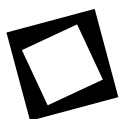


HELLO HYBRID

A TOOLKIT FOR MAKERS IN THE
CULTURAL SECTOR



**HUMBOLDT
FORUM**

A PROJECT OF
STIFTUNG HUMBOLDT FORUM
AS PART OF MUSEUM4PUNKTO

COLOPHON

This toolkit was produced by the museum4punkt0 network's sub-project "RealDigital – Hybrid Cultural Events".

PROJECT PARTICIPANTS

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PHOTO CREDITS

Cover © SMB, Ethnologisches Museum/SHF, Stefanie Loos – Project participants: for this live transmission, students and professors spoke about Lara Rocho's ceramics, which are impregnated with materials like noni soap (left to right: Costanza Parigi, Lara Rocho, Meitaka Kendall-Lekka, Hannes Brunner, Rhett Lekka ["der Junge"], and Susanne Weber-Lehrfeld); **page 6 / Contexts** © SHF; **page 6 / Contexts** Prasanna Oommen and Michael Dieminger, discourse series "99 Questions", live stream via YouTube. Screenshot © SHF; **page 6 / Contexts** © SHF; **page 6 / Context** © SMB, Ethnologisches Museum / SHF, Stefanie Loos – Project participants: Costanza Parigi filming for the live transmission to Majuro, Prof. Meitaka Kendall-Lekka and Prof. Hannes Brunner discussing the project by Katya Elizarova; **page 7 / Understanding the Term** © SHF; **page 7 / Understanding the Term** © SHF; **page 7 / Understanding the Term** live stream from Stiftung Humboldt Forum's event series "99 Questions": "Following the Trail: Provenance Research and Object Biographies", 13 May 2021. Podium: Alexis T. von Poser, Jim Chuchu, Dr Njoki Ngumi, Miranda Lowe, Prasanna Oommen © SHF; **page 7 / Understanding the Term** © SHF; **page 14 / Building Bridges** © SMB, Ethnologisches Museum/SHF, Stefanie Loos – Project participants: live broadcast to the College of the Marshall Islands from the Humboldt Forum Berlin's "Ocean & People" hall, Meitaka Kendall-Lekka and Dr Dorothea Deterts; **page 14 / Building Bridges** © SMB, Ethnologisches Museum / SHF, Stefanie Loos – Project participant: Meitaka Kendall-Lekka; **page 16 / Hello & Welcome**, Prasanna Oommen and Michael Dieminger in conversation with Jim Chuchu with audience participation, discourse series "99 Questions", live stream via YouTube. Screenshot: © SHF; **page 16 / Streaming: Workshop** Silke Krohn and Christiane Lindner, museum4punkt0 conference in the Humboldt Forum 2021, © SHF; **page 22 / Streaming: Podium** Melinda Crane & Geraldine de Bastion, discourse series "Counterquestions", live stream via YouTube. Screenshot: © SHF; **page 22 / Streaming: Podium** discourse series "Counterquestions", live stream via YouTube. Set-up: © SHF; **page 22 / Streaming: Podium** Melinda Crane, Charlotte Van den Broeck, Hilde Léon, discourse series "Counterquestions", live stream via YouTube. Screenshot: © SHF; **page 24 / Streaming: Mobile** hybrid tour with Dr Alfred Hagemann in the Humboldt Forum © SHF; **page 26 / One-on-One Experience** © SHF; **page 31 / Afterword** © SHF; **page 31 / Afterword** © SMB, Ethnologisches Museum / SHF, Stefanie Loos

WHO? *HOW?* WHAT?

WHO?

This toolkit can be used by museum professionals, creatives, cultural educators, decision-makers, implementers, and everyone working with hybrid cultural events.

HOW?

An expanding toolkit. All of the tools can be used individually or in combination with one another. Practical tips and best practices inspire users to realize new hybrid formats. The toolkit is a growing collection of tools that can be emulated and act as a source of inspiration.

WHAT?

Our goal is to enhance dialogue with event audiences. For the Humboldt Forum, this is particularly important when focusing on international exchange. The tools presented here were tested, evaluated, or developed together with the network's experts by the Stiftung Humboldt Forum's museum4punkt0 project. The toolkit introduces hybrid event formats and suggests concrete tools that can be used to design and realize users' own events.

CO- *CREATION*

DESIGNING TOGETHER

The theoretical knowledge and practical tools offered by the toolkit make hybrid formats accessible. The focus is on optimizing opportunities for digital participation in cultural events. Our aim is to design, realize, evaluate, and adapt hybrid event formats, and we will discuss our findings in the museum4punkt0 network.

HOW CAN I PARTICIPATE?

VISIT US

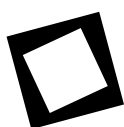
The joint project's events encourage discussion and testing. You will find the events calendar here:



museum4punkt0.de/veranstaltungen

EXPAND THE COLLECTION:

On the last page of this toolkit you will find blank cards which you can fill in with your own tools.



