



EXPERIENTIAL STORYTELLING THROUGH VIRTUAL REALITY AND AUGMENTED REALITY

As technology rapidly changes and the expectations of consumers constantly evolve, there is a growing need for more immersive and engaging experiences that allow consumers to interact directly with a product or service without actually physically being present. Virtual reality and augmented reality are the latest tools available to marketers to create new experiential marketing showcases of products, services, situations and events. We explore how technology has changed the way marketers can interact with their clients and how to effectively use these tools to tell stories, engage and interact with their target audiences.



KEY TAKEAWAYS

- Understand how technology has changed the ways in which marketers can interact with their customers
- Gain useful insights into the ways Virtual Reality (VR) and Augmented Reality (AR) can help marketers achieve their desired marketing results
- Learn how successful brands have incorporated into their marketing strategies
- Discuss how VR and AR can be applied across various industries as marketing tools



NICK TAN

As the Executive Producer and Managing Director at AP Media, Nick is one of the few professionals in Asia that consults and provides professional 360 Virtual Reality and Augmented Reality turnkey solutions for marketers. With more than a decade of experience in advising companies on media solutions that provide real ROI for brand/ marketing activations, he also has a strong clientele base that consists of blue chip clients such as Bosch, Credit Suisse and DBS.

WHEN

27 Oct 2016 (Thursday), 630pm – 9pm

WHERE

51 Anson Road #03-53 Anson Centre
Singapore 079904

FEES

Non-member: \$35, MIS Member: \$20,
MIS Student: Complimentary,
Public Tertiary Institution Student*: \$10

* This includes all Students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

ORGANISED BY:



The National
Body for Sales
and Marketing

PROGRAMME HIGHLIGHTS:

Registration & Networking 6.30 – 7.15pm
(Light refreshments will be provided)
Presentation Talk 7.15 – 8.45pm
Q&A 8.45 – 9.00pm



Registration for
27 Oct 2016



Registration Fees:
MIS Member: \$20
Non-Member: \$35
(Light refreshments will be provided)



Event: Experiential Storytelling Through Virtual Reality and Augmented Reality

Participant(s) Information

| Name | Designation | Email | Contact No. |
|------|-------------|-------|-------------|
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| | | | |
| | | | |

MIS Corporate Membership No.: _____

MIS Individual Membership No.: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organisation: _____

Contact Person: _____ Contact Email: _____

Contact No.: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741 or email: events@mis.org.sg
Or post it to: 51 Anson Road #03-53 Anson Centre Singapore 079904 (Attn: Membership Department)
For more information, please call 6327 7581.

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**
Please indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card: AMEX MasterCard VISA

Cardholder's Name: _____ Postal Code: _____

Issuing Bank: _____ CVV No.: _____

Card No: _____ Contact Email: _____

Expiry Date: _____ (MM/YY)

Signature _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____