

AUGMENTED REALITY AND VIRTUAL REALITY PRODUCT DEVELOPMENT AND CX CONFERENCE

**FUTURE CUSTOMER EXPERIENCE
STRATEGIES WITH AR AND VR**

**SYDNEY HARBOUR MARRIOTT
HOTEL AT CIRCULAR QUAY**

**MAIN CONFERENCE DATES
26 - 27 JULY 2017**

**WORKSHOP DATE:
28 JULY 2017**

BRONZE SPONSOR:

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AUGMENTED REALITY AND VIRTUAL REALITY

PRODUCT DEVELOPMENT AND

CX CONFERENCE

26 - 28
JULY

SYDNEY HARBOUR
MARRIOTT HOTEL AT
CIRCULAR QUAY

EXPERIENCING THE FUTURE OF CX WITH AUGMENTED REALITY AND VIRTUAL REALITY



5 Killer Strategies to Boost Your Customer Engagement in 2017

1. Foster collaborative innovation between CX professionals and digital innovators through **exclusive co-present sessions**
2. Acquire practical insights, proven solutions and **customer-centric CX strategies powered by AR / VR**
3. Adopt tried-and-tested **CX strategies from brands and their partners that have successfully leveraged digital-driven CX and achieved significant ROI**
4. Uncover the best ways to deliver **hyper-personalized and engaging customer experiences**
5. Gather inspiration from thought-provoking panel discussions to **future-proof CX strategies** in the fast moving and rapidly evolving market

THE FORUM AT A GLANCE

REGISTER BY
3 MAY 2017 TO
SAVE UP TO AU\$400!

DAY 1: WEDNESDAY, 26 JULY 2017

- Exclusive Experience Showcase - **Microsoft HoloLens, Oculus Rift platforms and Future of AR / VR**
- **The Business Case for Augmented & Virtual Reality:** Why Brands are Investing and Where the ROI Adds Up
- **The Next Frontier of Customer Experience** with AR / VR / MR

DAY 2: THURSDAY, 27 JULY 2017

- **Australia Zoo Case Study** - VR as the Game Changer for Interactive and Immersive 360-degree Wildlife Experience
- **Keynote** - Augmenting the Enterprise with AR and VR: How Businesses Can Effectively Embrace the Next Computing Evolution Education
- Shifting from the Gamer's Niche to Innovative Uses

POST-FORUM WORKSHOPS:

FRIDAY, 28 JULY 2017

- **Enhancing Customer Experience and Interactive Marketing with AR / VR**
- **Incorporating AR / VR within Marketing Campaigns** with Measurable Success



All delegates are also invited to join us at our **Champagne Networking Session**. Enjoy a perfect glass of champagne, build exclusive networks and exchange powerful insights with delegates

FEATURED SPEAKERS



Joe Millward
Senior Digital
Strategist
3M

Keynote - Augmenting the Enterprise with AR and VR: How Businesses Can Effectively Embrace the Next Computing Evolution Education:



Erina Kilmore
Director of Sales
Australia Zoo

Australia Zoo Case Study - VR as the Game Changer for Interactive and Immersive 360 degree Wildlife Experience



David Francis
Creative Technologist
and Asia-Pacific Head
Zappar

The Business Case for Augmented & Virtual Reality: Why Brands are Investing and Where the ROI Adds Up



Dominic Byrne
Head Digital
Coco Republic

Retail of the Future:
Coco Republic's Innovative CX



Anthony Alder
Board Member
Australian
Professional
Standards Board
for TM and Patent
Attorneys

Latest Patent Updates on AR / VR -
Legal Issues You Should Be Aware Of



Rupert Deans
Founder
Plattar & One Fat
Sheep

Visionary Keynote: 2017 - The Tipping
Point for AR / VR Visionary Keynote:
2017 - The Tipping Point for AR / VR



Creative Technologist, Customer Experience and Global Speakers Line Ups



Joe Millward
Senior Digital Strategist
3M



Rupert Deans
Founder
Plattar, One Fat Sheep



David Francis
Creative Technologist
and Asia-Pacific Head
Zappar



Dominic Byrne
Head Of Digital
Coco Republic



Erina Kilmore
Director of Sales
Australia Zoo



Jason Bentley
CEO
Aurora VR



Ming Wei Chan
Senior Consultant - VR
Business & Experience
Designer
PwC



Anthony Alder
Board Member
Australian
Professional
Standards Board
for TM and Patent
Attorneys



Alec Christie
Partner - Digital Law
Ernst & Young



Michael Lyons
3D AR & Virtual Reality
Lead
Deloitte



Robbie Robertson
Partner, Spatial & Brand
Experience
Deloitte



Scott O'Brien
CEO & Founder
Humense



Martin Brown,
Head Alliances and
Partner Solutions
Samsung Electronics
Australia



Andy Blood,
Head Creative
Facebook



David Gerrelli
APAC Product Manager
3D Visualisation
Technologies
Global Director
CBRE



