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MARKETER'S TOOLKIT WORKSHOP

NOVEMBER 12TH AT 12:00 PM - 1:00 PM



APPLICATIONS OF VR/AR FOR ENGAGING COLLABORATION AND IMMERSIVE EXPERIENCES

We've heard the hype about virtual and augmented reality technology, but how can brands leverage these tools *today*? From international trade shows to Burning Man, thousands of people have already been immersing themselves in augmented digital worlds to collaborate and share in exciting ways that must be experienced to be believed.

Meanwhile, employees who are now suddenly working from home may be in need of these opportunities more than ever. How can your company take advantage of VR/AR to help recreate in-person environments so your teams can adapt and bring audiences into a virtual space?

WHAT YOU'LL LEARN:

- Latest technological advances in VR, AR, and virtual environments in the event space
- Ways XR can play a role in achieving event objectives as a piece of the larger puzzle
- How immersive tech can drive engagement and action of audience and customers
- Capabilities that are achievable today, and pitfalls to avoid
- Virtual one-on-one collaboration tools for employees
- How major brands are using VR to collaborate in real time, reducing the need to travel while keeping everyone on the same page

WHO SHOULD ATTEND:

- College students to director-level marketers
- Event planners looking to incorporate VR/AR best practices
- Employers interested in VR/AR trends

Join AMA New York and VR/AR Association NYC Chapter President Gordon Meyer as he offers a pragmatic view of what's possible and accessible to brands now, and what to expect in the near future.

REGISTRATION WILL OPEN SOON

PARTNERS



Platinum Event Partner: MakeMeReach

MakeMeReach, a Perion company, is a multi-channel advertising management platform that powers the world's leading brands with the ability to take full control over their digital media planning and execution, no matter what their operating model is: in-house or decentralized through agencies, locations and sub-brands.



Premier Partner: GreenBook

[GreenBook](#) is a media company that provides resources to market research, consumer insights and marketing professionals. Through resources such as IteX Events, GRIT Reports, and other publications, webinars, the GreenBook Blog, and the GreenBook Directory, GreenBook provides the learning and inspiration insights leaders need to stay ahead of the curve.

SPEAKER



GORDON MEYER

Chapter President

New York, The VR/AR Association (VRARA)

Gordon Meyer is a 20+ year industry veteran in the advertising and marketing field with a wealth of experience working at disruptive companies, including SiriusXM, J. Walter Thompson and Razorfish. In 2018, he formed EngineBloc, a startup growth studio powering high-potential tech startups seeking funding and revenue expansion. That same year, he was named one of the "30 people to watch in Augmented Reality" by Next Reality News. In 2019, Gordon became the NY Chapter President of the VRARA, an international organization designed to foster collaboration between innovative companies and people in the VR and AR ecosystem. Additionally, he partnered with Columbia College Chicago Online to develop and teach "Blockchain for Business" for Fortune 500 executives seeking breakthrough innovation.

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DETAILS

Date:

November 12th

Time:

12:00 pm - 1:00 pm

Event Categories:

[Networking](#), [Technology](#), [Webinar](#)

Event Tags:

[Chapter Programming](#), [Digital](#), [Events](#), [virtual](#)

VENUE

[NY](#)

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RELATED EVENTS



VIRTUAL CONVERSATION WITH MICHELLE CHIANTERA, VICE PRESIDENT, AMERICAS GROWTH MARKETING AND GLOBAL SEGMENTS AND INDUSTRIES, CISCO

October 22nd at 12:00 pm - 1:00 pm



MARKETING HALL OF FAME SPEAKS: BRINGING THE FUTURE FORWARD

October 29th at 2:30 pm - 4:00 pm



MAXIMIZE YOUR HOLIDAY ADS ON SOCIAL

November 4th at 12:00 pm - 1:00 pm

[« Maximize Your Holiday Ads on Social](#)

[How to Use Influencer Marketing to Drive Awareness and Sales at Scale »](#)