



PRESS ANNOUNCEMENT

## **New metaverse: ODC - The first virtual marketing event city**

On December 1st, the "Open Digital City" (ODC) will be the world's first virtual marketing and event city, revolutionizing the digital conference and trade fair landscape.

In a time marked by Corona, we are faced with a flood of digital conferences, trade fairs and learning opportunities. The ODC wants to offer a completely new concept here.

"Linear events have no future online," says Marco Janck, Managing Director of SUMAGO GmbH, who developed the ODC with his team. The ODC is the digital adaptation of Marketing Underground, which attracted over 2,000 participants to the Arena Berlin in 2019.

"At the moment, online events simply lack the interaction that you have in real life," says Janck. "If you want to map an event digitally, you have to use the means with which you can make virtual interaction interesting - you can get inspiration from the gamer scene in particular. In our virtual trade fair and event city you can move around like in real life and on the go with a few clicks, learn, get information and discover new things. "

The ODC puts the focus on the visitor. He decides when he needs information and entertainment. No longer the organizer. The ODC is open 24/7 all year round and is constantly being developed. Just like a "normal" city.

The center of the ODC is the ODC Campus, a kind of virtual conference center. Here visitors get insights from experts in the world of marketing in short and crisp inputs. The theme districts, which are located around the campus, are each dedicated to a marketing discipline. There is everything here that defines a city. Shops, kiosks, people and a thousand little things to discover.

Since marketing is very closely linked to society, Culture Hoods provide great inspiration. Art, social projects, campaigns and other areas for open minds.

There are also many other offers, such as guided tours, food courts and the Hall of Fame, which turn a visit to the ODC into a marketing adventure.

Tickets are available from September 15, 2020; the ODC opens its doors on December 1. The 2-day ticket costs € 19.90, the annual ticket € 59.90 and a lifetime ticket is available for € 399.

**More Info:** <https://www.campixx.de/marketing-underground-odc/>

**Contact & Interview requests:**

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