Kristin Carlos
Head of Digital and
Entertainment
Qantas



Rick Martin
Founder
Equal Reality



Brennan Hatton
Co-Founder
Equal Reality



Creative Technologist, Customer Experience and Global Speakers Line Ups



Pradeep Khanna
President
VRAR Association
(VRARA), Sydney
Chapter



Chris Grainger
CEO
Grainger VR



Maxim Drygin
Director of Virtual
Reality Services
Grainger VR



Skeve Stevens
Chief Futurist
FutureSumo



Shanti Korporaal
Chief Implementor
Futuresumo



James Marshall
Senior Producer
Start VR



Welcome to the **Augmented Reality and Virtual Reality Product Development and Customer Experience Conference**

FUTURE CUSTOMER EXPERIENCE STRATEGIES WITH AR AND VR
26 - 28 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

The Customer Journey has never been more diverse and demanding. With data being processed in real-time, and customer interactions getting increasingly personalised, the opportunities to innovate and deliver a seamless customer experience in this transformational time are truly endless. As customers adapt to the new digital communication channels being introduced, will we be able to identify the most effective and efficient channels to connect to our customers?

Telsyte Australian VR & AR Market Study 2017 estimates that **over 3.3 million units of VR headset will be sold in Australia by 2020**, reaching a household penetration of **22.3% or 2.5 million households**. In another study by Digi-Capital, **revenue generated by AR / VR is forecasted to hit \$150B by 2020**.

Brands have begun incorporating AR / VR as well, introducing the technology into their marketing and CX strategies - **Audi's A4 VR Experience allows consumer to experience an exhilarating test drive, Coca-Cola's marketing campaign is reimagining Christmas festivity with virtual sleigh ride, and Marriott Hotels is offering a virtual travel experience.**

The first ever AR / VR CX conference in Australia, **Augmented Reality and Virtual Reality Product Development and Customer Experience Conference**, will address the ways to transforming the future of customer experience in this new digital world. Join the impressive gathering CX, AR, VR, UX professionals to discover how you can use AR / VR to usher in the future of CX, hear solutions to key business challenges and exchange ideas with experts from around the region.

Discover how brand pioneers, technology evangelists and marketing experts are adapting and transforming their strategies, evolving their operating structure to embrace the reality for brands and embarking on a new world of possibilities using AR / VR.

Book your seats now and be where the customer experience visionaries from around the region will gather! Mark 26 - 28 July 2017 on your calendar now!

Best Regards,

Vivien Palmer
Conference Director

Book Your Seat Today!

Email:

admissions@claridenglobal.com
or Call +61 3 9909 7310 today for
immediate booking.



Augmented Reality and Virtual Reality Product Development and Customer Experience Conference

FUTURE CUSTOMER EXPERIENCE STRATEGIES WITH AR AND VR
26 - 28 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

Who You Will Meet:

Industries / Sectors:

- Marketing & Advertising - Food and Beverage, FMCG, Fashion, Retail, Online Retail, Real Estate, Healthcare, Tourism, Consultancy
- Management Consulting
- Media Production
- Computer Games
- Computer Software
- Information Technology & Services

In the roles of:

C-Level/GMs/VPs/Director/Head/Manager

- Chief Marketing Officer
- Customer Experience
- Customer Engagement
- Consumer Experience
- Customer Insights
- Digital Strategies
- Digital Transformation

- Digital Content
- Brand
- Creative
- Marketing
- Sales and Marketing
- e-Commerce
- Innovation and Product Development
- Technology
- Product innovation
- Technology Innovation
- Digital Specialists
- App Developers
- IT Consulting and Projects
- Software Developers
- Content Producers
- UX Designers
- 3D Professionals
- Chief Technology Office

Companies You Will Meet



THE WORLD'S SIMPLEST
AUGMENTED REALITY CREATOR

Seniority Level of Delegates



10 REASONS

TO ATTEND THE AUGMENTED REALITY AND VIRTUAL REALITY PRODUCT DEVELOPMENT & CX CONFERENCE

- 1 Acquire practical insights, proven solutions and **customer-centric CX strategies powered by AR / VR**
- 2 Benchmark and adopt tried-and-tested **CX strategies from brands and their partners that have successfully leveraged digital-driven CX and achieved significant ROI**
- 3 Discover how to **foster collaborative innovation** between CX professionals and digital innovators through **exclusive co-present sessions**
- 4 Uncover the best ways to capture, process and interpret data to deliver **hyper-personalized and engaging customer experiences**
- 5 Gather inspiration from thought-provoking panel discussions to **future-proof CX strategies** in the fast moving and rapidly evolving market
- 6 **Network and forge strategic partnerships** with high-profile attendees and industry peers
- 7 **Redefine the role of new technologies to engage your customers**
- 8 **Enhance your AR / VR monetization framework** by bridging the gap between technology, digital marketing and customer experience
- 9 **Revolutionize AR / VR** as the new frontier for CX to **achieve the next level of your customer engagement**
- 10 **Leverage on the latest technology in cost-effective ways** for your marketing and branding



Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

DAY ONE - 26 JULY 2017

The total revenue for Virtual Reality (VR) and Augmented Reality (AR) is projected to increase from \$5.2 billion in 2016 to over \$162 billion in 2020, according to the IDC.