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im Kulturbetrieb

ARGUMENTS *HYBRID...*

...CAN DO:

CREATE CLOSENESS

OFFER THE EXPERIENCE OF A REAL SHARE IN THE PROJECT

ENABLE PARTICIPATION

SHAPE INTERACTION

DEVELOP NEW FORMS OF KNOWLEDGE

GENERATE OUTREACH

GET THROUGH TO NEW AUDIENCES

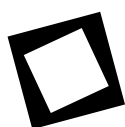
OVERCOME LINGUISTIC OBSTACLES AND NATIONAL BORDERS

CONNECT DIFFERENT WORLDS

CONSERVE RESOURCES

PROMOTE INTERNATIONAL DISCOURSE

ENCOURAGE SUSTAINABLE THINKING



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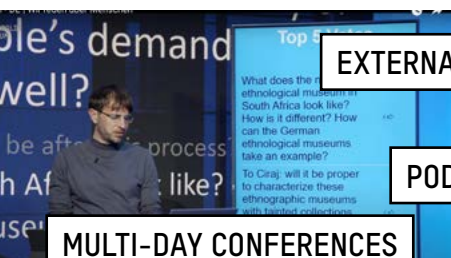
CONTEXT *EXAMPLES*

From artistic formats to working with the object, from discourse and science to education and learning – the applications for hybrid formats in the museum and cultural sectors are extremely diverse:

HYBRID CONCERTS



EXTERNAL PARTICIPATION IN EVENTS



PODIUM DISCUSSIONS

MULTI-DAY CONFERENCES

INTERACTIVE LECTURES

RESIDENCIES / SHARED CULTURAL ACTIVITIES

ARCHIVES THAT CAN BE EXPERIENCED IN REAL-WORLD MEETINGS



SEMINARS / WORKSHOPS

WORLD CAFÉS

EXIT GAMES

PERFORMANCES

360° DROP-INS

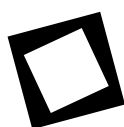
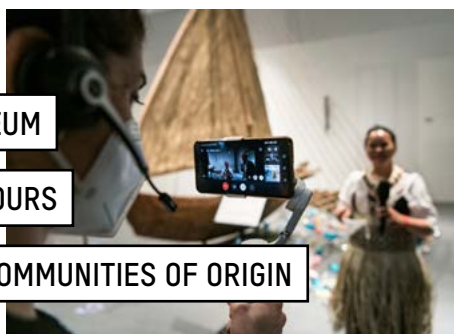
PREVIEWS / TEASER

CALL A SCIENTIST

WITH THE OBJECT IN THE MUSEUM

LIVE TOURS

MEETINGS AND EXCHANGES WITH COMMUNITIES OF ORIGIN



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UNDERSTAND *THE TERM*

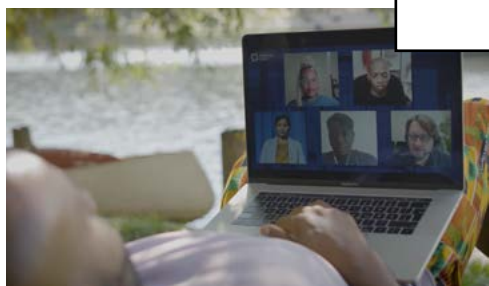
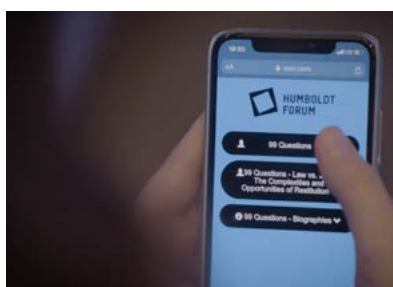


HYBRID CULTURAL EVENT – JUST WHAT IS IT?

Digital events are accessible to audiences and speakers via an online platform. Hybrid formats take this one step further.

A hybrid format is a combination of live experience in the present and a virtual event – with guests on location and at any other location of their choice. Every participant is more than simply a distant observer. Numerous interactive functions involve participants in the event, and they can have an active influence on what takes place. This intensifies the experience, allowing boundaries to be overcome and drawing audiences together.

FORMATS BROADCAST VIA LIVE STREAM ARE NOT AUTOMATICALLY HYBRID IN NATURE. THE POTENTIAL OF HYBRID EVENTS LIES IN THE INTERACTIONS BETWEEN THE DIFFERENT AUDIENCES THAT TAKE PART IN THEM.



IN PRACTICE *DOS & DON'TS*

WHAT YOU SHOULD DO ...

USER FOCUS

Think carefully about the experiences your audiences should have. What information do they need in advance (virtual lobby, material relevant to the topic, programme, etc.)? Digital visitors don't want to have to wait in a queue either.

TIME

Pay attention to possible time differences between venues. What time zones are your audiences located in? Is your equipment preset to different time zones?

SUPPORT

Offer a virtual help desk. This allows the event to go on uninterrupted while individual users can seek out assistance.

WHAT YOU SHOULD AVOID ...

OVERWHELMING THE AUDIENCE

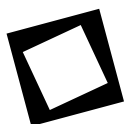
Attention spans are much shorter online than in real life. Plan short stand-alone sessions that allow online audiences to drop in and out.

GETTING STARTED WITHOUT RUNNING A TEST SESSION

Hybrid has to be learned. If the event is to run smoothly, speakers, experts, and the team will require an introduction to the tools and procedure.

