

Executive Summary

Realities have changed, online and off.

Our relationships with the outside world and each other, technology and ourselves are all different too.

For events and experiences, there's no going back to the way things used to be.

1

The human context has shifted.

New values and expectations have emerged. Each journey and experience must be reconsidered from the attendee's new point of view. Safety, DE&I, and Sustainability all require immediate attention and action.

2

Audience compositions are (and will be) different.

Travel radiuses are smaller and old travel behaviors are expected to rightsize on the other side. Workforces are more dispersed and remote. However, today's challenges and opportunities are bigger and more universal than before. Online audiences are more global, offline they're more local, and everything is more connected. Old strategies and portfolios require recalibration.

3

New rules of engagement have surfaced.

Online, gaming has become a way of life, avatars a way of being, and algorithms are making everything more efficient and personal. Offline, desires for authentic connection, quality time and transcendance are in full-bloom. Creativity, community, and presence are common threads.



The playing field has expanded to new dimensions.

Adapting for greater depths of immersion and personalization will require new partnerships and deeper integrations of business, people and tech. Seamless journeys and blended realities are edging closer. The distinction between real and unreal has gotten more and less clear all at once.



Opportunities and disparities will grow.

Innovation opportunities have exploded. New models, formats and forms of experience are taking shape. Those building events and experiences with humans at the center and the long-term in mind will end up leaps and bounds ahead.



Table of Contents

<u>04</u>	Intro
<u>05</u>	Trends
<u>06</u>	Bubble Worlds
<u>08</u>	Deeper dive
<u>09</u>	Implications & actions
<u>11</u>	Time Quality. Quality Time.
<u>13</u>	Deeper dive
<u>14</u>	Implications & actions
<u>16</u>	The Unbundling of Experience
<u>18</u>	Deeper dive
<u>20</u>	Implications & actions

<u>21</u>	Escaping the Room
<u>23</u>	Deeper dive
<u>24</u>	Implications & actions
<u> 26</u>	Rewilding Reality
<u>28</u>	Deeper dive
<u> 29</u>	Implications & actions
<u>31</u>	Digital Selves
<u>33</u>	Deeper dive
<u>35</u>	Implications & actions
<u>36</u>	Conclusion & next steps
37	Summary & Considerations

Now is where the future gets made.

In May, we published our

Future of Experience report.

In it we explored the dynamic relationships between space, time, people and technology, and outlined the amorphous shape of events and experiences to come. It's been one hell of a ride ever since.

 topsy-turvy too. All the while, new business partnerships and novel unions between man and machine have been rearranging realities, online and off.

Liminality is a term used by anthropologists to describe the quality of ambiguity that occurs in the middle stage of a rite of passage. This in-between feeling is an apt descriptor for the state we're in.

Without the gravitational pull of a shared physical world to bring people together, events have been finding out what they're

really made of. The reality is—we don't get together like we used to, and nothing gets made like before.

Everything has changed and yet, the new that comes next is still in the making.

The following trends reveal hard truths and hope, and illuminate the obstacles and opportunities ahead.

As for change, there's no time like the present and no time to waste.

Now is where the future gets made.

Trends

Bubble Worlds

Time Quality. Quality Time.

The Unbundling of Experience

Escaping the Room

Rewilding Reality

Digital Selves



To stay safe, we've bubble-wrapped the world.

We're living in a bubble world.

Restaurants and gyms are inflating bubbles to keep their businesses afloat. The Flaming Lips are playing shows in bubbles for fans in bubbles too. Some people have even taken to wearing protective bubbles, like fashion-forward astronauts from outer space.

Not all bubbles are so easy to see. Travel bubbles and social

bubbles. Bubble friends and bubble families. Online cultures and communities are getting fizzier too.

Now, advances in AR, audio and 5G technologies are making more immersive, persistent and personalized reality bubbles possible.

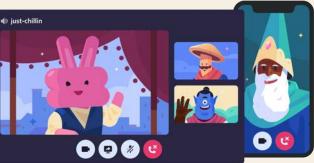
As with all bubbles, what gets in and what gets left out can make a world of difference.











Reality bubbles

New ways to alter, augment and curate our own personal realities are changing the way we experience the world.