According to Telsyte Australian VR & AR Market Study 2017, nearly 25% of all households in Australia, or 2.5 million households, are expected to have virtual reality headsets by 2020.

In the space of marketing and customer experience, AR / VR is gaining ground as the technology offers great enhancement to conventional experience that intuitively engages customers. AR / VR can be applied to a range of consumer experiences in the purchasing journey, from how people search and evaluate new products. When AR / VR app is integrated in a familiar retail setting as a part of the shopping experience, people not only thought highly of the technology, but they also positively related to the products. They were more likely to purchase products, and view the app as a useful tool for shopping.

09:00 **Opening Address by Conference Chairman, David Francis**

09:10 **Visionary Keynote: 2017 - The Tipping Point for AR / VR**

- What is driving AR / VR adoption and why this year will be the tipping point for AR / VR
- AR / VR as a part of the omni-channel marketing mix: What does it take to make it work?
- Brand hits and misses on bringing AR / VR to life: Successful commercialization of AR / VR across industries

Rupert Deans
Founder
Plattar, One Fat Sheep



PLATTAR

THE WORLD'S SIMPLEST
AUGMENTED REALITY CREATOR

Digital Marketing pioneer and founder of Plattar, Rupert Deans, was diagnosed with dyslexia as a child. Growing up with dyslexia meant as an adult he was drawn to the use of visualisation techniques to solve problems, he often questioned why we have so much 2D content in a 3D world.

Recognising the enormous potential of Augmented Reality to solve practical problems, he created 'The World's Simplest Augmented Reality Creator' that enables anyone to make their own AR experiences with ease, which could be used to solve a multitude of visualisation problems from engagement to learning, to on-site applications across industries and verticals.

Rupert is also the founder of One Fat Sheep, a platform specialising in creating innovative digital solutions, Augmented Reality, mobile applications, website development and online marketing.

09:50 **The Next Frontier of Customer Experience with AR / VR / MR**

- The dawn of Mixed Reality: Blurring of lines between place, customer experience and Mixed Reality
- Keeping up with the fundamental shift in how customers experience and engage with brands, products, and services
- Enhancing brand experience with Mixed Reality and cutting away distractions
- Global insights from the omni-channel efforts of renowned brands

Michael Lyons
Senior Consultant 3D & VR Visualisation Specialist at Spatial & Brand Experience, Deloitte
Founder, Kid Neon

Michael is the lead of the 3D, AR & VR team which is part of Deloitte Spatial Brand & Experience.

Equipped with 15 years of experience under his belt in architecture, interior design, the wider film and video industry, his core focus is primarily large on Virtual Reality & Augmented Reality Works. Through these works Kid Neon took on a game studio and continually builds leading VR tools that allow groups of people to experience VR and AR together.

Prior to joining Deloitte's team, Michael was the founder and lead at Kid Neon Images, a leading visualisation and Virtual Reality house for retail designers and centres. Some major clients Michael has worked with in this space are New Balance, Melbourne Central and Casuarina, Jurlique & Kate Spade New York.



Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

Robbie Robertson
Partner - Spatial & Brand Awareness Team, Deloitte
Founder and CEO, Mash Up

For Robbie, the drive which puts him in the office everyday is his deep passion for developing spaces with a tangible purpose. More than just simply are well-designed environment, Robbie fuses the digital, specifically Augmented Reality and Virtual Reality technology with brand & customer experience into various verticals such as retail stores, innovation centres or even as simple as augmenting a workplace area.

With 20 years of global experience working in the UK, USA, South East Asia and now Australia, Robbie aspires to assist with omni-channel solutions for his clients, which include, Priceline, NAB, ANZ, Siam Bank, Federal Government and Telstra. He is also an industry commentator and speaker for Good Design Australia, The Digital Industry Association of Australia (AIMIA), Worktech, The Association for Data-Driven Marketing and Advertising (ADMA) and the Customer Experience Australia.

10:35 **Morning Refreshments & Networking Session**

11:05 **Exclusive Experience Showcase - Microsoft HoloLens, Oculus Rift Platforms and Future of AR / VR**

2017 is the year in which AR and VR become mainstream technologies to transform companies and the way customers experience brands. Oculus, Samsung, Sony, Google, HTC and Microsoft are all exploring new frontiers and commercial applications for the technologies, with Apple rumoured to be launching an AR-enabled device in 2017.

Experience how Australian companies are utilizing VR and AR for social media, tourism, sales, store design, category platforms, training, and unique customer experiences. This unique session will include live demonstration of Microsoft HoloLens and Oculus Rift platforms, followed by a 15 min Q&A on the future of the technology, commercial impact and transformational case studies.