JUST LIVE STREAMING

Simply streaming your event for a digital audience does not represent a hybrid format! What are the elements that enable interaction or encounters, thus making it a hybrid event?



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HYBRID – A MATCH?

TOOL#1

THE CHALLENGE



I'm not sure if a hybrid format works well with my goals. And I'm not really sure where I should begin.

BEST PRACTICE:

In the museum4punkt0 network, teams from various institutions work together in 23 sub-projects as well as in four tandem projects with additional partners focusing on cultural education in digital form. The diversity of projects, disciplines, and institutions gives rise to a wide spectrum of practical experiences and project results that interface with hybrid programming work. The portfolio can be used by anyone and is available at museum4punkt0.de.

It's well worth a look:

museum4punkt0.de/teilprojekte



:≡ GOOD TO KNOW

- Cultural events underwent a fundamental transformation during the Covid epidemic.
- The main focus is on interactive formats that promote exchange between speakers and audiences as well as among visitors.
- Target audiences decide how the event progresses, and new audiences are created.
- These formats require a stable internet connection.



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HYBRID – A MATCH?

TOOL#1

These questions can help you and your team decide for or against a hybrid event. You will also find references to the appropriate tools in this toolkit.

QUESTIONS

	YES	NO
• Is the event aimed at audiences both online and on-site?	<input type="radio"/>	<input type="radio"/>
• Are the participants to play an active role in the process?	<input type="radio"/>	<input type="radio"/>
• Does the event material allow for open exchange? (Does it include sensitive topics?)	<input type="radio"/>	<input type="radio"/>
• Are you prepared to surrender partial control over proceedings and actively involve your audiences?	<input type="radio"/>	<input type="radio"/>

THREE YESES?

In that case the planned event is a good match for hybrid realization!

- Check the equipment available in the building. See the following streaming models (**TOOL#6 „STREAMING WORKSHOP“** | **TOOL#7 „STREAMING PODIUM“** | **TOOL#8 „STREAMING MOBIL“**).
- Note the tips on moderating hybrid events (**TOOL#4 „HELLO & WELCOME“**).
- Anticipate your audiences' needs (**TOOL#2 „AUDIENCE JOURNEYS“**).
- What does your location look like? What are its special features? What "bridges" can you build between locations and groups of people? (**TOOL#3 „BUILDING BRIDGES“**)?
- Hybrid at any cost? What exactly is the event intended to achieve or test? (**TOOL#10 „EVALUATION: SO, HOW WAS IT?“**)?



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AUDIENCE JOURNEYS

THE CHALLENGE



I'm confronted with two audiences, each with its own starting situation: one at the venue and one participating digitally. This means I have to create two experiences. How can I plan the event with an eye to my two audiences?

BEST PRACTICE

Understand your audiences: we have developed a template for hybrid audience journeys (see the back of this card). The basic study focusing on the Gemäldegalerie's persona method and visitor journey mapping can be viewed here:



museum4punkt0.de/ergebnis/personas-der-gemaeldegalerie-methodik-von-persona-verfahren-und-visitor-journey-mapping



GOOD TO KNOW

Doing justice to the particularities of the physical and digital environments and getting the best of both worlds for the participants rely on the event professional's creativity. The visitor journey is conducted separately with two audiences – one on-site and one digitally. The two journeys are superimposed on one another. This enables organizers to develop a management plan.

PLEASE BEAR IN MIND THAT DIGITAL AUDIENCES ARE OFTEN NEGLECTED!



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PUBLIKA JOURNEY

TOOL#2



In the sub-project “RealDigital” we developed a template for the audience journeys which can help you in planning hybrid formats. The PDF template can be downloaded and used with a CC BY-ND 3.0 licence:

museum4punkt0.de/teilprojekt/realdigital-hybride-kultur-veranstaltungen



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BUILDING *BRIDGES*

TOOL#3

THE CHALLENGE



How can I create a sense of “we” and integrate immersive elements despite the distance inherent in the format? How can we use physical objects to build bridges between places and people in hybrid cultural events.

BEST PRACTICE

Jitdam Kapeel*

(See example on the back of this card.)

* LOOKING AT THE PAST
TO UNDERSTAND THE PRESENT
IN ORDER TO FACE THE FUTURE



Two simultaneous events focusing on the topic of “Seeking and Sharing Island Knowledge”. One was held in Majuro in a party tent in front of the College of the Marshall Islands, the other in Berlin in the Humboldt Forum.

Even before the events were held, connections were made between the professors at the college in Majuro and students of both countries.

:≡ GOOD TO KNOW

- At the two digitally linked venues the same chairs were set out, identical replicas were passed among audience members, and the receptions served the same drinks ... There are multiple options for removing physical boundaries. Curatorial sensitivity, creative connections, and well-designed set-ups are often the key to success for hybrid bridge-builders.
- What about a short brainstorming session on possible objects that relate to the event and can be sent to the participants in advance? Remember to ask for postal addresses!
- What physical elements are available on-site and for digital guests? Are there any items of furniture that can provide a visual connection?

CAUTION: WE WANT OUR WORK TO BE SUSTAINABLE, AND THE ELEMENTS WE CHOOSE SHOULD REFLECT THIS.



