



# FAQs about Hybrid & Virtual AGM

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## What Is A Hybrid AGM?

A hybrid AGM is a crossover between a traditional and virtual AGM, which allows stakeholders, members or attendees to opt between attending at the physical location or being involved online from the comfort of their own home, smartphone, tablet or office. This removes the need for everyone to be in one location, and opening up the possibility of higher attendance and engagement.

## What Is A Virtual AGM?

Virtual AGM are incredibly popular in the United States and across many other countries and provinces, whereby the attendees of an AGM attend via an online platform allowing them to ask questions, vote and participate electronically in real time, as opposed to visiting the AGM physical location.

## Are Hybrid & Virtual AGM The Future?

Yes, in fact, 88% agreed that these type of AGM are the future.\*



## Is the Industry Moving Towards Hybrid & Virtual AGM?

Yes, very much so. 64% said they'd want to be moving to a hybrid and virtual AGM within the next 4 years.\*

## Who Has Already Hosted Hybrid & Virtual AGM?

A huge range of companies across the world have hosted this type of AGM from FTSE100s to Blue Chip companies, Sporting Associations to Membership Organizations and SMEs. Lumi facilitated the UK's first digital AGM held by a listed company, Jimmy Choo, in June 2016.

## Is this type of AGM Secure?

Yes, there are multiple measures put into place to keep digital AGM secure, from anti-hack platforms, to tight security protocols to secure cloud based networks. The security of AGM is paramount to the facilitator and is taken very seriously, usually running on OAuth2 across all platforms.



## How Can You Be Sure That The Virtual Attendee Is Who They Say They Are?

Lumi use industry standard protocols for authentication into the Lumi AGM app. To enter a meeting, a user must first of all enter the 'Meeting ID' (which is a unique ID to their meeting, it represents the physical meeting venue), and this then uniquely identifies the meeting in hand.

An attendee must then enter their unique username and password, which were securely communicated to them ahead of the meeting. Without these credentials, access to the app is prohibited. Only valid credential entries will be authorized; any incorrect login attempts will be rejected.

## What Is It Like To Attend Virtually?

The majority of virtual attendees have shown high satisfaction with the method, expressing the ease of the platform, communication, sound and ability to get involved in the AGM. In addition, attendees find it simple to vote, follow the AGM and feel more engaged.

## Are There Any Issues That Can Arise?

As mentioned earlier, hybrid and virtual AGM are very secure and its very rare to have any issues, with any event. There would also be a facilitation team making sure the AGM is running smoothly.

These AGM can also remove any potential questions about incorrect vote count and increase the transparency of the meeting. The technology used has been rigorously tested and is always being improved and updated to keep on top of any issues before they arise.

Human error, such as the presenter making a mistake, will always have the potential to create issues in any AGM environment be it physical or virtual; however working with an experienced technology provider these issues can be minimised and quickly solved.



## Aren't Hybrid & Virtual AGM Much More Costly?

This is a misconception. There are a range of factors that would affect the price of your AGM, but having an online presence would allow you to have less on-site costs, for example, a smaller venue, less refreshments and even a shorter AGM.

Having a hybrid and virtual AGM also allows time to be saved and speeds up the process, so in some cases it could shorten a 2 day event into a 1 day. In addition, there is a wealth of other benefits to having your AGM online or partially online.



This Q&A session has been extracted from the AGM of the Future event, with an audience of legal professionals, company secretaries, notaries and other decisions makers in the field of AGM.

\*Poll taken at the AGM of the Future event, June 2018.

Here at Lumi we are committed to helping companies and membership organizations improve their AGM with our technology, expertise and facilitation; as an industry leader we have helped countless companies host successful, secure and smooth hybrid and virtual AGM.

**If you are interested in holding a hybrid or virtual AGM for your company or membership organization we'd love to hear from you, contact our team.**

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