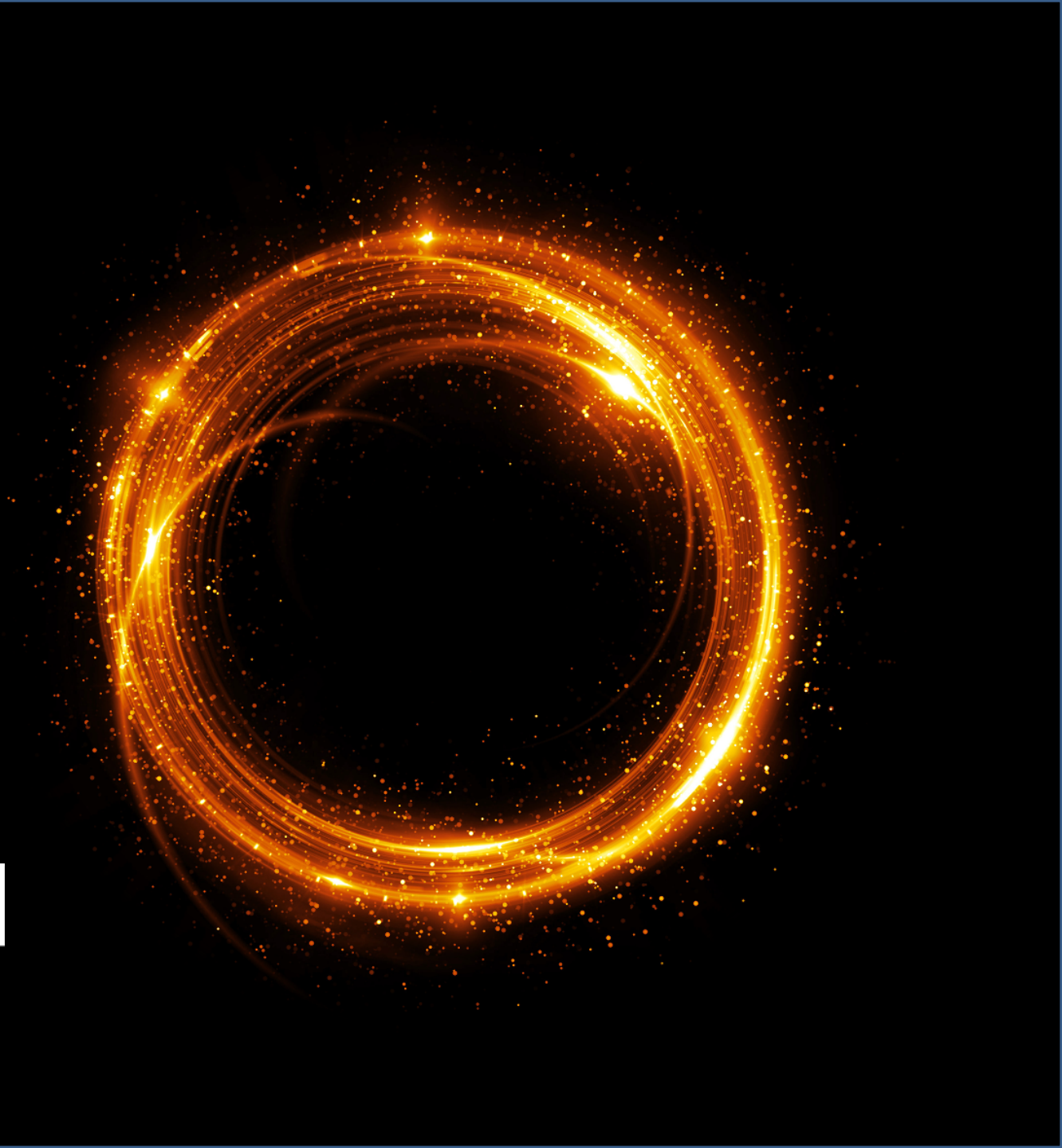


JULY 2020

The (Near) Future of Experiences

Deloitte.
Digital



About Our Speakers



Nelson Kunkel

Chief Design Officer
Deloitte Digital

Nelson leads a network of global studios for Deloitte Digital—the world’s leading creative digital consultancy—alongside a team of creative thinkers and makers who imagine, deliver and run the future of business and ultimately elevate the human experience.



Ian Daly

Head of Brand Strategy
Live Nation

Ian’s job is to shape the proposition and story of Live Nation, the largest live entertainment company in the world, as well as to guide strategy and creative for their brand partnerships—of which they have more than 900 worldwide. Working closely with data, insights, media, and production, Ian helps develop big ideas that provide real value to fans and drive measurable results for clients around the world.

The Future of Everything

Events
Performance
Education
Ceremony
Connection
Sponsorship
Impact
Memory
Brand



The Human Condition

“ I don't know when it will be safe to return to singing arm in arm at the top of our lungs, hearts racing, bodies moving, souls bursting with life. But I do know that we will do it again, because we have to. It's not a choice. We're human. We need moments that reassure us that we are not alone. That we are understood. That we are imperfect. And, most important, that we need each other. ”

— Dave Grohl, *Foo Fighters*



Article: *The Atlantic* <https://www.theatlantic.com/culture/archive/2020/05/dave-grohl-irreplaceable-thrill-rock-show/611113/>

The Human Response



Our (Near) Horizons

Communal experiences are constantly evolving. And we find ourselves at the intersection of crisis, technical capability, and human ingenuity that can make almost anything possible.

THEN

Horizon One

In-person
Experiences
with “Digital Light”

NOW

Horizon Two

Digital / Virtual
Replicas

NEXT

Horizon Three

Digital + Physical
Invention & Change



THE (NEAR) FUTURE OF EXPERIENCES

Thank You

Nelson Kunkel

Chief Design Officer, Deloitte Digital

Contact: nkunkel@deloitte.com

Ian Daly

Head of Brand Strategy, Live Nation

Contact: IanDaly@livenation.com

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte USA LLP, Deloitte LLP and their respective subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

**Copyright © 2019 Deloitte Development LLC.
All rights reserved. Member of Deloitte Touche Tohmatsu Limited**