- Noveto Systems <u>'sound beaming'</u> technology sends audio straight to your eardrums-no headphones required
- Snap's Local Lenses is bringing a shared and interactive AR layer to the outside world
- Sony's **Spatial Reality Display** lets you project digital objects and designs into three-dimensional physical space

Travel bubbles

Constricting travel radiuses and the human need to explore have led to new trips and ways of traveling.

- MGM's Work From Vegas package offers a WFH break with work-friendly perks and poolside cabanas
- Stella Artois' <u>Hotel from Home</u> experience attempts turns your home into a hotel, with a curated experience including celebrity wake-up calls
- Airbnb made \$219M in profit last quarter by focusing on small, rural towns and more local stays

Physical bubbles

From personal to public, real-life bubbles are enabling a new, inflated sense of normal.

- The Flaming Lips performed a live concert in front of a couple hundred bubble-inhabiting fans
- The NBA and NHL finished their seasons by sealing their teams and personnel in COVID-free bubbles
- Looking to get out and make a statement? A spherical mask or a protective full-body suit could be just the ticket. Philip K. Dick, eat your heart out.

Virtual bubbles

Online communities have kept us afloat while meeting our deep-seeded need for belonging and connection.

- 80,000 'Burners' congregated inside a virtual Multiverse like only the Burning Man community could
- As big tech, free speech and politics collide, right-wing social media platform Parler gained 4.5 million new users in one week
- Discord, a platform built for human connection and community, has exploded to over 120 million users









1. Everything is going social. Build for belonging.

Bubbles keep us safe and make us lonely. 47% of American adults feel lonelier since COVID-19. Now, everything from Netflix and Peloton to gaming and shopping has gone social.

For event planners the implication is clear: community and connection have never been more important.

Long-term, social cohesion and belonging will be an essential counterbalance in the shift towards greater personalization.

Consider the role of your brand in relation to your audience. What is it that brings everyone together?

2. Refocus for local and global audiences

With travel distances shrinking and gathering restrictions increasing, event audiences will no doubt be different on the other side. While online events have gone global, in person experiences have gone local.

Look at your portfolio from both points of view.
What are the big things and little things that connect your community?

3. Prepare for micro-experiences at scale

Personalization and curation is jumping from online to off. Expectations are set to grow.



What would you make for a market of one?

When trick-or-treating got canceled, Hershey's sales jumped 10% YoY as the candy industry's sales fell. They did it by focusing on at-home candy hunts and family-sized packages.



4. Go big or go home. Use space to your advantage.

As our contact with the outside world has gotten smaller, the room we each require has grown to accommodate our newly-compacted lifestyles. This strange inversion impacts everything from venue selection to experience design.

For the return of in-person events, make the space a part of the value equation. As for online experiences—forget the physical constraints all together.



How might you use all of that extra space?

Singapore Air's <u>A380 Restaurant</u>, offers intimate dining aboard a jumbo jet. As the saying goes, go big or go home.

THINK ABOUT IT

What bubbles could you pop?

The NBA used their bubble as a chance to bring fans closer to their favorite stars with access to new angles and behind-the-scenes views.

What bubbles are keeping you and your audience apart?

"Thinking of the event as a content studio forces teams to approach content strategy very differently, and challenges them to design for both physical and broadcast experiences."

CHRIS MEYER
CEO







le quality, quality time._

Speeding up and slowing down, time scales are shifting.

Time has become more precious amidst uncertainty, and more atomized online than ever before.

Digital time and its infinite distractions is at odds with our real time needs. Most workers these days can't go 6 minutes without checking email.

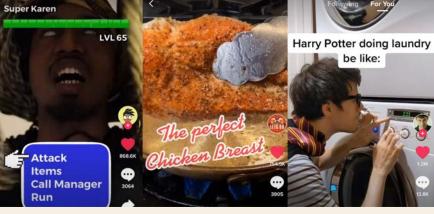
To protect from burning-out, people are unplugging and reconnecting with different flows, focuses and qualities of time.

Road-trips, meditation apps and masterclasses are just a few of the ways we humans are reclaiming and making the most of our precious time.









Chilling out and focusing in

People are designating more time to staying sane, chilling out and getting comfortable in uncomfortable times.

