



Pakistan Advertisers Society

WEB 3.0 & METaverse

A Two-Day WEBSHOP: 23rd and 24th November 2022

PAS TRAINING AND DEVELOPMENT

... step towards excellence



- Have conducted more than 100 interactive workshops, seminars, and expert briefings establishing itself as a leading training ground for the marketing, advertising and media industry.
- More than 2000, from CEOs to directors to entry-level executives have attended these sessions.
- Catering to the needs of clients, advertising/media agencies, and media and publishing houses, from multinationals to local organizations.
- Resource: Experts from the UK, USA, Denmark, Dubai, India, Netherlands, Singapore, South Africa, Malaysia and North America.

A network diagram consisting of several grey dots connected by thin grey lines, forming a complex web of connections. The dots are of varying sizes and are scattered across the top-left portion of the slide.

THE WEBSHOP

WEB 3.0 & METaverse

THE FUTURE OF MARKETING AND ADVERTISING

We are on the verge of the next technology revolution. Within this decade, the 4th Industrial Revolution, Web 3.0 paradigm and Metaverse will manifest into daily reality for billions of people around the world and disrupt every industry and professional as we know it. The marketing and advertising industry is no exception, and will in fact, be amongst one of the first industries to be impacted.

How can your company take advantage of the revolution, instead of risk being disrupted by it?

This hi-impact and one-of-its-kind web shop prepares you for the future of marketing and advertising. You will better appreciate the future of business, understanding emerging technologies, learn powerful mental models, and apply the most powerful approach. This web shop will fundamentally change the way you think about marketing - forever.

ABOUT THE TRAINER



CHARLIE ANG

Charlie Ang is a Digital Futurist, Keynote speaker and Innovation Strategist. He has worked with and spoken to some of the world's and Asia's industry leaders and thousands of executives on achieving exponential growth in the digital era. He prepares organizations and leaders to win in the 4th Industrial Revolution, Metaverse and Web 3.0 era.

For more information:

- Speaker reel: <https://charlieang.com/reel>
- Speaker bio: <http://charlieang.com/bio>
- Speaker website: <http://charlieang.com>



More About Charlie



Charlie received his MBA from the NUS Business School and BSc (First Class) Honours in Computer Science from the University of Manchester. He is trained in strategic futures, design and innovation at Singularity University (in Silicon Valley), Oxford University's Said Business School and Stanford University. He is also a Certified ExO Advisor, assisting companies to become Exponential Organizations so that they can create 10X more impact and performance.

SERVED AND SPOKEN TO SOME OF THE WORLD'S AND ASIA'S INDUSTRY LEADERS



Charlie has been featured in the international and Asian media such as:



The Telegraph

THE BUSINESS TIMES





KEY AREAS OF LEARNING

01 Introduction

- The Future of Businesses in 2020s
- 4 Disruptive Megatrends of 2020s
- The Past and Next Evolution of the Internet/Web

02 Fundamental Parts of Web 3.0

- Immersive/Augmented Reality, Virtual Reality, 3D Worlds, Digital Humans, Holograms, Telepresence.
- Trust Technologies - Blockchain, Smart Contracts, Token Economy, Cryptocurrency, Distributed Autonomous Organizations
- Cognitive Technologies - AI Assistant, Machine Intelligence, Synthetic Media, Generative AI, Autonomous Vehicles
- Integrating Web 3.0 into the Metaverse

... cont'd



KEY AREAS OF LEARNING

03 The Future of Marketing and Advertising Industry in Web 3.0/Metaverse Era

- Imagining and Ideating Marketing and Advertising 4.0
- 3 Key Strategies to Win
- Present-forward vs Future-back Transformation

*A highly engaging and interactive **WEB-SHOP** with practical exercises and hands on learning.*



WHO SHOULD ATTEND

- Business owners
- CMO's
- Brand Manager & Marketing Executives
- Digital Marketers
- Social Media / Community Managers
- Content Creators





DATE

23RD & 24TH NOVEMBER 2022

10:00 am – 1:30 pm (PKT)

INVESTMENT

PAS Members: Rs. 33,500 + Tax

Non-Members: Rs. 38,500 + Tax

For More Details Contact:

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