Jason Bentley
CEO
Aurora VR

Founder of AURORA VR & Revolution Shopper Marketing, and recently a distinguished speaker for Mumbrella in December 2016, Jason Bentley's leads in exploring new frontiers in immersive CX and B2B transformation solutions through emerging VR & AR technologies.

He pursues his passion by working with the creative industries such as 360 Film, Virtual & Augmented Reality and new immersive technologies that illuminate the human experience and create deep emotional connections for companies and brands.



Andy Blood
Head Creative
Facebook

Martin Brown
Head Alliances and Partner Solutions
Samsung Electronics Australia

12:00 **Connecting Enterprise Clients to viable 3D Visualisation Products for Commercial Real Estate**

- Why is AR & VR important to Commercial Real Estate?
- Why has the commercial real estate industry been slow in adopting AR & VR, and what needs to change?
- How do we create tangible, exceptional business outcomes for our clients with these technologies?
- What are CBRE doing in this space?

David Gerrelli
APAC Product Manager 3D Visualisation Technologies,
CBRE

David is the lead for 3D Visualisation Technologies for CBRE in APAC, and focussed on rapidly advancing CBRE's capability in this region.

David transferred from London to Australia a year ago and has been appointed to APAC Product Manager for 3D Visualisation Technologies. He is also the APAC Principle Lead for Floored. Floored was acquired by CBRE in January 2017 and is an established leader of SaaS (Software as a Service) solutions, including scalable, interactive 3D graphics technology, for the global commercial real estate industry. David has over 20 year's experience in Enterprise Business Technologies working for FTSE 100 and Fortune 500 companies in covering Europe, the Americas and Asia Pacific.





Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

12:30 **The Business Case for Augmented & Virtual Reality: Why Brands are Investing and Where the ROI Adds Up**

- Case studies of global brands who are investing in and succeeding-with B2C AR / VR (Woolworths, Carrefour, Dreamworks, Boeing, Airbus)
- How interspatial storytelling measurably and significantly increases information ingestion and retention and brand loyalty
- ROI of the categories and verticals that are first-movers

David Francis
Creative Technologist and Asia-Pacific head
Zappar

David Francis is the APAC Head of Zappar Technologies, a global leader in bringing SAAS for mobile-based AR/VR production and Creative-as-a-service for some of the world's biggest entertainment and retail brands.

A pioneer of the Augmented and Virtual Reality industry, he originally worked with DAQR! (Los Angeles) back in 2010, conceiving and produces scores of complex, commercial, award-winning Augmented and Virtual Reality campaigns with leading Australian and international brands such as including Toys R Us, Netapp, Cisco, Target, Singtel Optus, 20th Century Fox, Woolworths and Toyota. Later on in 2013, he created the first Augmented Reality dedicated division in one of Australia's largest communications groups, IVE.

David is also the founder of Virtual Method, an AR/VR Consultancy that works with enterprise and brands to create strategies around advanced AR + VR Head-Mounted-Displays.

13:15 **Networking Luncheon**

14:00 **Making The Project Work For You: Distribution, Technology, and Creative Solutions (with case studies)**

James Marshall
Senior Producer
Start VR

James worked for over a decade with clients including the Cronulla Sharks, Yahoo!7, PriceWaterhouseCoopers, the CSIRO, Lynx Deodorant, and various others. He co-founded Mudita Games, exclusive children's game developer to the NRL, until making a successful exit to explore the exciting new world of consumer-friendly VR. Drawing on his mixed experiences in film, games design, transmedia, and digital technology, James' work at Start VR includes 360 video production, room-scale and interactive narrative design, account management for key clients, and B2B software solutions.

14:45 **Retail of the Future: Coco Republic's Innovative CX**

- Leverage on technology to drive innovations in CX and improve each interaction in end-to-end customer journey
- Customisable / configurable products on the website front end powered by VR product development
- Pioneer custom in-store quoting app for closer collaboration with customers to drive customer acquisition, sales conversion and communication
- Design new CRM for enhanced marketing automation, product delivery visibility and customer communication

Dominic Byrne
Head of Digital
Coco Republic

Dominic focuses on finding the digital sweet spot with the right balance of ingredients that includes: advertising and promotion, content and experience, social and relationships, commerce and sales, underpinned by data.

A marketing technologist, Dominic excels in driving corporate change through the creative use of cutting-edge technology solutions in real-world applications. He is a nationally recognised digital expert with a passion for commercially aware, analytics-led decision making that results in technology and media savvy outcomes.



15:30 **Afternoon Refreshments & Networking Session**



Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

16:00 Managing the Dark Side of AR / VR: Privacy, Information Security, Liability & Consumer Rights

- Understanding and managing privacy and information security issues: Filling the gaps and loopholes within your AR / VR technology infrastructure
- Who has the intellectual property rights?
- Do you have any liability for real world events?
- Do you know how to navigate contracts terms and consumer rights?