- Wellness and stress-reduction experiences like <u>grief</u>
 <u>therapy</u>, <u>virtual nature bathing</u> and <u>on-demand virtual</u>

 <u>treatment sessions</u> are providing essential services for humans to cope with pandemic-related stress
- Guided-meditation app Calm was recently <u>valued at</u> more than \$2B (yes, with a "b")
- People everywhere are trading their heels for sneakers and denim for stretch. As consumers everywhere <u>flock</u> <u>to comfort in uncomfortable times</u>, you should probably stock up on <u>pajamas before they sell out</u>.

Slower paces and pastimes

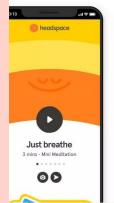
Mason jars were sold out this summer now that everyone is canning. In fact, all sorts of slower ways of living and working have returned to modern life.

- CEOs are getting <u>acquainted with family dinners</u> again
- A combination of screen overload, Zoom fatigue and, of course, the <u>Queen's Gambit</u> have sparked <u>a resurgence in board games</u>
- A surge in the lost and lengthy arts of <u>pickling</u>, <u>fermenting</u>, <u>dehydrating</u> and <u>canning</u> are actually <u>causing a mason jar shortage</u>

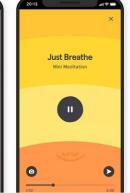
Content that's worth your time

While online content is optimizing for digital time by getting smarter and more efficient, offline time is stretching out.

- The pandemic is <u>accelerating short-form video</u> viewing and consumption as content increasingly becomes more consumable
- TikTok took the social media crown in 2020 amidst a growing preference for short-form, high-impact content, spawning many imitations from their competitors
- What do <u>staycations</u> and a <u>50-Day event</u> for reading 'Paradise Lost' have in common? Both aim to extend durations in time away from the usual pace.

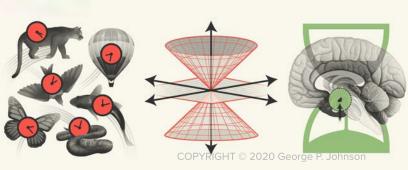












1. Prioritize human health and wellbeing

Health and wellness were already of increasing importance, but as with many things, they've been accelerated by the pandemic.

A recent report by <u>Ogilvy</u> describes wellness as "the new purpose," having found that 73% of consumers believe brands need to embrace wellness as core to their mission.

For events, a holistic approach will be needed to ensure physical safety and emotional wellbeing.

2. Make it purposeful and easy

With our finite resources of time, energy and attention already stretched thin, keep cognitive ease top of mind. Experiences that are difficult to access, process and engage with will be left behind.

Looking ahead, a saturated virtual market paired with a revised risk/reward equation for in-person events will require higher purposes and better reasons for your attendees to attend.

What could you make easier or more intuitive?

THINK ABOUT IT

Looking for a place to start?

Think about your audience's time as a rare and valuable resource (which it is!). Go through your journey and distinguish between the moments to save vs. seize attendee time and attention.

3. Reduce lags and close gaps

Some say more than a decade of technological change has taken place in less than a year. Many businesses and people will need help catching up.

Look for skills you could uplevel, and expand access to education opportunities to those who need it most. Generosity is a gift that keeps on giving.

What gaps could you close? What's the masterclass your brand should be teaching?

4. Design for the time your attendee is in

Digital time and physical time work differently.

Make the most of your attendee's experience
by designing for the time they're in. Online content
and communications don't need to be bound by
the constraints of the real world, and vice versa.

What could you skip or rewind, speed up or slow down? What if you broke things down into smaller pieces or stretched your experience out over time? "Experience design is about creating moments of meaning and belonging. In our new reality, empathy and understanding play an especially huge role in making human-centric experiences that move people to action."

LOREA DANDOY

Senior Experience Strategist

quality, quality time. implications & actions



Digital transformations begin by taking things apart.

Technology shapes what it makes.

The telegraph abbreviated writing; the record player standardized songs. It figures then that when our world went digital, digital reshaped the world.

In 2020, the *digital*transformation of business
and life went from a leisurely

stroll to a full-blown sprint.
Industries and institutions have been remodeled. Events and experiences have come undone.

Now, bit by bit, sense by sense, humans and technology are rebuilding and composing new worlds and ways of experience.



9

Sound

A sonic boom in audio innovation is underway.

- Apple just added <u>spatial audio</u> to the AirPods Pro
- Sounds on Snapchat and startups like <u>ODA</u> highlight a continuing shift from our eyes to our ears
- Closer to home, <u>High-Fidelity</u> and <u>Clubhouse</u> offer audio spaces for online events





Sight

VR technology is changing the way we see the world. Screens are too.

