

# MediaCom Edinburgh presents Tech Assisted

EDINBURGH EVENTS TECHNOLOGY

# Tech

NICOLA CLARK - MARKETING CO-ORDINATOR 30 JAN 2019

Technology is an integral part of our lives in a way not experienced before and so in the first Engage of 2019 we are going to look at how technology can and is helping us in ways you might not notice.

From progressive Web Apps to IBM Watson we are going to look at the interplay between technology and humans, as well as how it is impacting on society. Whether it is the revolution of the bricks and mortar retail experience for those with special requirements, or the content we consume on digital screens. You'll be surprised, amazed and inspired at the things out there already that can transform everything from your marketing campaign to the experience you deliver for your customers.

The event will take place between 9.30am-1pm on Thursday 28th February in Symposium

Hall, Surgeon's Quarter, Edinburgh.

This is a free event but tickets are limited so if you would like to join us please contact [Gordon.eldrett@mediacom.com](mailto:Gordon.eldrett@mediacom.com) for more information.

**Speakers will include:**

#### **Gavin Neate – Neatebox**

Gavin is a rare breed of entrepreneur who has struck that fine balance between business and altruism – he personifies all that is best in social enterprise whilst at the same time understanding the commercial requirement to build a profitable sustainable company. His vision and concept of creating a more accessible world are increasingly gaining global recognition and as business turns its attention to the growing elderly and disabled population Gavin has positioned Neatebox as a positive disruptive influence.

#### **Nicholas Noble – IBM Watson**

Nick Noble is the Strategy Lead at IBM Watson Marketing, a design thinking consultancy practitioner and thought leader on how AI can be used across the Customer Experience industry. Nick will present on how IBM's Watson AI is being used to augment business practices and help deliver the promise of real-time, service based Marketing. What happens when you add AI to managing content, media, campaign automation, search or segmentation?

#### **Brian Smillie – Beezer**

Brian has over 20 years' experience in sales and marketing, successfully founding a number of companies in a range of industries. His most recent being Beezer.com, a disruptive SaaS platform that allows anyone to create, distribute, manage and market their own, dynamic, mobile app. Brian's mission, through Beezer, is to democratise the app creation market, making it accessible to every small business and entrepreneur.

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