

The Metaverse for Communication Professionals

The metaverse has been called the next version of the Internet. It's the world of interconnected, 3D immersive communities, where you interact virtually with other people and information. Today's metaverse often revolves around entertainment, such as immersive videogames and virtual concerts. But more companies are creating their own metaverse-like experiences to improve brand recognition and engage customers and stakeholders.

In this live, virtual program, you'll learn:

- Current state of the metaverse, multiverse, and virtual worlds – plus block-chain metaverse economies
- Hype vs. reality: opportunities for PR and marketing professionals
- Case studies/demos: what has worked/not worked
- Winning strategies for using metaverse concepts

Thursday

March 24, 2022

12:00 – 1 pm Pacific Time

Open to the public

- PRSA members: Free
- Non-PRSA members: \$10

[Register to receive
the link](#)



Brett Atwood

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Brett Atwood is a metaverse marketing and virtual entertainment economy expert. He has more than two decades of executive-level experience in marketing, editorial, and content strategy, including at Amazon.com, Linden Research, RealNetworks, and Billboard magazine. Atwood has served as co-organizer and moderator at numerous metaverse, entertainment industry, and academic events in the virtual world, including product placement partnerships that connect the physical and virtual worlds.

A sought-after digital technology expert, Atwood has been interviewed for national news outlets including MSNBC, CNN, USA Today, and the Wall Street Journal. At WSU Everett, Atwood teaches courses in digital content production, reporting, and social media persuasion.