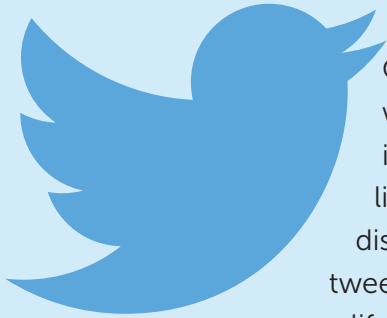


EVENT GRAPHICS

Trends to watch in 2016.

A Twitter what?



One of the hottest new ways to foster guest interaction at events, livestream Twitter walls display what attendees are tweeting in real time, thereby amplifying social media-based, person-to-person communications.



The number of senses with which the best exhibits of the future will “drench” attendees to create a more immersive experience, per the Event Industry 2015 Trend Report.



Not Anymore!

Whereas just 10 years ago, the mantra was “more is more,” today’s event graphic designers are largely embracing simplicity and clean lines while still delivering plenty of information.



WOW! Upping the factor x 3D!

Projection mapping – the technique of projecting video on multidimensional forms – is coming to event graphics. With it, any object can become not only a display, but also one that dazzles with 3D effects.

QR codes:
the
secret

is
out



Now in the mainstream, exhibitors are placing smartphone-readable QR (quick response) codes on all signage to link users to websites and splash pages – thereby deepening engagement and enhancing interactive experiences.

DISTRACTION-FREE ZONE

Solutions should add to – and not distract from – your guests’ experience. For example, when Twitter walls first came on the scene, they were displayed behind stages or with presenters, diminishing their impact.