The Digital Experience WORKSHOP

28th June | 9.30am - 2.45pm 30 Euston Square, London

A hands-on session, led by POPAI with a panel of industry experts, taking delegates through the nuts and bolts of retail digital technologies, including digital signage, gesture technology, the three digital R's (AR, VR, QR), apps, touchscreens and new emerging technology

The day will be made up of four sessions involving expert presentations and panel discussions. Delegates will also receive a Digital Technology Survival Kit to take away.

Places are strictly limited to 35 delegates

Earlybird Prices (ends 25th May):

POPAl members: £395 (+vat) Non-members: £595 (+vat)

Prices after 25th May are £450 + vat (members) and £695 + vat (non-members)

BOOK NOW: popai.co.uk/events



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Sessions include:

Digital Signage

media <mark>zest</mark>

- Screen & Network Hardware
- Touch & Gesture
 - Content & Software

Integration & Measurement

- displayplan
- Smart Displays
- LINNEY 🎯
- Integration into traditional P-O-P
 Analytics & Measurement

🜀 Shôppar

The Shoppers' Screen

- The three digital R's (AR, VR, QR)
- Apps & Mobile

Emerging Technology & Global Innovation

GDR CREATIVE INTELLIGENCE Cutting edge shopper technologies and innovations from around the globe

Digital Technology Survival Kit

POPAI's guide to how shopper technology works, when and where to use it.



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