Masterclass Industry 4.0 for the MICE Sector:

Event Technologies and Social Media Trends for 2018

Want to be at the forefront of the charge towards Industry 4.0 in the MICE sector? Come join us for this masterclass that will help MICE professionals understand Industry 4.0 and equip you with all the tools needed to an early adopter of Industry 4.0 and reap its immense benefits in your business. In this masterclass, you will learn about big data, AI, data analytics, new technologies used within the MICE industry. Come and learn to better prepare yourselves for Industry 4.0!

MICE professionals will learn about the technology trends of Industry 4.0 and their uses for MICE in 2018, especially how productivity at events can be increased multi-fold with the use of new technologies. This masterclass will also include hands-on exercises for all attendees so that you can not only think of incorporating the new technologies into your business, they will actually have the opportunity to do so in interactive sessions.

Participants will also learn about the most relevant social media trends of 2018 and how they should be incorporated in the marketing and running of events, for even greater awareness and exposure. Learn from insightful case studies of some of the most successful social media campaigns of the biggest brands in the world and how you can adapt these for your own business.

23 February 2018, Friday 10am – 5pm

Venue: Recognize Studios, 6A Shenton Way #02-25 S068815

Price: $550 per person

Early bird (before 1 Feb 2018)**:** $450

For group discounts of 3 persons or more, a 10% discount applies.

Prices are inclusive of GST. Special partner discounts for iBeacon and Video recognition technology for all attendees to be redeemed on the day of the Masterclass.

TOPICS COVERED:

Big AI and data revolution: How it impacts brands and event marketing
• Identify key digital trends for businesses and brands in the MICE sector
• Focus on strategic approaches and key tactics leveraging on AI, big data, mobile and social media
• Exposure to best practices and case studies in Asia and worldwide on how big data is used to improve efficiency and analytical process

Preparing for the next leap forward: Ecommerce, mobile marketing and gamification
• See how companies are aligning commerce with AI and other new technologies
• Discover how gamification and Artificial Intelligence (AI) can help drive MICE and events marketing
• Plan for chatbots engagement and smart speakers for Business to Customer (B2C)and Business to Business (B2B) brands
• Exposure to best practices and case studies in Asia and from worldwide on how brands are using such machine learning to outreach to their target segment

Mobilize your business marketing and MICE activation strategy via new media and technologies
• Discover how double screening and wearable technology can enhance audience experience for MICE
• Experience how Virtual Reality (VR) and Augmented Reality (AR) are creating richer ground and online media experiences
• Leverage on the emerging trend of APIs (Application Program Interface) vs APPs
• Prepare a technology roadmap as an action plan to activate these new technologies

PROGRAMME:

Time:	Program details:
9.30am	Registration opens
10:00am	Introduction to Industry 4.0 for MICE Professionals - An overview - Social ecommerce, social media, search (SEO/SEM), gaming
10.30am – 11.30am	How social media technology can enhance your events?
11.30am – 12.30pm	Event Tech Trends for 2018: Image and Video Recognition by AIQ
12.30pm – 1.30pm	Lunch break
1.30pm – 2.00pm	Event Tech Trends for 2018: iBeacon location and tracking by JA Security and Innovations
2.00pm – 3.00pm	Integrate Gamification with your Event Planning Strategy
3.00pm – 3.30pm	Tea Break
3.30pm – 4.30pm	Examples of how various brands such as Unilever, Adidas, Standard Chartered Bank, GSK, Pernod Ricard, Nokia, HP, Apple, Windows Live, Singapore Airlines has been immersed in integrated and digital campaigns using social media, search, mobile apps, online videos and social gaming.
4.30pm – 5pm	Networking & FAQ

TRAINER PROFILE

Kestrel Lee

With 17 years of working experience, Kestrel Lee is a Shanghai-based Executive Creative Director for e-commerce, social media, integrated and digital marketing. Starting as an EnglishChinese copywriter at ad agencies such as Saatchi & Saatchi, BBH, Y&R, he made his mark at digital-led integrated agencies such as Leo Burnett/ Arc Worldwide, FCBi, TBWA/Tequila, SapientNitro, Edelman/ZENO, GPJ/JUXT.

A proven expert in social ecommerce, social media, search (SEO/SEM), gaming, video and mobile advertising, Kestrel Lee has led digital, social media and integrated campaigns for global brands such as Mars, Unilever, L'Oréal, HP, Apple, Microsoft, Adidas, Volvo, Standard Chartered Bank. Winning almost 100 digital and integrated awards at award shows such as One Show and Spikes Asia, Kestrel is an influential industry speaker at digital conferences in Asia Pacific, as well as a digital advisor/trainer to Unilever, LVMH and L'Oréal Paris for China and Asian markets.

Marcus Tan
Chief Executive Offer, AIQ Pte Ltd

Marcus Tan is the CEO of AIQ – a Singaporean technology startup specialising in Artificial Intelligence (AI), offering O2O (Offline-Online-Offline) integrated solutions using our proprietary image recognition, video recognition and visual search technology.

Marcus has over 25 years of experience in building and managing specialised teams across media, commerce, deep learning and artificial intelligence. He has held leadership roles in the past with companies such as SpotX, Smaato, Blackberry, Nokia, Travelocity and MediaCorp.

AIQ is the seamless merger of Artificial Intelligence (AI) & Intelligence Quotient (IQ). The company aims to transform the way offline content is being consumed by bridging O2O (offline to online) media properties with its latest cutting-edge Carrot Visual Technology where various platforms and channels can be integrated, allowing seamless interaction between consumers and online and offline content. This technology empowers consumers with the ability to interact with their favourite brand's products, anywhere, any time of the day.

Kandan Jayaraj
Business Development Director, JA Security and Innovations Pte Ltd

Kandan is Co-founder and in-charge of the business development efforts of JA Security and Innovations. Prior to this, he worked with SPRING Singapore, Partnerships for Capability Transformation Initiative and KLA-Tencor, a US MNC in the Semiconductor Industry, as an Applications Engineer.

Kandan graduated from the National University of Singapore with a Masters of Science in Management of Technology (MSc), after completing his Bachelors from the same university in Mechanical Engineering and Business Administration (BEng, BBA). He has strong technical knowledge in Bluetooth Beacon deployments for people and asset tracking.

JA Security and Innovations Pte Ltd was founded in 2013 with an aim to be the leading location based tracking solutions provider in Singapore and the neighbouring countries. With a focus on GPS Tracking, RFID Tracking and Bluetooth Beacon solutions technologies. JA's solutions leverage on technology developments in ICT, Internet of Things and Big Data. Some of JA's clients include Chevron Corporation, Olam International and Accenture Digital Hub.