

Experience Insights & Trends Report #16

Events Radar

Start Date

[Developer Week](#)

7/02/22

[Get Local Expo](#)

15/02/22

Brands and organisers are **embracing compromise and flexibility** to deliver experiences despite COVID-19's continued curveballs

Flexible experience design sets the stage for successful engagement

Event organisers and brands are combating uncertainty with flexible, agile and malleable experience design plans that allow them to, ahem, 'pivot' quickly and effectively get the most out of their experiences.

- [NRF Big Show 2022 Returns to In-Person Format Despite COVID Challenges](#)
- [Berlin Shortens Film Festival, Requires Vaccination and Testing](#)
- [Intel had always planned for a digital-first CES, inside its pandemic era strategy](#)

NFTs continue to expand their reach

NFTs are becoming commonplace fixtures in popular culture. As more people are exposed to what they are and how they work, more brands are attempting to leverage them in interesting ways.

- [Afterparty announces world's first NFT-gated art and musical festival](#)
- [Twitter helps users verify their NFT profile pictures](#)
- [John Lennon and Beatles history to be auctioned as NFT's](#)
- [Keith Richards NFT created for charity](#)

Omicron fallout continues for events

Omicron continues to affect large-scale Q1 events across the globe. While some choose to press on, others are briefly postponing their experiences until Q2 in the hopes of waiting out the surge.

- [Grammys set new date for 2022](#)
- [World Economic Forum Davos rescheduled for May 2022](#)
- [MWC will go ahead next month](#)

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.

- [adidas + parley serve a recycled tennis court on australia's great barrier reef](#)
- [Aussie Open Serves Up Virtual Decentraland](#)
- [Avocados from Mexico launches a homey digital experience ahead of Super Bowl](#)
- [Rooftop bar in Germany lets you play Tetris on 14-story building](#)

The 2022 Winter Olympics

The 2022 Winter Olympics are getting ready to kick off next week in Beijing. The catch? These games will attempt to be reflective of China's commitment to a Zero-COVID Policy.

- [No spectators to be allowed at 2022 Winter Olympics](#)
- [Beijing's 'bubble' will be the most ambitious quarantine ever attempted](#)
- [Olympics Beijing Games torch relay confined to closed venues due to COVID](#)
- [Athletes encouraged to clap not chant to cheer on teammates](#)

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People from around the world will be housed in Beijing's ambitious Olympic Covid quarantine 'bubble'

Source: [CNN](#)