Alec Christie
Partner - Digital Law
Ernst & Young

Alec is the Head Partner for Digital Law at EY (APAC region) with over 26 years' experience under his belt.

Alec's expertise has been harnessed with a diverse cross-border Asia Pacific practice with the emphasis on blockchain, smart contracts, Augmented Reality and Virtual Reality, Data privacy/ Cyber security, Information (including Big Data analytics and IoT), E-commerce (including online marketing), Cloud computing, Sourcing, Open Source Software and Commercial IT and Intellectual Property.

Alec has been described by the Chambers Global - The World's Leading Lawyers for Business Guide as 'superb.... a genuine regional expert'; by Asia Pacific Legal 500 as 'probably one of the best lawyers in his field' and 'a Cloud computing and data privacy expert' and 'is brilliant on software licensing ... has a wide knowledge of IT/IP issues both in Australia and globally'; and by Leading Lawyers as 'a sought after IT lawyer in Australia, highly pragmatic professional assisting to commercial results'. Alec has been selected as one of the Leading Information Technology lawyers in Australia and globally since 2013 by Who's Who Legal.

Since 2015 Alec has been recognised by his peers in Best Lawyers as one of Australia's best outsourcing lawyers. Alec has also been appointed as the only Australian on the editorial boards of Data Guidance's online 'Global platform for data protection and privacy compliance' and the global journal e-Health Law & Policy published by Cecile Park Publishing. Alec is also the country expert/editor for Bloomberg BNA's Australian chapter for its online global data privacy and security offering.



16:45 Panel Discussion and Q&A: What's next after AR/VR? What are customers looking for in choosing AR/VR? What are customers' concerns and expectations?

- Virtual holograms in the physical space
- Developing real-time connectivity and virtual space
- How mixed reality will disrupt customer experience and product development?
- What are customers looking for in AR/VR solutions?
- What are customers' expectations and concerns?

Moderator:

David Francis
Creative technologist and Asia-Pacific head
Zappar

Panelists:

Jason Bentley
CEO
Aurora VR

Rupert Deans
Founder
Plattar, One Fat Sheep

Kristin Carlos
Head of Digital and Entertainment
Qantas



PLATTAR

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AUGMENTED REALITY CREATOR

17:15 Closing Remarks by Conference Chairman

17:20 Champagne Networking



Enjoy a glass of champagne whilst networking with other like-minded individuals on topics that are of most interest to you and fellow delegates.



Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

DAY TWO - 27 JULY 2017

DAY TWO MORNING - 27 JULY 2017

AR / VR has arrived, with the world's largest companies including Google, Microsoft and Facebook investing billions of dollars into the technology. Industry experts are of the opinion that Australia needs to invest more in the sector or risk missing out.

The following sessions covers insights on keeping up with AR / VR as the new reality for brands, personalizing AR / VR mobile content, pursuing collaboration that nurture effective AR / VR strategies and potential innovative uses of AR / VR in retail, tourism, advocacy and education.

09:00 **Opening Address by Conference Chairman, David Francis**

09:05 **Keynote - Augmenting the Enterprise with AR and VR: How Businesses Can Effectively Embrace the Next Computing Evolution Education:**

- How to inform and educate the business to the opportunities of AR & VR
- Utility Vs Marketing: Developing strategies to ensure longevity and ongoing value from investments in the new medium
- Building the business case: How to identify and develop a structured business case supporting key initiatives of your business
- Effective Budgeting: What elements you need to consider to effectively budget for Augmented and Virtual Reality
- Governance and process: How to integrate AR /VR with existing business processes and build effective technology governance

Joe Millward
Senior Digital Strategist
3M

As a Senior Digital Strategist for 3M Australia, Joe is charged with identifying innovative ways to utilise digital solutions in order to build a customer first relationship for the business.

With extensive experience working in the media, technology and animation industry for over 15 years, Joe currently places his focus on identifying new trends in digital media, from mobile to social media, and the rise of Augmented and Virtual Reality.

Joe has been spearheading the strategic direction for Augmented Reality and Virtual Reality scene with a global working team as 3M begins to explore this new medium.



09:50 **CX2017 with Holographic Telepresence**

- Overcoming neuropsychological and spatial issues to build trust, loyalty, and bonding with customers
- Using holographic telepresence to transform the finite nature of personal space and imagine the greatest shift in CX
- Achieving great UI / UX to boost CX

Scott O'Brien
Founder
Humense

10:35 **Morning Refreshments & Networking Session**

11:05 **AR/VR for Diversity & Inclusion**

Rick Martin
Founder
Equal Reality

Brennan Hatton
Co-Founder,
Equal Reality



Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

11:45 **Shifting from the Gamer's Niche to Innovative Uses**

- AR / VR: The new touchpoint in modern omni-channel experience
- VR as an excellent tool to give a taste of product / service (top education case study and showcase apps)
- VR as a visualization tool (property, spatial designs and ideas)
- VR to create visceral emotive experiences for advertising and sales (car and bike dealerships)
- AR for dynamic contextual information and customer experience (museum and Innovation Pool at Barangaroo)

Ming Wei Chan

*Senior Consultant, VR Business & Experience Designer
PricewaterhouseCoopers*

A UX and Design Architect by background, Ming Wei Chan is one of the key consultants for VR Business & Experience Design in PwC's Virtual Reality production team, Virtual Studios. His expertise includes providing consultative approaches to executives in the PwC's clientele base and consulting on the impact and benefits of VR applications in their business model.

