



## METaverse *Resource Guide*

**FastCompany:** [What will the Metaverse ‘Actually’ Look Like in 5 Years? This Studio May Have Cracked It](#)

What is the Metaverse? Ask 10 different experts, and you’ll [get a slew of different answers](#). Is it virtual reality? Mixed reality? Will it be a virtual city where we buy digital apartments? Will it just be a bunch of NFT JPEGs and other get-rich schemes before crypto creates so much carbon that our world burns? Or is it just Roblox and Snapchat in a couple of years?

**Wired:** [What Is the Metaverse, Exactly?](#)

**TO HEAR TECH** CEOs like Mark Zuckerberg or Satya Nadella talk about it, the Metaverse is the future of the Internet. Or it’s a video game. Or maybe it’s a [deeply uncomfortable, worse version of Zoom](#)? It’s hard to say.

**IPG Collective Intelligence:** [Watch the Metaverse Actually Solve Business Problems](#)

By now, you may be familiar with terms like Metaverse, Web3 or NFT. In this webinar replay, Elav Horwitz and Mathieu Albrand from McCann Worldgroup’s Futures Group demonstrate how the Metaverse can help overcome business challenges and why it is crucial to get involved now. This isn’t just another broad educational event. Instead, their conversation provides actionable ideas to impact your brand and business goals in the near term.

**Medium:** [Entering the Metaverse: How to Find the Best Entry Points for Your Brand](#)

Thanks to [Facebook’s recent rebranding as Meta](#), the Metaverse has become a buzzy topic in the media and marketing world lately. Much of the discussion so far has been understandably focused on the key players and consumer-facing platforms that are driving its development, such as Facebook’s investment in Oculus and Fortnite’s live events, but the metaverse is an all-encompassing concept that goes much further than that.

**Provoke Media:** [Analysis: PR Players Aim To Claim Their Space In The Metaverse](#)

As brands fast-track their moves into the metaverse, industry watchers are urging communicators to proceed with caution.

**Vimeo Events:** [Video: From Scrolling to Strolling: Creating Metaverse Experiences](#)

In the webinar replay ‘From Scrolling to Strolling: Creating Metaverse Experiences,’ learn about the expansive opportunities available to brands in the Metaverse and how they can get started. In a panel moderated by Contagious editor Chloe Markowicz, Epic Games’ Rachel Stones, host of the ‘Welcome to the Metaverse’ podcast Luke Franks, and R/GA’s Nick Pringle and Victoria Wells shed light on this fast-moving topic, discussing the common misconceptions often held with this new Web 3.0 offering and outlining what they thought the future holds for the Metaverse and those looking to jump in ‘avatar-head first.’