

Experience Insights & Trends Report #19

Events Radar

Start Date

[PayPal Melbourne Fashion Festival](#)

3/03 - 12/03/22

[SXSW](#)

11/03/22

[WOMADelaide](#)

11/03 - 14/03/22

[Adobe Summit](#)

17/03/22

[AIME](#)

21/03/22

[TECHSPO Sydney](#)

22/03/22

[Shoptalk US](#)

27/03/22

The events industry is building positive momentum, as **major events continue to return to in-person** in big ways

Mobile World Congress hosted 61,000 attendees in-person

As one of the largest world tech conferences—and one of the first major events to cancel when the pandemic began—MWC’s in-person attendance was up 3x from 2021 and crept up to 55% of pre-pandemic attendance—a great sign for a rebounding events industry.

- [GSMA celebrates ‘vibrant’ MWC 2022 with 61K attendees](#)
- [MWC 2022 Brought Over 61,000 attendees to Barcelona](#)

Brands celebrate International Women’s Day

Brands are taking the opportunity to elevate and inspire women with unique and interesting experiences.

- [International Women’s Day: the best #BreaktheBias campaigns from brands and agencies](#)
- [How Brands Are Observing International Women’s Day](#)
- [VCCP Sydney Shows Us The Ridiculous This International Women’s Day](#)
- [DDB Launches Global International Women’s Day Initiative](#)

SXSW returns to in-person

SXSW commences on March 11, marking its first return to in-person since the pandemic. Despite in-person presence, the event will feature myriad online and hybrid elements, including an XR World and “creator spaces” with both physical and digital components.

- [SXSW Will Require Vaccination or Negative COVID Tests for All Participants](#)
- [XR Experience World Unveiled for SXSW](#)
- [SXSW will feature Creator Spaces sponsored by Meta and Rolling Stone](#)

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.

- [Reebok Opens “The Bok Door” Activation To The Public During All-Star Weekend](#)
- [The Batman Partnership With Oreo Continues With Immersive Experience](#)
- [Shanghai Haichang Ocean Park unveils world’s first robotic shark](#)

Organisers are cancelling their events in Russia

In reaction to recent global events, many prominent B2C, B2B and sporting event organisers are cancelling events they had scheduled in Russia and are banning/suspending any state-sponsored presence from their events.

- [Russia has been banned from MWC 2022](#)
- [IMEX suspends Russia from Frankfurt](#)
- [Formula 1 Cancels Russian grand prix](#)
- [FIFA suspends Russia from World Cup, UEFA throws teams out](#)

13.8%

Women earn on average \$255.30 per week less than men

Source: [Workplace Gender Equality Agency](#)

