



ABOUT THE WORKSHOP

Course Overview:

What exactly is augmented reality? It combines the real world with visual, auditory, or haptic elements to improve our experience. What is the Reels language? How can we use it to reach, connect with, and influence our target audience?

This workshop will focus on discovering more about AR and Reels. We will look at how AR has evolved and what it can look like now. This will include real-world examples of AR and gamification. In the Reels section, we'll look at case studies from around the world and hack a brief for this session - Create your own Reels, Winners will receive a special prize from our team.

Course Goals

- Understand how to develop engaging AR and Reels
- Explore best practice case studies from all around the world
- Play with AR gamification that have already been used in the real world
- Practice developing your own reels with guidance from our experts

SCHEDULE

Date: Friday 24th March 2023
Time: 14.30 - 17.30
Venue: Room PATTAYA 3
Remark: Pre-registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2023
- To register, click [here](#)
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to only **30 delegates only**.

SPECIAL REQUIREMENTS

- Participant must bring their own laptop & mobile phone to the workshop with IG and FB apps installed

For more information, contact Workshop@ADFEST.com