 Samsung and Stanford have developed <u>OLED displays</u> with 10,000 pixels per inch

"In 2021, we predict that another 10% to 12% of US consumers will experiment with (VR) technology, expanding overall exposure to *just short of half* the US online adult population." FORRESTER





Touch

Touchless, haptic and e-skin technologies are accelerating how we feel.

- Microsoft has developed a haptic controller that simulates what it feels like to <u>grab, catch, or throw</u>
- Scientists have developed an <u>electronic skin</u> that can mimic the natural functions of human skin
- Connected sex toy sales are soaring as socially-distant lovers 'make love' online





Synesthesia

New arrangements and compositions are just beginning to get made.

- <u>Facebook Reality Labs</u> is working on novel ways to enable both audio presence and perceptual superpowers
- Garmin's Instinct Esports edition watch can sync your biometric data with your livestream. The game is changing.











Business models

Across industries, old business models are evolving and new ones are emerging as brands adapt to succeed in a new reality.

- Gucci tabled their typical Spring Collection runway show for a <u>wildly-ambitious</u>, <u>surreal seven-part film</u> <u>series</u> directed by Gus Van Sant
- Restaurants are <u>turning to 'ghost kitchens'</u>—rented and shared temporary cooking environments that some predict will be \$1 trillion business by 2030
- After twenty-eight years of resistance, HomeGoods is <u>launching an e-commerce service</u>. Domestic cognoscenti everywhere rejoice!

Content delivery

Marketers and creators are reinventing the way that content gets made and consumed.

- <u>Billie Eilish's virtual concert</u> in October of 2020 showcased the true potential of live streaming, with mixed reality and in-stream <u>partner integrations</u>
- Celebs are going D2C, from <u>customized videos via</u>
 <u>Cameo</u> to <u>virtual dinner parties with comedians</u>
- Warner Brothers is launching their entire slate of 2021 films on HBO Max alongside traditional theatrical releases, sending a <u>seismic shockwave</u> throughout the film industry

Human experience

Worlds and experiences are getting reconstructed for a future where the consumer—or in some cases, the user—has the power.

- With their \$1B purchase of Kustomer, Facebook
 is banking on chat as the preferred customer service
 model of the future
- As services like <u>telehealth</u> and personal <u>delivery</u> continue to boom, the future is clear—consumer convenience is a fundamental part of the new normal
- When the COVID-19 pandemic shut down schools, students and communities rebuilt them in <u>Minecraft</u> and <u>Roblox</u>







"The future of experiences is connected. We have to create a seamless, purposeful journey for attendees across time, place and medium. Whether integrating technology, data, messaging or even physical venues, a tightly woven and deeply integrated experience will be essential to building value for the attendee and the business."

KEN MADDEN

SVP Head of Digital

1. Integrate. Integrate. Integrate.

The multi-experience future will require deeper tech and human integrations.

To deliver differentiated experiences and seamless journeys, focus on developing strategic relationships and organizational design changes to enhance fluency and connectivity between business, people and tech.

Where could you build greater organizational capacity for collaboration?

2. Arrange for a more creative and composable future.

Low-code/no-code apps are revolutionizing business and changing how online worlds get made. A similar shift is happening with events.

The next generation of attendee will expect greater compositional control as creators and curators of their own experience. Now's the time to put the building blocks in place.

What would ROBLOX do? What parts of your experience could your attendees design in real time?

