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.

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

**Virtual Event**
All event elements and all attendee participation take place virtually.

*Smaller and local*

*Limited physical attendance, broad virtual outreach*

*Entirely online, planned from the start*