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:

+61 3 9909 7310

HTTP://WWW.CLARIDENGLOBAL.COM

ADMISSIONS@CLARIDENGLOBAL.COM
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

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:

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

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

Erina Kilmore
Director of Sales
Australia Zoo

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

Dominic Byrne
Head Digital
Coco Republic

Retail of the Future: Coco Republic’s Innovative CX

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

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.
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

Call: +61 3 9909 7310 | Email: admissions@claridenglobal.com | Visit: http://www.claridenglobal.com
Creative Technologist,
Customer Experience and
Global Speakers Line Ups

Pradeep Khanna
President
VRAR Association
(VRARA), Sydney
Chapter

Skeeve Stevens
Chief Futurist
FutureSumo

Chris Grainger
CEO
Grainger VR

Shanti Korporaal
Chief Implementor
Futuresumo

Maxim Drygin
Director of Virtual
Reality Services
Grainger VR

James Marshall
Senior Producer
Start VR

Pradeep Khanna
President
VRAR Association
(VRARA), Sydney
Chapter
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
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**

**Seniority Level of Delegates**

- 50% Vice President / Director / Gm
- 20% Board / C-Level / President / Managing Director
- 20% Manager
- 10% Head of Departments
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
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.

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.

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.

Opening Address by Conference Chairman, David Francis

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

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
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 (AIMA), 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.
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 DAQRI (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, Yahoo7, 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
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.

Alex 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 ‘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 Cede 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

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.
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 cover 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
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.

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.

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
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.

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

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.

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

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.
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.
REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms:__________________________
Job Title:__________________________ Department:__________________________
Telephone:_______________________ Fax:_______________________________
Email:________________________________________ Date of Birth:_________________
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:

4 WAYS TO REGISTER

Email: admissions@claridenglobal.com
Fax: +61 3 9909 7788
Call: +61 3 9909 7310
Website: www.claridenglobal.com

PAYMENT METHODS

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

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 advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

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.

Private Disclosure Statement: Any information provided by you in relation to this event is being collected by CLARIDEN GLOBAL INTERNATIONAL LIMITED and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

4 Ways to Register

4 Days to Register

Email: admissions@claridenglobal.com
Fax: +61 3 9909 7788
Call: +61 3 9909 7310
Website: www.claridenglobal.com

Payment Methods

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

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 advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

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.

Private Disclosure Statement: Any information provided by you in relation to this event is being collected by CLARIDEN GLOBAL INTERNATIONAL LIMITED and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

Conference Packages

<table>
<thead>
<tr>
<th>Conference Packages</th>
<th>Super Early Bird Fee (if payments and registrations are received by 3 May 2017)</th>
<th>Early Bird Fee (if payments and registrations are received by 31 May 2017)</th>
<th>Final Early Bird Fee (if payments and registrations are received by 28 Jun 2017)</th>
<th>Regular Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: 2-day Conference (Most Popular)</td>
<td>$AU1,895</td>
<td>$AU2,095</td>
<td>$AU2,195</td>
<td>$AU2,295</td>
</tr>
<tr>
<td>B: 2-day Conference + 1-Day Workshop</td>
<td>$AU2,495</td>
<td>$AU2,695</td>
<td>$AU2,795</td>
<td>$AU2,895</td>
</tr>
<tr>
<td>C: 1- Day Workshop</td>
<td>$AU995</td>
<td>$AU995</td>
<td>$AU995</td>
<td>$AU995</td>
</tr>
<tr>
<td>D: 2-day Conference (Most Popular)</td>
<td>$AU2,395</td>
<td>$AU2,595</td>
<td>$AU2,695</td>
<td>$AU2,795</td>
</tr>
<tr>
<td>E: 2-day Conference + 1-Day Workshop</td>
<td>$AU2,995</td>
<td>$AU3,195</td>
<td>$AU3,295</td>
<td>$AU3,395</td>
</tr>
<tr>
<td>F: 1- Day Workshop</td>
<td>$AU995</td>
<td>$AU995</td>
<td>$AU995</td>
<td>$AU995</td>
</tr>
</tbody>
</table>

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.

*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.

*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.