3. Explore new event and experience bundles.

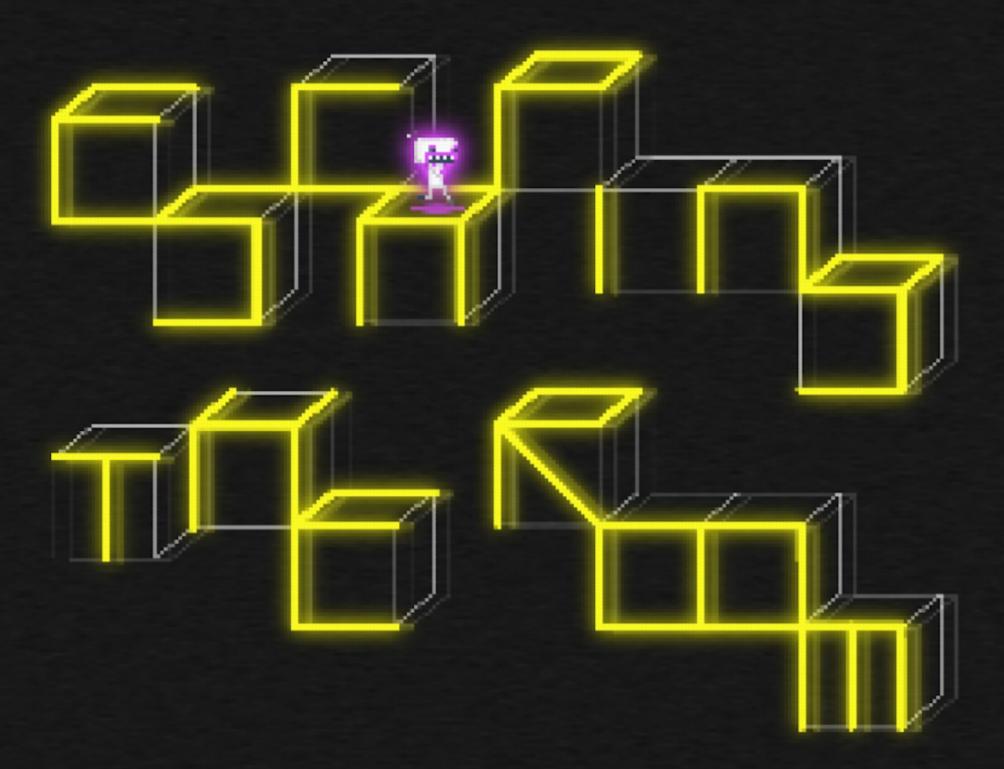
Sponsorship, pricing and content delivery models are all ripe for innovation.

Need help figuring out how to diversify your sponsorship investments or repackage for greater value? Struggling to decide between free and freemium, or tiered and packaged pricing models?



Set up time to talk it out





Trapped in-place, people are spending more time outside the present dimensions.

Just last year we were building escape rooms.

Now we can't get out of our own. Stuck in place, the desire for escape has erupted and evolved to new levels and new dimensions.

This longing we feel to transcend time and space is one of the most enduring human traits.

Throughout history, we've used technologies ranging from religion, art, music and myth to transport us elsewhere. Modern technologies have since advanced these pursuits, bringing greater breadth and depth to the stories we tell, the games we play, and the worlds we build to escape.











Immersive play

In 2020, some of the world's most vibrant communities came to life in video games.

- In-game events on <u>Fortnite</u> and <u>Roblox</u> are proving that gaming is about way more than just gaming
- 'Among Us', a game built around human interaction, has skyrocketed to the top of the gaming/streaming charts
- Animal Crossing <u>users are opening</u>
 (profitable) in-game businesses. You can <u>find Joe Biden</u> in there too.

Windows into worlds

New innovations allow us to see and explore the world from entirely different points of view.

- WindowSwap is a service that lets you look out a random person's window
- Amazon Explore offers live, interactive experiences with the outside world from the comfort of your room
- Microsoft Flight Simulator is <u>taking</u>
 off—literally and figuratively—and
 bringing people new views and vistas
 from the sky

Time travel

Nostalgia marketing has attempted to transport us to a time when things were innocent, simple and pure.

- From <u>Bill and Ted</u> to <u>Willow</u> and <u>Labyrinth</u>, Hollywood is bringing us backwards in time
- <u>Chips Ahoy, Kraft, KFC</u> and <u>Budweiser</u> are just a few of many brands that have exhumed old mascots, campaigns and aesthetics
- Mattel is reviving the Masters of the Universe franchise and some Fisher Price classics, too. I have the power!

Drive-tos and thrus

"Here in my car, I feel safest of all." In 2020, vehicles turned into private escape pods.

- The <u>Stranger Things drive-into</u> <u>experience</u> brings Hawkins, Indiana within driving distance
- <u>Drive-in concerts</u> were all the rage last summer as brands, bands and fans jammed out together
- <u>The Bachelorette</u> launched their new season with a parking lot premier









1. Expand your horizons

Events that used to be in-person trigger a nostalgic ache for travel. We miss the journey there and back, the arrival and the destination. For now, use this time to transport your audiences to places they could have never imagined or ever thought they'd be.

