



# Experience & Event Design 2024 / 2025

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- Around 50 international events: real, hybrid, virtual, immersive

The world is in motion – and live communication along with it. There is particularly positive movement in the field of sustainability, with great transformation pressure and noticeably growing awareness. Social involvement is increasing, many seek to forge a sense of community and solidarity with their projects and to call for diversity, democracy and tolerance. At the same time, new technologies such as artificial intelligence are driving the developments forwards, extending not only the possibilities but also the challenges.

Text in English and German.

**Katharina Stein** is a specialist journalist and a connoisseur of the event design scene. In 2009 she founded eveosblog together with Henning Stein, one of the best-known and most widely read event blogs in Germany.

