

# Preparing your business for the metaverse

An Innovation Keynote by  
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Ready or not, the Metaverse is here. And it is going to change everything we know about how businesses engage their customers.

While it's easy to dismiss the Metaverse as some sort of fad, innovative businesses are already taking steps to shape their digital future. Why are brands as diverse as Facebook, Wal-Mart, McDonald's and Disney embracing such a new and unproven technology? Simple...at its core, the Metaverse is about **experiences**.

And if we've learned anything over the last few years, it's that the experience-driven economy is here to stay.

72% of Millennials prefer spending money on experiences over material things. **Experience** is why The Museum of Ice Cream sells out months in advance, while traditional museums struggle with dwindling attendance. **Experience** is what helped 19 Crimes wine quadruple its revenue by introducing an AR-enabled label. And **experience** is how Universal Studios can sell a 12-inch piece of plastic as a "Wizard Wand" for \$44.95.

**Experiences are the future of business.** And there is no greater tool for crafting custom experiences than the Metaverse.

As Head of Innovation and Creativity at Disney, I helped craft one-of-a-kind experiences for our guests. And in my **Preparing Your Business for the Metaverse** keynote, I'll show you how to apply this amazing new technology to create one-of-a-kind experiences of your own.

From selling unique virtual goods to customers who might not otherwise be able to afford your brand, to building a truly global salesforce that wows prospects across multiple time zones daily, we'll explore ways to leverage the experience-driven economy of the Metaverse in a way that prepares your business for an unprecedented decade of growth.



Get connected with Duncan on social media, or visit [duncanwardle.com](https://duncanwardle.com)

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