What sort of far-flung places and transcendent views could you deliver?

2. Go beyond gamification

Gaming continues to explode, both in <u>time and money</u> spent. However, applying game-design elements and principles to non-game contexts (like events) isn't always a winning solution. Without the right stakes and incentives in place, 'gamified' experiences can be game over before they begin.

Looking to avoid coming off like a #n00b?

Try seeing the game from your attendee/player's point of view and design for intentional *play* instead.

3. Take your story to another level

The Marvel Universe is a case study in the power of story to transcend media and realities. And now, technology is bringing storytelling to new levels and dimensions. This year, try thinking a bit more like Travis Scott.

Get it off your chest. What BIG story have you got to tell?

4. Get in the game

If anything became clear this year, it's that the future isn't. However, forward-facing brands and businesses are using this time to lay the groundwork for a more resilient and always-on experiential future.

What's your brand's 3D presence all about?



Just as every company a few decades ago created a web page, and then at some point every company created a Facebook page, I think we're approaching the point where every company will have a real-time live 3D presence."

IM SWEENEY

CEO EPIC Games

rewilding reality_ COPYRIGHT © 2020 George P. Johnson

The thrill of life IRL is missing

Humans are sensitive creatures. taken, Life can get rather dull

Over millions of years, we've evolved a number of finely-tuned instruments designed for a life lived (until recently) offline and in-person.

The problem is: all sorts of invisible human senses get tamed or turned off in between real-life and the screen. Mounting reports of burn out, depression and fatigue hint at the human toll this year has

taken, Life can get rather dull from a distance.

With the electric buzz of real life interaction now missing, people are going out of their way to fee the thrill of life IRL again.

For brands and business, distinguishing experiences and engaging Zoom-fatigued audiences is requiring wildly creative ideas and out-there approaches.





















Out-there escapes

There's nothing like life in real life. Recreational experiences are pulling us back into the big world 'out-there'.

- Geo-located sound walks and scavenger hunts bring fresh air and fun
- Zombies, Run! turns routine exercise into an epic challenge to survive—and save the human race
- An unprecedented amount of newly-converted nature lovers overwhelmed parks and protected areas throughout the world over the summer

Perfectly human imperfections

The real world is messy, imperfect and gloriously uncertain. People are seeking less refined and more real encounters.

- There's an increasing interest in new apps and services that attempt to bring back the random realities of connection
- From no makeup movements to a universal acceptance of sweatpants, people are increasingly keeping it real
- Remember Chatroulette? Well, it kinda made a comeback in 2020.

Where the wild things are

Humans are seeking out weird, wacky and wild happenings in a quest to experience something different.

- From **Zoom nightclubs** and **floating** cinemas to David Lynch-produced VR theaters and life-size Pac Man with heavy machinery, the power of human ingenuity has been on full display in 2020
- Psychedelic retreats in **Amsterdam** and Oregon are expanding potentials for the more adventurous types
- The RV rental market exploded this year, as people and marketers hit the road

What's in the box?!

Experiential boxes are subverting the limitations of our current environment.

- With sports fans stuck at home, brands like **Heineken** and **Pepsi** brought the stadium experience to the fans (in boxes of course)
- Subscription boxes are skyrocketing in popularity. Now, there's a box for anything that fits. Booze, food, clothes, pets-you name it.
- Cafe Nordo put their immersive dinner theater experience in a box. Food, beverages, and a murder mystery delivered to your door.









1. Take it outside

In addition to providing enhanced physical health and safety, research has shown that a connection to nature helps fulfill our basic psychological needs for autonomy, competence, and relatedness.

Even for remote audiences, a bit of nature can boost good moods and vibes.

Where would **David Attenborough** go?

2. Embrace a super-human approach

A new conception of craftsmanship has emerged where stories and ideas outweigh production.

In the lo-fi world, superhuman traits like creativity and humour can go a long way. If ever there were a time to introduce a more personal side of your brand, it's now.

What content could you unproduce?

3. Use live and ephemeral moments to bring your show to life

'Live' is scary—but thrilling. Ephemeral content is temporary but often lasts the longest.

Real-time content and interaction are immediate ways to increase excitement and engagement.

What's your version of live prime-time TV?

