

CES Is the Event to Watch as Omicron Variant Threatens Return of 2022 Events

I know I've not been alone in my excitement about the return of in-person events. But despite the appeal of live interaction and experiential value, earlier this year the question of "Is this worth leaving my house?" was persistently top of mind. And today, many people once again find themselves asking, "Is it safe to leave my house?"

Recommended articles

<https://www.adweek.com/brand-marketing/ces-is-the-event-to-watch/>