On a personal note, Ming had recently won the challenge in Australia's first and biggest VR hackathon, ImmersiveHack, bringing home the champion's prize. His passions include addressing and analysing new applications of VR gamifications and prototyping ideas on Tiltbrush.

12:30 **Networking Luncheon**

DAY 2 AFTERNOON - 27 JULY 2017

Uniquely Australian brands have tapped into the AR / VR technology - Australia Zoo's VR project aims to 'revolutionise zoo visits', Alzheimer's Australia Vic launched a VR app to transform dementia care and National Museum Australia is presenting David Attenborough's First Life and Great Barrier Reef Dive in VR format.

Qantas Airways and Tourism Australia have launched their own VR offerings to great success. These sessions showcase how to achieve success and returns with AR / VR technology.

14:00 **Australia Zoo Case Study - VR as the Game Changer for Interactive and Immersive 360 degree Wildlife Experience**

- Exclusive insights into the first ever VR experience offered by a zoo
- Embracing VR to deliver engaging zoo visits to memorable and relatable
- Leveraging on VR technology to break down language barriers, perceptions of zoos from around the world, and truly excite with immersive animal experiences

Erina Kilmore

*Director of Sales
Australia Zoo*

Erina Kilmore has an extensive background in marketing as a Digital Marketing and Campaign Manager with Sensis, Marketing and Advertising Executive with Flight Centre Ltd. and National Sales and Marketing Manager with Encounters Travel.

Currently the Director of Sales at the renowned Australia Zoo founded by Steve Irwin, Erina works extensively with the organisation's marketing team and is responsible for the representation of the zoo's brand globally for the awareness on the conservation efforts.

Tasked with the formation of partnerships within the Australian tourism industry, Erina possesses a strong outlook on conservation and wildlife tourism, with the belief that Australia Zoo and its conservation properties are at the forefront of providing the authentic experience for international visitors during their Australian journey.

Erina serves as a director on the Tourism Noosa Board, and the Asia Pacific Travel & Tourism Research Board. She also served as the Chairperson of the Sunshine Coast Business Women's Network Board from 2012 - 2015.





Main Forum Agenda

26 - 27 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

14:45 Overview and Trends in AR/VR: Globally and in ANZ

Pradeep Khanna
President
VRAR Association (VRARA), Sydney Chapter



Pradeep Khanna, is Founder CEO of consulting company Global Mindset (GM) focused on leveraging globalisation, digitisation & virtualisation for Living, Learning & Working. He has over 30 years of executive & management experience across a number of industries.

Pradeep has been a leader for IBM GBS Australia and New Zealand (A/NZ) leveraging India, China, Philippines, Vietnam, Egypt, Romania, Brazil. He has worked on assignments for IBM, Australian Trade Commission, Optus, Westpac, Qantas, ING, Crompton Greaves and many more organisations.

He is an Adjunct Professor/Visiting Faculty at number of institutions in Australia, Singapore & India. Pradeep is a speaker at many international conferences. In 2016, Pradeep has presented in Kuala Lumpur, Mumbai, Toronto, Sydney & Singapore.

Pradeep is Sydney Chapter President of the global VR AR Association (VRARA). He is also Global Co-Chair, Education of VRARA.

Pradeep is a member of Executive Panel of Global Consulting Companies and Open Colleges Industry Advisory Panel. He has studied MBA from AGSM (UNSW), M.Sc, Computer Science from UTS, & B Tech from IIT Delhi

One of the first major lawsuits for the VR industry is ZeniMax v. Oculus, in which the jury has ordered Facebook's VR company to pay \$500 million in damages. As the technology becomes more prominent in commercial applications, managing intellectual property and legal implications well will be important.

15:30 Afternoon Refreshments & Networking Session

16:00 Latest Patent Updates on AR / VR - Legal Issues You Should Be Aware Of

- Understand essential requirements for patents in Australia
- Case Studies of AR and VR patenting and IP strategies
- Data intrusion and intimate data surveillance regarding hyper reality

Anthony Alder
Founder and Owner, Alder IP
Board Member, Australian Professional Standards Board for TM and Patent Attorneys



A dignified arbitration lawyer with more than 10 years' experience, Anthony Alder has been responsible for the commercialisation of high level technology developed by Australian companies.

His experience covers the likes of PricewaterhouseCoopers Legal, ResMed Ltd, Ventracor Ltd, Bioxyne Ltd, and Calix Ltd. Anthony has a range of qualifications from the NSW Supreme Court Solicitor, Patent and Trade Mark Attorney, and Domain Name Arbitrator in Australia.