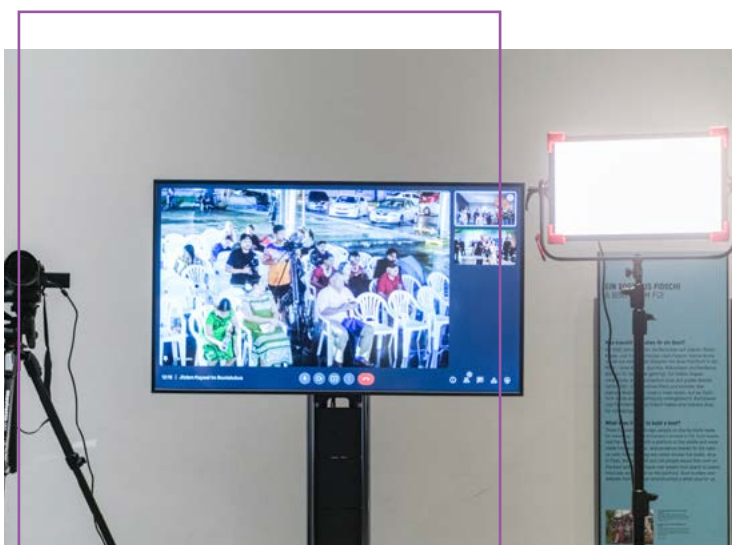
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BUILDING *BRIDGES*

TOOL#3



[humboldtforum.org/de/programm/termin/
diskurs/jitdam-kaepeel-40168/](https://humboldtforum.org/de/programm/termin/diskurs/jitdam-kaepeel-40168/)

In the Jitdam Kapeel* project we worked cooperatively and in a hybrid fashion on various artworks. These were created in connection with objects from the Marshall Islands which are shown in the exhibition *People and the Sea* at the Ethnologisches Museum Berlin and, by extension, in the Humboldt Forum. The exchange was continued in the hybrid event concept: the connection between a boat's previous and present locations could be experienced by visitors in Majuro as well as in Berlin. Links were forged using monitors and cameras (portable and static), thus creating a shared space of experience.

The event was a cooperative effort between the College of the Marshall Islands, the Weissensee School of Art and Design, the Ethnologisches Museum der Staatlichen Museen zu Berlin, and Stiftung Humboldt Forum im Berliner Schloss. The starting point was the exhibition *People and the Sea* and the objects displayed therein from the Marshall Islands.



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HELLO & WELCOME

TOOL#4

THE CHALLENGE



How do I moderate a hybrid format? What elements in particular do moderators need to pay attention to?

BEST PRACTICE



The tandem moderation format of “99 Questions” allows for a discursive and dialogue-based format in the Humboldt Forum that can offer a critical examination of museums’ colonial entanglements. The decisive factor is that not only are moderators present at the venue, they also consistently open up the space to their digital audience: addressing them directly, regularly inviting them to get involved and make full use of the different options for taking part.

humboldtforum.org/de/programm/event-reihe/diskurs/99-fragen-14188/



GOOD TO KNOW

- In addition to specialized expertise, an intense exploration of hybrid techniques can also help (see TOOL#5). The participation tools should be presented several times in order to minimize any inhibitions.
- Ideally, a hybrid event will include a co-moderator focusing on technology, the chat function, and content.
- Prepare a simple exercise or presentation as a backup in case technical problems or interruptions occur.
- Do not lose sight of your audience: What camera are you looking into to ensure eye contact with your digital guests?

WHO IS YOUR AUDIENCE AND WHAT IS THEIR EXPERIENCE? SEE ALSO TOOL #2 AUDIENCE JOURNEYS



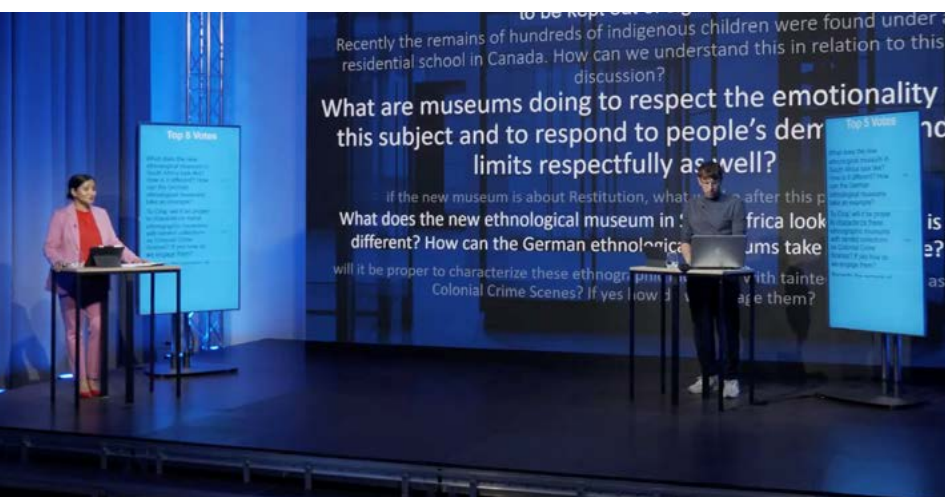
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HELLO & WELCOME

TOOL #4



A clear division of duties (content & process) allows the event to come off smoothly. The larger the event, the more you should think about the moderator team and the following possible roles: a discussion moderator, a manager to interface with the on-site audience, and a manager to interface with the digital audience.



