

Event Types – the Emerging New Norm

Spectrum of formats and participation

Traditional Event



All event elements and all attendee participation take place in-person at a physical location.

Smaller and local

Hybrid Event



Some event elements & some attendee participation take place in-person at a physical location, while others take place virtually.

***Limited physical attendance,
broad virtual outreach***

Virtual Event



All event elements and all attendee participation take place virtually.

***Entirely online,
planned from the start***