed dating or matchmaking are also offered by the magnid platform.

The "Hybrid Showcase. Lead the New Normal" kick-off event begins at 4 pm on April 26, 2021. Further information and the option to register are available on the website under [www.proske-hybrid.com](http://www.proske-hybrid.com)

### **Proske GmbH**

Proske GmbH has been offering customized solutions in 360° service for marketing and event management since 1986. Their expertise includes the development and implementation of Strategic Meeting Management Programs (SMMPs) - individually tailored to the specific requirements of each company as well as the execution of digital and non-digital events nationally and internationally on six continents.

The company's newest business segment is the Virtual Venue platform. With this virtual venue, customers can realize meetings and events of any size and style in real time. Proske GmbH delivers tailor-made solutions for web-based events with the relevant digital and interactive features and comprehensive logistics.

The family-owned event management and marketing agency is active in more than 70 countries on six continents and has about 80 employees worldwide, who speak 16 different languages. The central office of Proske GmbH is located in Rosenheim and the company has additional offices in Munich and New York.

## **Proske Introduces Options for Hybrid Events**

Freitag, den 09. April 2021 um 09:03 Uhr

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