

# Digital Lunch & Learn Session

Digital Director Louise Booth launched the first in her "Lunch & Learn" webinars series for 2022.

As the creative agency TMW said, "2022 is the year we start emerging from our restrictions into a world of optimism, shaped by a period of intense behaviour change."

In this one-hour discussion, they shared three post-pandemic new and evolving realities as well as highlighted the opportunities for Colart:

## 3 evolving trends:

- **Living to the max:** after two years of sporadic restrictions, people really want to live life to the full.
- **Digital experiences:** the [Metaverse](#) opens the door to an exciting world of experiential for brands.
- **Doing the right thing:** it is not enough to make quality products; brands need to make a positive contribution to society too.

## The opportunity for Colart:

- Now is the time to start to research into Metaverse and NFTs.
- Ensure our artist community is involved every step of the way – listen to their needs and address their concerns.
- Think about what creators might need to create an experience for the Metaverse and how you could help.

Even if the meeting focused was on sales, brand or digital people, it is highly recommended for everyone. We encourage you to watch and provide feedback. Creating conversation threads in this article's comments section is a great way to share, influence, and inspire one another.

You can find the presentation [here](#).