4. Make room for random and unexpected connections

People are missing the serendipity and spontaneity of live events. Make room for random and unscripted connections to happen. Not everything needs a plan.

How could you push attendees out of their comfort zone for better connections?



The human condition is distinctly uncurated. That essence of exploration and happenstance is essential and hard to replicate in digital environments, but core to an IRL experience."

MARTYN CLARKSON
SVP Head of Strategy



We've grown more in touch and out of touch.

Over the course of 2020, we learned to adapt and resume much of life from a distance.

Heart surgeries were performed remotely and the GRAMMYs were produced from home. Love was made by distant lovers and stocks were shelved from afar.

As the world retreated into isolation, tele-existence took our place - giving us remote control of the outside world in return. With robotic surrogates

and online avatars acting on our behalf, our presence and reach is extending further, and the boundaries of reality, identity and self are becoming less clear

"By 2025, the time spent on current tasks at work by humans and machines will be *equal*."

WORLD ECONOMIC FORUM
Future of Jobs Report 2020













New life forms

As virtual and physical existences entangle, all sorts of peculiar new life forms have emerged.

- K/DA is an all virtual version of a girl group from Riot Games. Beyond singing, each member doubles as a character you can play in League of Legends. It's an entirely new conception of the crossover star.
- Replika is hoping to help you grow an Al-powered friend, while Al and chatbots are being tapped to solve a growing mental health crisis
- Meet <u>NEON</u>, a computationally-created virtual being that looks and behaves just like us with the ability to learn new skills, form memories, and show emotions. Where's Rick Deckard when you need him?

Avatars and alternative selves

For many people—and now brands—avatars have become idealized versions of ourselves.

- Stand-ins like avatars and GIFs are helping express
 what pure text cannot. And in some cases, avatars
 give us the freedom to express our <u>innermost beliefs</u>
 and virtues in <u>new and liberating ways</u>.
- <u>Fashion brands are heavily investing</u> in Snapchat's BitMoji avatars. New partnerships with Ralph Lauren, Levis and Jordan Brand let you outfit your BitMoji in new, fresh swag.
- Virtual avatars may be the future of customer service.
 <u>Soul Machines</u> sure hopes so—they've raised over
 \$40 million on the promise of creating Al-powered,
 customer-facing digital avatars for brands.

Deepfakes, friends & foes

New tech is making it harder and harder to distinguish between human and machine.

- <u>Deepfakes</u> are getting harder to spot and easier to make. Some experts consider them one of the <u>great dangers</u> of the future.
- This X Does Not Exist is a site dedicated to cataloging all the fake things generative adversarial networks (GANs) are being trained to make
- Could you tell if an article was written by a robot?
 With the GPT-3 Al language system, it's nearly impossible. Seriously—check out this screenplay that imagines Harry Potter as a hard-boiled pulp detective.





1. Get hands-on with tactile touchpoints

Humans are wired for touch. Research has shown that the body registers a deficit of touch as akin to starvation.

With audiences still largely remote, a hand-written letter or physical gift can expand the depth and dimension of the connection and impression you make.

What elements could you get tactile with to enhance connection in a touch-starved world?

2. Build for physical trust you can touch

The real world has become the ultimate source of authenticity and truth. As trust online erodes, look for ways to further dimensionalize your brand through physical experiences that deliver the sort of truth you can touch.

Don't let the distance stand in the way of designing engaging human interactions.

What sort of remote control could you hand over to connected attendees near and far?

"Human touch is the fundamental language of *connection* for our society."

DR. DOUG FLORA Exec. Director of Oncology St. Elizabeth Healthcare

3. Use tech to augment and enhance human potential

The same Al-powered technologies transforming digital business will revolutionize attendee experiences. What human potentials could you augment or enhance?

- Curation and personalization: surfacing relevant content and connections, making intelligent experiential recommendations
- **2. Customer service:** scaling white-glove service and real-time support to all e.g. wayfinding, 24/7 help-desk
- **3. Content augmentation:** information retrieval, visualization and manipulation, content capture, note taking and session transcription

Trends & Actions Summary

Use the actions and recommendations listed here to help guide plans for going forward and getting back.

Bubble Worlds

- 1. Everything is going social. Build for belonging.
- 2. Refocus for local and global audiences.
- 3. Prepare for micro-experiences at scale.
- 4. Go big or go home. Use space to your advantage.