Anthony is also a Fellow of Institute of Patent Attorneys in Australia and a board member of the Professional Standards Board for Trade Mark and Intellectual Patent Attorneys. He also lectured in Validity and Interpretation of Patents at UTS in 2014.

Anthony was mentioned in IAM's 2013 list of Top 1000 Patent Attorneys and Intellectual Property Specialists in the world. His law firm was featured in the Top 1000 IP Laws Book published by IAM in 2014 and 2016. Also, Alder IP is the proud winner of a Client Choice Award 2015 for the best patent firm in Australia and recently won the Australian Patent Law as awarded by Corporate Intl (UK) in 2016.

16:45 Panel Discussion and Q&A - How will AR / VR / MR be at the Forefront of CX of the Future?

- Prepping your business to capitalise on the Internet of Things (IoT)
- Is your business AR / VR / MR ready?
- Managing IP issues and lawsuits

Panelists:

Erina Kilmore
Director of Sales
Australia Zoo



Joe Millward
Senior Digital Strategist
3M



Ming Wei Chan
Senior Consultant, VR Business & Experience Designer
PricewaterhouseCoopers

17:15 Closing Remarks by Conference Chairman



Post Forum Workshops

28 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

Timetable: Workshop A will run from 9:00am - 12:00pm with a mid morning and luncheon breaks. Workshop B will run from 1:30pm - 4:30pm with a mid afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

Workshop A: 09:00 - 12:00

Workshop A: Enhancing Customer Experience and Interactive Marketing with AR / VR

About Your Workshop Leader



Chris Grainger
CEO
Grainger VR

Chris is a multi award winning producer/director from Sydney, Australia. Over the past 20 years Chris has made over 150 programs for some of the of the largest global broadcasters including National Geographic, BBC, Discovery, Travel Channel and multiple prime time shows across Australia's Ch 7, Ch 9, Ch 10 and the ABC networks. Chris also co-founded Grainger VR which is one of Australia's leading VR content & app development companies. His team have produced many high profile VR advertising campaigns, 360 Virtual reality series and corporate productions. Clients include Qantas, Tourism Australia, Westpac and Samsung.

Grainger VR have been working on some unique projects around the globe, capturing the first ever VR around Uluru, and have been taking VR content to new heights with their progressive film making techniques.



Maxim Drygin
Director of Virtual
Reality Services
Grainger VR

Maxim brings a new point of view on both VR/360 and classic one-plane footage. In 2015 his fresh approach to cinema verite's 'a day-in-the-life-of' doco films received Gold Award for Cinematography in Documentaries by NSW/ACT chapter of the highly acclaimed Australian Cinematographers Society.

Maxim has been working with on major campaigns with Tourism Australia, Qantas and producing many educational pieces that are being seen on a global scale.

Workshop B: 13:30 - 16:30

Workshop B: Incorporating AR / VR within Marketing Campaigns with Measurable Success

About Your Workshop Leader



Skeeve Stevens
Chief Futurist
FutureSumo



Shanti Korporaal
Chief Implementor
Futuresumo



Make the most of Augmented Reality and Virtual Reality Product Development and Customer Experience Conference

FUTURE CUSTOMER EXPERIENCE STRATEGIES WITH AR AND VR
26 - 28 JULY 2017 | SYDNEY HARBOUR MARRIOTT HOTEL AT CIRCULAR QUAY

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Partner Association



The VR/AR Association (The VRARA) is an international organization designed to foster collaboration between innovative companies and people in the virtual reality and augmented reality ecosystem that accelerates growth, fosters research and education, helps develop industry standards, connects member organizations and promotes the services of member companies. It has 40+ Chapters world wide and a listing of over 3700 companies in the VRAR ecosystem

Media Partner



APAC CIO Outlook is a print magazine that aims to provide a platform for CIOs, CTOs and other senior level IT buyers and decision makers along with CXOs of solution providers to share their experiences, wisdom and advice with enterprise IT community of APAC countries. We promote our unique 'learn from our peers approach' in the Asia Pacific region.

From enterprise applications to the leading trends in big data, mobile computing, security and the Cloud, APAC CIO Outlook delivers practical, actionable information from senior practitioners in the trenches. We leverage our extensive peer-to-peer network, among leading technology executives, to bring their experience and the best practices to other members of CIO community in Asia Pacific countries.

We also identify and profile emerging companies providing cutting edge solutions to enterprises in APAC. For every technology and every industry vertical, our research team has access to and has deep background research done on hundreds of vendors providing solutions in APAC.

Published from the hub of technology, Silicon Valley, USA with sales office in Hong Kong and editorial presence in all major APAC countries. APAC CIO Outlook is designed to connect the Enterprise IT community of APAC countries.

For more information, Please visit www.apacciooutlook.com

Capitalize on this Conference

Do you have solutions to help enhance customer experience? Looking for the ideal platform to raise your profile and to increase your ROI?

