



## **The evolving future of hybrid events**

Lynsey Aspinall, Manchester Central

<https://www.linkedin.com/in/lynsey-aspinall/>

Over the last two years the events industry has changed radically. With virtual and hybrid events becoming the norm, organisers and suppliers have been forced to adapt to change. Manchester Central, one of the UK's largest Conference Centres, have spent recent months delving into these emerging trends, conducting research with organisers, measuring the success of their Autumn hybrid events, and working together with stakeholders to offer delegates and visitors what they want, and now demand. The Association team at the venue would like to share their learnings and offer insights into a venue perspective, discussing the challenges and opportunities for all event stakeholders. From reaching new markets, developing different content, using new technologies, re-working budgets and commercial opportunities, and meeting wider business objectives. Attendees will have the opportunity to ask questions and bring their own learnings to the discussion, streaming in virtually to the venues brand new broadcast quality production studio, located within the conference centres Cobden suite.