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INVOLVING AUDIENCE

TOOL#5

THE CHALLENGE



I want to enable my analogue and digital audiences to participate during (and after) my event. What tools can help me achieve this?

BEST PRACTICE



Various tools for involving your audience can be found on this card. These include digital tools ranging from live streams to chat programs and even complex conference platforms that combine a variety of functions.

The tools were evaluated with an eye to the kind of application they were primarily intended for and differ greatly from one another – in terms of reusability and availability after the event, for example.

:≡ WISSEN#1

#1 WORD CLOUDS

SLIDO / MENTIMETER / VOXR ETC.

I would like to provide a quick overview of the themes that concern my audience.

Here the Wordcloud / Keyword Collection is a good fit. The audience can enter words, and the terms that are entered often and which garner a lot of likes appear larger than the others. Software tools like Slido, Mentimeter, and VoxR offer good solutions.

#2 CHAT IM LIVESTREAM

YOUTUBE / TWITCH / VIMEO / INSTAGRAM ETC.

I would like to receive feedback from my audience, for example, in the form of applause, reactions, comments, group discussions, or emoticons.

To receive feedback, you can insert a live chat column visible in the video or a standard chat on the side next to the video. Online video services such as YouTube, Twitch, and Vimeo offer these functions. You can also go live on Instagram and superimpose a chat over your video.



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PUBLIKA BETEILIGEN

TOOL#5

:≡ WISSEN#1

#3 AUDIENCE SURVEY AND VOTING

SLIDO / MENTIMETER / VOXR ETC.

I would like to enable the audience to ask preformulated questions and vote on these or even pose their own questions to listeners. The audience should be able to introduce questions from any location, and, if necessary, these should be translated automatically.

The Audience Survey and Voting functions of the digital interaction tools work well for this. Audience members see all of the questions posed by others and can vote on them using likes. The same is true for questions addressed to the audience. Software tools like VoxR, Slido, and Mentimeter offer good solutions.

#4 BLOGS / FORUMS

DISCORD / FACEBOOK GROUPS ETC.

I would like to give my audience members the opportunity to communicate with one another in chat-rooms or forums – before, during, and after my event.

We recommend the use of blogs or forums that are available for longer periods of time. Use Discord, social media channels such as Facebook, or the comment functions on websites and blogs, for example. Continuing discussions require ongoing moderation.

#5 CONFERENCE SOFTWARE

SCOOCs / HUBILO / AIRMEET ETC.

I'm looking for a platform for a hybrid conference that combines live stream, chat, and forums and uses my institution's design.

Conference platforms such as scoocs, hubilo, and airmeet are suitable for this purpose. They offer a variety of additional functions and can be modified using your own design. The set-up and licensing, however, are usually time-consuming and expensive. Remember to heed your country's data protection laws.

#6 VIRTUAL ROOMS

GATHERTOWN / MOZILLA HUBS / WONDER.ME

I would like to set up a digital meeting space for participants outside of chatrooms and videoconferences.

Build your own worlds or virtual rooms using tools like Gathertown or design break rooms with background images using Wonder.me. Remember to allow time to set up a virtual world before the event. Templates are often helpful here. Check ahead of time whether the tool is suitable for your event, as usually you have to acquire licences.

#7 MESSENGER APPS

WHATSAPP / TELEGRAM ETC.

I would like to provide my audience with additional information, comments, images, emoticons, and notes during and after my event.

Messenger services such as WhatsApp or Telegram offer good solutions. Check in advance which data protection rules you must adhere to. In this regard, Telegram is the safer choice.



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STREAMING WORKSHOP

TOOL #6

THE CHALLENGE



I'm planning an interactive workshop with up to 20 live attendees and any number of digital participants. I would like to use a resource-efficient format and am more interested in bringing the two audiences together and promoting interactive work than in professional camerawork.



BEST PRACTICES

We had the opportunity to implement a variety of hybrid workshop formats at the m4p0 network conference in the Humboldt Forum in November 2021.



GOOD TO KNOW

TIP 1: TANDEM MODERATION

THE HYBRID WORKSHOP IS CONDUCTED BY A PAIR OF MODERATORS.

Moderator A leads the workshop and uses the digital flipchart.

Moderator B monitors the integration of the digital participants by keeping an eye on the notebook, entering their contributions, and making sure that the equipment is running smoothly (sound and image quality, internet connection). He or she also organizes participants into smaller work groups where necessary.

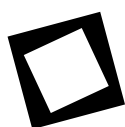
TIP 2: DIGITAL FLIPCHARTS & ONLINE WHITEBOARDS

INTERACTIVE WORK IN THE VENUE & ONLINE

Digital flipcharts enable the moderators to make outcomes visible to both on-site and digital participants. Several applications are up to this task, ranging from Etherpad, a text-based solution, to collaborative whiteboards (Miro or Mural, for example) for scribbles and digital sticky notes.

