

## Experience Insights & Trends Report #17

### Events Radar

### Start Date

Super Bowl LVI

14/02/22  
(APAC)

[Get Local Expo](#)

15/02/22

[Adapt CIO Edge](#)

23/02/22

[Red Bull Flugtag NZ](#)

5/03/22

# Coinciding global sporting events exhibit contrasting approaches to protocols, policies and attendance at in-person events

## Beijing Olympics implement drastic measures to curb COVID

Now that the Olympics are underway and incoming travel is complete, organisers are taking drastic steps to mitigate and prevent the spread of COVID in Olympic Village.

- [China's Olympics aim to keep COVID at bay with armpit sensors, robots, & more](#)
- [Beijing Winter Olympics organizers set up 'closed loop' to keep COVID out](#)
- [COVID cases inside the Beijing Olympics bubble are going down](#)

## Neurodiversity at events

Neurodiverse and sensory-sensitive experiences are deservedly—and finally—getting widespread recognition, and are gaining positive momentum in the both the workplace and the events industry.

- [EY to open office for “Neuro-diverse” tech workers in Manchester](#)
- [Overland Park CC unveils sensory room for sensory-sensitive attendees](#)
- [Cabrillo Marine Aquarium Now Certified Sensory Inclusive](#)

## A return to glory: Super Bowl experiences flood LA

Greater Los Angeles is transforming into a giant party, as in-person experiences overtake Tinseltown for Super Bowl week.

- [Los Angeles Convention Center hosts 'football theme park'](#)
- [Disney hosts Super Bowl tailgate party with pregame shows and fan experience](#)
- [Roundup of Concerts, Events and Parties in Los Angeles During Big Game Week](#)
- [Fans who get COVID vaccines will get free tickets to Super Bowl Experience](#)

## 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.

- [Savage X Fenty's AR sizing tech knows what will look best on you](#)
- [An artist placed a cube made from \\$11.7 million worth of gold in Central Park—protected by its own security detail](#)
- [Timberland Launches New Timbstrails Immersive Digital Storytelling Experience](#)
- [TeamLab digitizes nature for interactive light experience in a japanese garden](#)

## Reopening borders across A/NZ

As we optimistically look towards a future with fewer restrictions, here are the changes to travel borders in our regions.

- [How New Zealand's five-step border reopening will work](#)
- [Australia's borders are open for tourism. Here's who can travel, and when](#)
- [Mark McGowan faces barrage of questions as WA border remains firmly shut to many](#)

# 79%

of companies expect to host an online component to their events even when in-person resumes

Source: [Slash](#)