Leverage our limited sponsorship packages to strength and confirm your market position through consistent and continual branding awareness and take advantage of the plethora of opportunities with high level decision makers.

Your partnership with us will enable you to gain:

- **Unparalleled industry exposure**
- **Leads generation and set-up of meetings with key decision makers**
- **Positioning your company as a thought-leader**
- **Reaffirming your position in the industry**

Please contact **Catherine Werner** at +65 6716 9996 or email catherine@claridenglobal.org to discuss potential exhibition and sponsorship opportunities or to customize your own package.

Benefits as Media Partner or Supporting Organization at **Augmented Reality and Virtual Reality Product Development and Customer Experience Conference**

- **Enhance your corporate profile and visibility within your industry** - Your company's logo will be emblazoned on our brochures and distributed to Customer Experience visionaries across Australia
- **Affiliation with Asia's best commercial event organizer**

Clariden Global events are widely known and trusted throughout Asia for giving best value to senior industry executives. We partner with selected media and supporting organizations, capable of delivering the highest calibre of expert knowledge and key industry insights to the target market.

If you meet the criteria mentioned above and would like to explore the opportunity to partner with us for **Augmented Reality and Virtual Reality Product Development and Customer Experience Conference**, please contact **Zachariah Roberts** at +65 6716 9998 or email zachariah@claridenglobal.org.

AUGMENTED REALITY AND VIRTUAL REALITY PRODUCT DEVELOPMENT AND CUSTOMER EXPERIENCE CONFERENCE

26 - 28 July 2017 | Sydney Harbour Marriott Hotel at Circular Quay

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Knowledge for the world business leaders

REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____	
Job Title: _____	Department: _____
Telephone: _____	Fax: _____
Email: _____	
Organization: _____	
Address: _____	
Postal Code: _____	
☐ I would like to receive more information on hotel accommodation using Clariden Global corporate rate.	

Promotional Code (Optional): _____

Please register the following participant(s) for this Conference

(Please tick to select your Conference packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

Conference Package Selected: _____

2nd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

Conference Package Selected: _____

3rd Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

Conference Package Selected: _____

4th Participant Name (Mr/Mrs/Ms): _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____ Date of Birth: _____

Conference Package Selected: _____

CONFERENCE FEES

Conference Packages	Super Early Bird Fee (If payments and registrations are received by 3 May 2017)	Early Bird Fee (If payments and registrations are received by 31 May 2017)	Final Early Bird Fee (If payments and registrations are received by 28 Jun 2017)	Regular Fee
INDUSTRY PROFESSIONALS				
A: 2-day Conference (Most Popular)	AU\$1,895	AU\$2,095	AU\$2,195	AU\$2,295
B: 2-day Conference + 1-Day Workshop	AU\$2,495	AU\$2,695	AU\$2,795	AU\$2,895
C: 1- Day Workshop	AU\$995	AU\$995	AU\$995	AU\$995
VENDORS & SOLUTION PROVIDERS				
D: 2-day Conference (Most Popular)	AU\$2,395	AU\$2,595	AU\$2,695	AU\$2,795
E: 2-day Conference + 1-Day Workshop	AU\$2,995	AU\$3,195	AU\$3,295	AU\$3,395
F: 1- Day Workshop	AU\$995	AU\$995	AU\$995	AU\$995

PLEASE NOTE: The conference fee includes lunch, refreshments and conference documentation. Payments are required with registration and must be received prior to the Conference to guarantee your place.

GROUP DISCOUNTS

Register with your Colleagues Today to Enjoy Group Discount*:

Group discount of 10% for the 2nd participant from the same organization.

For limited time only by 28 June 2017, register 3 participants and the 4th participant will receive a **complimentary** seat.

For 5 or more registrations, please contact Zachariah Roberts at zachariah@claridenglobal.org.

Group Discount will only be applicable to the package of the lowest value.

*Only 1 discount scheme will apply. Discount will compound on top of your early bird discount! This offer is valid for a limited time only, till 28 June 2017.

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +61 3 9909 7788



Call: +61 3 9909 7310



Website: www.claridenglobal.com

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BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**
Bank Code: **7144**
Bank Branch Code: **001**
Bank Address: **6 Battery Road, #01-01 Singapore 049909**
Bank Account No: **0107775042**
Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**
SWIFT Code: **SCBLSG22**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +61 3 9909 7310.

FORUM VENUE AND ACCOMMODATION INFORMATION

Sydney Harbour Marriott Hotel at Circular Quay

27 - 28 July 2017

30 Pitt St, Sydney NSW 2000, Australia

+61 2 9259 7000

<http://www.marriott.com/hotels/travel/sydmc-sydney-harbour-marriott-hotel-at-circular-quay/>

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "CLARIDEN GLOBAL INTERNATIONAL LIMITED".

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: CLARIDEN GLOBAL INTERNATIONAL LIMITED reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, CLARIDEN GLOBAL INTERNATIONAL LIMITED will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +61 3 9909 7310.

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