EQUIPMENT

- | | |
|--|---|
| <ul style="list-style-type: none">• Video projector & screen• Digital flipchart• Moderator screen• Modular microphone system or clip-on microphones | <ul style="list-style-type: none">• Autofocus camera• Videoconferencing and chat programs• Online collaborative tools (as needed) |
|--|---|




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Tool #6



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STREAMING *PODIUM*

TOOL#7

THE CHALLENGE



I would like to host a larger event in my institution in which we discuss a topic with both on-site and digital guests. The audience will take part in the proceedings in both an analogue and digital manner. How can we make contributors visible and audible for everyone? How can we invite digital guests to the podium? How can the audience (both digital and live) participate too?

BEST PRACTICES

You will find two test reports from the Humboldt Forum on the back of this card.



:≡ GOOD TO KNOW

PODIUM CONCEPT

The aim is to ensure the visibility of various audiences and content. If screens and/or projectors are used, all the participants will be able to view the digital content.

INVOLVING THE AUDIENCE [SEE ALSO TOOL#5](#)

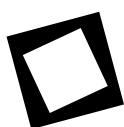
Moderators can take contributions from the live chat or make use of sharing tools.

PORTABLE CAMERA AND AUDIO

A portable camera (with audio function) can be used to integrate images and audio from the live audience into the stream. Alternatively, a chair on the podium can be made available for the live audience. Please note that the audience must be informed as soon as filming begins.

EQUIPMENT

A streaming set-up with at least two cameras (or one portable camera), lighting, audio capability, and direction. Stage design: monitors reserved for digital guests in seated groups, backdrop for projected images or an additional large monitor for displaying the digital audience, video clips, or digital input.



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STREAMING *PODIUM*

TOOL #7

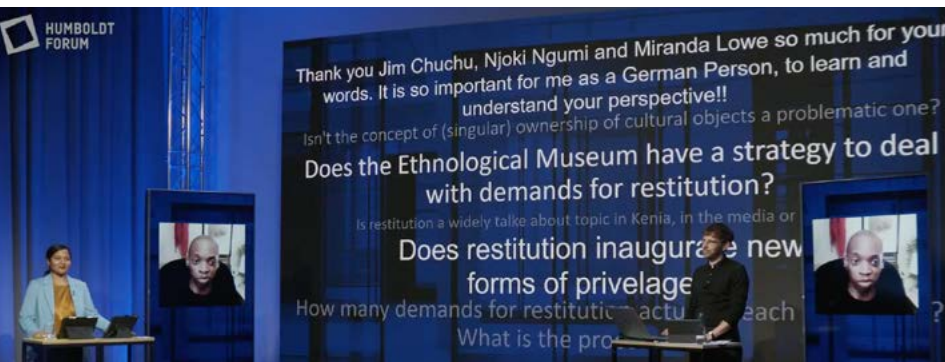


For the discussion series “Counterquestions”, monitors reserved for digital guests were added to the podium.



PERFECT – OR NO GOOD AT ALL? | DISCUSSION IN THE HUMBOLDT FORUM

humboldtforum.org/en/programm/termin/discourse/perfect-or-no-good-at-all-22410/

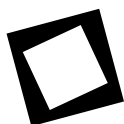


“99 Questions” focused on hybrid discourse: contributions made using the audience-participation tool VoxR were shown on a large LED wall serving as a stage backdrop.



99 QUESTIONS | FOLLOWING THE TRAIL: PROVENANCE RESEARCH AND OBJECT BIOGRAPHIES

humboldtforum.org/en/programm/termin/discourse/following-the-trail-21844/



**HUMBOLDT
FORUM**

**HALLO
HYBRID**

Ein Toolkit für Macher*innen
im Kulturbetrieb

STREAMING *MOBILE*

TOOL #8

THE CHALLENGE



I would like to offer a tour around our museum / cultural institution to a group of up to ten people on-site and an undetermined number of people following digitally. Participants should be able to ask questions during the tour and follow the event live.

BEST PRACTICES

On the back of this card, we report on a hybrid live tour around the Humboldt Forum together with an international seminar group.



:≡ GOOD TO KNOW

TIP 1: TEAMWORK

The mobile streaming set-up works with two people plus one additional person leading the tour:

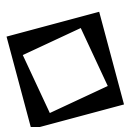
- **PERSON 1** starts the live stream and films the tour using a smartphone camera with a connected wireless microphone. Please remember that mobile data service or area-wide WLAN is necessary.
- **PERSON 2** plays the role of the moderator and attaches a microphone to the tour guide. She also monitors the audio quality during the tour and follows the questions appearing in the chat.

TIP 2: STREAMING VS. CONFERENCING

Streaming via Zoom, Google Meet, MS Teams, etc. is available for a limited group size. The greatest benefit of **CONFERENCING** software is the ability to integrate direct audio and video in the chat. Try out this set-up in a “mobile team meeting” during a videoconference. **STREAMINGS** on Twitch or YouTube are available to the public and enable you to manipulate the stream, add titles, or extend the functionality with plug-ins.