Time Quality. Quality Time.

- 1. Prioritize human health and wellbeing.
- 2. Make it purposeful and easy.
- 3. Reduce lags and close gaps.
- 4. Design for the time your attendee is in.

The Unbundling of Experience

- 1. Integrate. Integrate. Integrate.
- 2. Arrange for a more creative and composable future.
- 3. Explore new event and experience bundles.

Escaping the Room

- 1. Expand your horizons.
- 2. Go beyond gamification.
- 3. Take your story to another level.
- 4. Get in the game.

Rewilding Reality

- 1. Take it outside.
- 2. Embrace a super-human approach.
- 3. Use live and ephemeral moments to bring your show to life.
- 4. Make room for random and unexpected connections.

Digital Selves

- 1. Get hands-on with tactile touchpoints.
- 2. Build for physical trust you can touch.
- 3. Use tech to augment and enhance human potential.

Questions & Considerations

Here's a round up of prompts and questions you can use to provoke new ways of thinking about the opportunities ahead.

- **1.** Consider the role of your brand in relation to your audience. What is it that brings everyone together?
- 2. Look at your portfolio from both points of view. What are the big things and little things that connect your community?
- **3.** What would you make for a market of one?
- **4.** How might you use all of that extra space?
- **5.** What bubbles are keeping you and your audience apart?
- 6. What could you make easier or more intuitive?
- 7. Think about your audience's time like a rare and valuable resource: What moments along the journey do you want to seize vs. save attention?
- 8. What gaps could you close?
- **9.** What's the masterclass your brand should be teaching?

- **10.** What could you skip or rewind, speed up or slow down?
- **11.** What if you broke things down into smaller pieces or stretched your experience out over time?
- **12.** Where could you build greater organizational capacity for collaboration?
- 13. What would ROBLOX do?
- **14.** What parts of your experience could you design in real time?
- **15.** What sorts of far-flung places and transcendent views could you deliver?
- **16.** Try seeing the game from your attendee/player's point of view and design for intentional play instead.
- 17. What BIG story have you got to tell?
- **18.** What's your brand's 3D presence all about?

- **19.** Where would David Attenborough go?
- **20.** What content could you unproduce?
- 21. What's your version of live prime-time TV?
- **22.** How could you push attendees out of their comfort zones for better connections?
- **23.** What elements could you get tactile with to enhance connection in a touch-starved world?
- **24.** What sort of remote control could you hand over to connected attendees near and far?
- **25.** What human potentials could you augment or enhance?

Thank you.

Business or Media Inquiries:

scott.kellner@qpj.com

CONFIDENTIAL: ©2021 George P. Johnson

COPYRIGHT. The content (content being images, text, sound, video files, programs and scripts) of this document and associated material is copyright. Any content may not be sold, licensed, transferred, copied or reproduced in whole or in part in any manner, or in or on any media to any person without the prior written consent of George P. Johnson, including but not limited to:

Transmission by any method; Storage in any medium, system or program; Display in any form; Performance; Hire, lease, rental or loan. ALL RIGHTS EXPRESSLY RESERVED.

Author / Trends Practice Brendan Brown & Project Lead

Primary Contributor / Shane Quinn Lead Deep-Diver

> Creative / Danielle Poisson **Lead Designer**

Creative / Jericho Castillo **Designer / Animator**

> Creative / Kathy Roessner Designer

Creative Sponsors Scott Burns & Alicia Wysk

Strategy Sponsors Martyn Clarkson, Andrew Todd & Kurt Miller

Proofreader Jaime Knife

Stakeholder Fiona Bruder, Paolo Zeppa, James Klein, Erik Reponen, Ken Madden, Scott Burns, Interviewees Martyn Clarkson, Scott Kellner, Lorea Dandoy

GPJ Trends Practice & Matt Somma, Brandon Dolan, Eric Cavanaugh, Grace Bellow, Ish Benhalim, Jericho Castillo, Contributors Jessica Peterson, Jessica Turek, Michael Wood, Nat Wittstruck, Nikki Killman, Noelle San Jose,

Paul Hemsworth, Peter Williams, Sam Hagen, Samantha Wolf, Sarah Vitale, Shane Quinn,

Shannon Malliet, Suzanne Fritz-Hanson, Tim Owens, Sarah Normand, Peter Williams, Roberto Miranda