

Modern vs. Traditional Event Styles

These are the two basic styles used in virtual events – modern and traditional.

The modern style typically uses an abstract background overlaid with interactive panels, as shown in Figure 12. It is the most straightforward format to use for virtual events and requires no artistic skill or third-party graphics programs (such as Photoshop).

Unfortunately, the modern style can be a bit boring. Your event can feel like you are just placed links on a webpage.

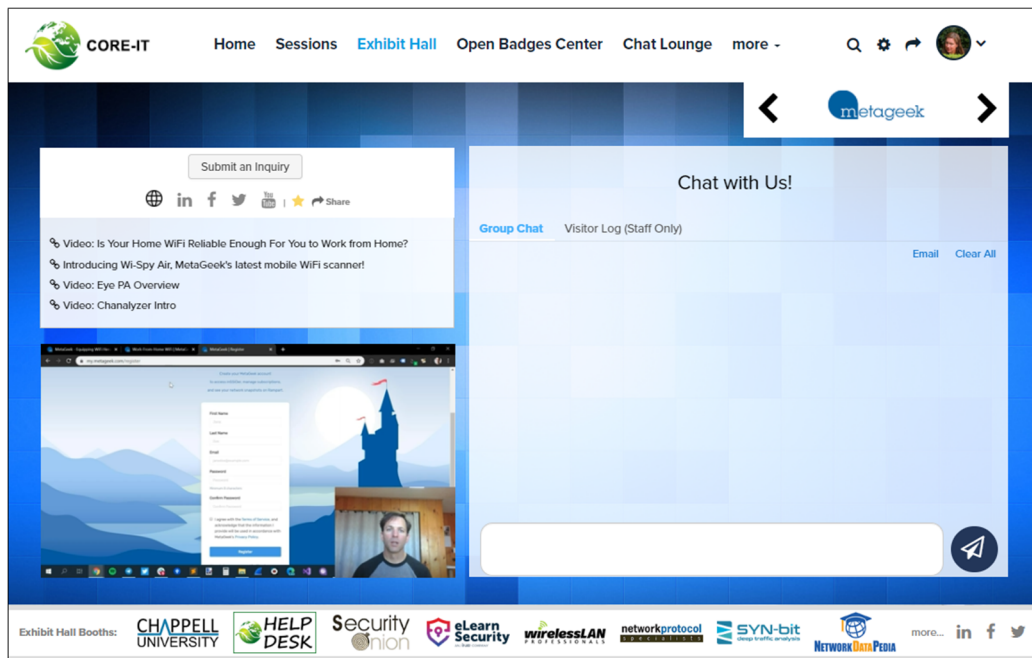


Figure 12. The modern style offers a relatively simple interface.

The traditional style mimics the look of a physical event and may include elements such as people, foliage, sophisticated booth layouts, banners, and more, as shown in Figure 13.



Some virtual event platform providers use the phrase “3D” when talking about the traditional style. This terminology isn’t correct since the experience is still two dimensional. A genuinely 3D event would support augmented reality or virtual reality. (See *Augmented Reality (AR) and Virtual Reality* on page 161.)