EQUIPMENT

- A smartphone with mobile data service or WLAN for the live stream
- One clip-on microphone (Bluetooth/radio) – A two-channel radio link will allow you to use two microphones simultaneously.
- The live-stream software app (YouTube, Twitch, Instagram, etc.)
- A gimbal for image stabilization
- A tablet with a holder that can be hung around the neck & headphones for monitoring the sound



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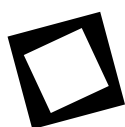
In order to try out the hybrid live tour format, we led a seminar group made up of international students through various rooms at the Humboldt Forum. The focus was a tour of the palace cellar, a visit to the Sculpture Hall, and an introduction to the Schlüterhof. Twelve students took part in the seminar, six of them remotely.



To conduct this hybrid event and ensure the involvement of the digital participants, Person A carried the gimbal holding the smartphone and Person B the microphone and tablet. A telephone briefing was first held, followed by a rehearsal tour in the Humboldt Forum without an audience. Remote participants could take part via chat and follow the tour in the live stream.



Person B introduced the questions and passed the microphone around. The other clip-on microphone was worn by the curator. The participants on-site spoke into a portable microphone, ensuring that they could be heard by the digital audience. For the tour it was important that the smartphone that was used had a SIM card with sufficient mobile data available, so that the tour could take place regardless of whether Wi-Fi was available.



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THE 1:1 EXPERIENCE

TOOL#9

THE CHALLENGE



I would like to create a visitor experience that allows for a spontaneous, conversational, and unique exchange of ideas with experts.

BEST PRACTICE

We tested various one-on-one scenarios. We introduce two formats on the back of this card.



:≡ GOOD TO KNOW

HOW THE ONE-TO-ONE SET-UP WORKS

You can enable on-site visitors to speak with digitally connected experts during an exhibition or, for example, allow a curator, exhibition organizer, researcher, contemporary witness, or creator to join in by video stream on a display. You will need a large monitor (at least 40 inches), a computer, a webcam, and a one-hand earphone, headphones, or silent disco equipment. The connection is established via videoconferencing software such as Zoom, Webex, goto, Jitsi, or Microsoft Teams.

AFTER ANALYSING OUR TEST TOUR, WE DETERMINED THAT

- it is not really possible to run other activities during the time slots set aside for experts. These slots should be kept as short as possible and planned as if the experts were on stand-by.
- most of the visitors were pleasantly surprised by the event.
- the sense of intimacy created by the situation encourages participants to ask questions.
- a verbal or written appeal can improve usage.

CONCEIVABLE USAGE SCENARIOS

- For a given museum object: Highlight individual details, for example.
- At the start of the exhibition: The set-up can include an additional prologue.
- At the end of the exhibition: Shifts in perspective can be integrated to create a retroactive impression.
- In the museum café: Discussions can be conducted in the café's informal atmosphere.
- Hook-up with an event: For use during a conference, for example.
- From anywhere: A "bring your own device" variant in which material can be consumed on the way to the event, for example.



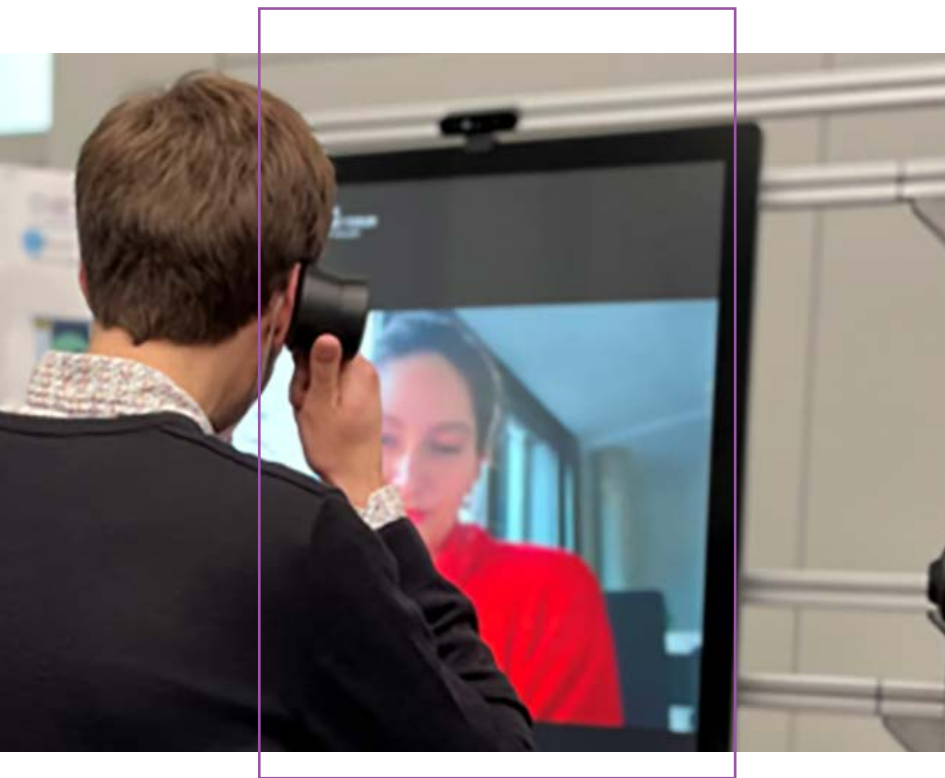
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THE 1:1 EXPERIENCE

TOOL#9



THE ONE-ON-ONE EXPERIENCE IN PRACTICE: At the museum4punkt0 conference in November 2021 we tried out a hybrid format together with visitors for the first time. The project included a 40-inch monitor to which we attached a webcam with integrated microphone. The audio from the digitally streamed guests could be heard via a one-hand earphone.



