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Event Design Yearbook 2020/2021

Katharina Stein

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- Features events in Germany, Switzerland, Belgium, Thailand, China, USA, Korea, Chile, Argentina, The United Kingdom among others

The world is changing. A host of developments are impacting our lives: sustainability, values, equality, purpose, digitisation or 'Gen Z'. However, a consideration of the majority of brand experiences gives rise to the question: Where is the change? It occurred: with COVID-19! And suddenly it was about people's lives, about our supply system and saving our and many other sectors.

This is therefore a special ***Event Design Yearbook***. It allows us to revel in projects that have been prohibited for months in 2020. It also shows experience concepts from the time before COVID-19. With all the foreseen changes after the pandemic, as described for example by Cedric Ebener in an interview, one can only speculate how the concepts presented here might look in future.

Text in English and German.

Contents:
Public Events;
Consumer Events;
Employee Events;
Press Events.

Katharina Stein is a specialist journalist, scene insider and founder of *eveosblog* for event marketing.

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