

BEFORE

The screenshot shows the old website interface. At the top, there is a search bar and navigation links for 'Log In' and 'Sign up'. The main header features the 'ZeristaLive' logo and the tagline 'Build the digital event that you've always wanted.' Below this is a navigation menu with items like 'HOME', 'ATTENDEES', 'AGENDA', 'SPEAKERS', 'PRODUCTS', 'EXHIBITORS', 'SPONSORS', 'NEWS', 'CITY GUIDE', 'LOCAL GUIDE', and 'MORE INFO'. A search bar for 'Search Events' is present, along with an 'Advanced Search' link. A filter menu is visible, with 'Agenda', 'Interests', 'Tracks', and 'Start' options. The main content area shows 'All Sessions' for 'All Days Dec' with a specific session highlighted: 'Registration and Breakfast' on Dec 11, 2019, from 7:00 AM to 9:00 AM at the Surf Foyer. A 'Help' button is located in the bottom right corner.

AFTER

The screenshot shows the new website interface. The top navigation bar includes 'HOME', 'AGENDA', 'ATTENDEES', 'SPEAKERS', 'COMPANIES', 'SPONSORS', 'BLOG NEWS', and 'YELP GUIDE'. The main header features the 'myBIO' logo, 'PERSONAL EVENT PLANNER', and the event details: 'BIO INTERNATIONAL CONVENTION', 'JUNE 3-6, 2019', and 'PHILADELPHIA, PA'. A prominent filter menu is shown, with a red box highlighting the 'Filter' button and the 'Start' dropdown. The filter menu includes tabs for 'Tracks', 'Session Type', 'Interest Area', 'Networking', and 'Days'. The 'Interest Area' tab is selected, showing a grid of categories such as 'Animal Health Products', 'Medical Devices', 'Digital Health', 'Drug Delivery', 'Gene Editing', 'Genetic Disorders', 'Genetically-enhanced', 'Immunology', 'Mental Health', 'Metabolic Diseases', 'Microfluidics', 'Modern Ag Innovations', 'Molecular Diagnostics', 'Multiline Global Biopharma', 'Neurotechnology', 'Neurological Disease', 'New Generation Biotherapeutics', 'Non-Profit/Patient Advocacy Group', 'Oncology', 'Orphan & Rare Diseases', 'Pain Management', 'Partnering', 'Patient Access & Reimbursement', 'Personalized Medicine & Diagnostics', 'Pharmacogenomics', 'Preclinical/Research', 'Prophylaxis', 'Proteomics', 'Regenerative Medicine', 'Regulatory Innovation', 'Regulatory Science', 'Research Tools', 'Screening', 'Small Molecules', 'Stem Cell Research', 'Therapeutics', 'Tissue Engineering', 'Translational Research', and 'Value'. The main content area shows a session titled 'Advances in Genome Editing - The Next Frontier in Human Health' on Friday, July 1, from 7:00 AM to 9:00 AM, with a keynote speaker, Nicholas Cantello, Director of Product at zerista.