We tried out the “Call a Scientist” format as part of the After Nature exhibition in the Humboldt Lab. As part of this scientific exhibition hosted by Humboldt University, a scientist in the Arctic participated live via digital stream. Visitors could follow the live launch of a probe at a research station and ask their own questions.



museum4punkt0.de/teilprojekt/realdigital-hybride-kultur-veranstaltungen/



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SO, HOW WAS IT?

TOOL #10

THE CHALLENGE



I would like to know how many digital visitors followed my event. Where were they from? How long did they watch for? What websites led them to my event? I would like feedback on my event from my digital and analogue audiences. What do my audiences think about my hybrid format? I want to find out how my event differs from other such events. What goals should I set for such an evaluation?

BEST PRACTICE

A mix of qualitative and quantitative methods work well for evaluating a hybrid event. It's also worth putting in time to plan the subsequent evaluation.



☰ GOOD TO KNOW

DIGITAL SURVEYS

Digital surveys are the right choice for qualitative analyses. If you pose open questions, it is more likely that you will receive unexpected answers, allowing you to tap into new areas. Tip: Try out your questions in advance with a mix of individuals to find out if they are clear. We've already tested the ideas on the back of this card (SEE "EVALUATIONS PRESET").

STATISTICAL ANALYSIS USING TOOLS SUCH AS YOUTUBE STUDIO, TWITCH CHANNEL ANALYTICS, OR YOUR PARTICULAR STREAMING PROVIDER

Work together to determine evaluation methods. Statistical evaluation tools such as YouTube Studio, Twitch Channel Analytics, or your particular streaming provider are also possible. These tools provide a cumulative summary of user behaviour (SEE THE EXAMPLES ON THE BACK OF THE CARD).



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SO, HOW WAS IT?

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STATISTICAL EVALUATION OF THE LIVE STREAM

After conducting various live-stream events in the Humboldt Forum, we used YouTube Studio to analyse user traffic. The analysis tools offered by the streaming platforms provide information about hits, access time, access locations, use of desktop or mobile devices, and much more.

Ask yourself which aspects you would like to measure. Access locations? Are you interested in finding out whether participants were from other countries? Did they use a smartphone or a laptop? What was the bounce rate? Why do you wish to know these things, and to what degree does the analysis fit with your goals?



The bounce rate can tell us whether digital attention spans were shorter than analogue. While lively discussions were taking place on-site, most digital visitors clicked out after 60 minutes – a factor that led us to shorten the format.

EVALUATIONS PRESET

Why did you participate digitally in the event?

If you could change one thing, what would it be?

What else do you want to say?



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HELLO THERE *AND YOU?*

TOOL#
|

THE CHALLENGE



What is your challenge?

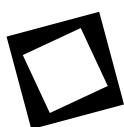
BEST PRACTICE



Tell us about your case and your experiences!

:≡ GOOD TO KNOW

How-to: What do other people need to look out for when implementing a hybrid format?



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HELLO THERE *AND YOU?*

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THE CHALLENGE



What is your challenge?

BEST PRACTICE

Tell us about your case and your experiences!



GOOD TO KNOW

How-to: What do other people need to look out for when implementing a hybrid format?



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AFTERWORD *FURTHER USE*



AN AFTERWORD FROM THE PROJECT TEAM

THE “HELLO HYBRID” TOOLKIT: REUSABILITY FOR OTHER MUSEUMS

The “Hello Hybrid” toolkit offers a publicly accessible and reusable body of know-how. It supports users in designing and realizing hybrid event formats. Our primary aim has been to make users more aware of the options available to them.

People who are unable or unwilling to physically visit an institution but are nonetheless interested in the subject matter can now participate digitally. They can get involved and give their opinions using a variety of tools. For us at the Humboldt Forum, international cooperation is a fundamental part of what we do. There are now more options available for achieving this than ever before. The way we network, participate, and exchange ideas has changed. This new way of doing things is an essential part of our project work.

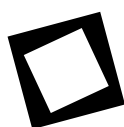
With regard to ongoing innovation in terms of new products and functions, our toolkit offers the foundations for entry into the hybrid event formats in the cultural sphere. What are the advantages and challenges posed by these formats? We will continue to keep thinking about these themes together and experiment to develop new formats.



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THIS TOOLKIT IS ALL ABOUT HYBRID CULTURAL EVENTS. IT CAN HELP YOU BOTH IN PLANNING AND IN PUTTING THESE PLANS INTO ACTION, PROVIDING ALL YOU NEED TO GET STARTED.



[museum4punkt0.de/teilprojekt/
realdigital-hybride-kultur-veranstaltungen](https://museum4punkt0.de/teilprojekt/realdigital-hybride-kultur-veranstaltungen)



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