

Fortnightly Experience Insights & Trends Report

Events Radar

Start Date

[Sydney Festival 2022](#)

14/01

[Australian Open](#)

17/01

[Sundance Film Festival](#)

20/01

As policies shift in response to the Omicron wave, event organisers **adjust their approaches to keep experiences alive**

Conferences & festivals react to Omicron surge

As Omicron surges, organisers are responding by either pivoting to virtual, postponing, or cancelling events.

- [Three music festivals cancelled in 24 hours as Australian industry reels](#)
- [ITB Berlin canceled for third year in a row](#)
- [IMEX announces new dates for its 2022 Frankfurt event](#)
- [Grammy awards postponed amid COVID-19 surge](#)
- [E3 2022 will be online-only again following COVID-19 surges](#)

Pandemic brand reactions

Rather than focus on the chaotic situation in Australia, here are some of the more recent brand reactions to this pandemic.

- [Sydney business launches Insta COVID giveaway that includes a RAT test](#)
- [Dentsu Nz Creates Managed Isolation – A Bottle Of Vodka To Help You Self-Isolate Responsibly](#)
- [Jimmy Kimmel launches riotous 'Anti-Vaxxer Barbie' "Ad"](#)

The Metaverse in unexpected places

Metaverse experiences are increasingly being applied in new and unique ways, including at events and in the workplace... with mixed results.

- [Wunderman Thompson unveils its own metaverse at CES](#)
- [Samsung's CES showcase includes a metaverse experience we didn't ask for](#)
- [How the metaverse is helping replicate the human experience at work](#)
- [Accounting Firms Scoop Up Virtual Land in the Metaverse](#)

This week's "out-there" experiences

Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

- [LinkedIn to launch audio events](#)
- [Ford's latest delivery pilot will bring groceries to detroit seniors](#)
- [The UK's Largest drone light show as London welcomes in the new year](#)
- [Netflix? 'The TV screen you can taste'](#)
- ["Feel less guilty!" Macca's China introduces in-store exercise bikes for customers](#)

Sustainability sustained

Sustainability and accessibility in event design do not appear to be passing fads. A focus on net zero carbon emissions and increased equity are becoming cornerstones of best-in-class experiences.

- [Net zero carbon events pledge launches with broad industry support](#)
- [22 customer trends for 2022 focus on sustainability and equity initiatives](#)
- [Promoting equitable access to tech](#)
- [Lenovo technology 2022 predictions: AI, hybrid working, security and sustainability](#)

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Drones were deployed in the the UK's largest drone light show as London welcomes in the new year.

Source: [Yahoo](#)

