

IMMERSION DAYS

Helping clients innovate and navigate across the changing media landscape

(Updated 6/26/17)

Immersion Days are customized events that allow us to dive deep with clients on a specific topic or need for the brand.

How We Help Clients:

The media landscape continues to change at a rapid pace and it can be challenging for brands to keep up with new platforms, trends and technologies.

One of the ways we help our clients is by programming Immersion Days. Immersion Days are customized events that allow us to dive deep with clients on a specific topic or need for the brand. Each day brings together

thought leaders and innovators on the day's topic and allows our clients to think about their brands and solving problems in new ways. Additionally, through our partnership with MDC Ventures, we are able to introduce our clients to the latest ad tech and media companies, many of whom are early stage.

Our Immersion Days have covered a range of topics, including 'The Future of Social for Retail,' 'New Ad Tech for E-commerce,' and 'Evaluating Your Tech Stack.'

Example Immersion Days:

Below highlights three examples of the breadth and depth of days we've programmed for our clients:

Example Immersion Day 1 [Half Day]:

Technology, the Consumer and the Future of Fashion Retail

1

2:15-3:00: Connecting Off- and Online via Location Analytics: The technology of movement; location as the new cookie; what real-world data reveals about consumer intent; using foot traffic to inform media planning.

a. Presenting: CEO and co-founder, *PlacelQ*

2

3:00-3:30: What's Next in Fashion Tech: Smart Jewelry: Smartphone fatigue and the desire for screen-free spaces; intelligent things can be beautiful things; IoT meets jewelry; connected bracelets and new paradigms.

a. Presenting: CEO and Co-founder, *Ringly*

3

3:30-4:15: How We Shop Now: Conversational Commerce: The growth of mobile messaging; the challenge of personalization at scale; defining conversational commerce; using AI for product discovery and customer support; the case of *TMY.GRL*.

a. Presenting: Senior Director, *msg.ai*

SCHEDULING A SESSION:

For more information and to start planning an immersion day for your brand, please contact us at info@mediakitchen.com