

Immersive marketing for the construction industry explained

Using Augmented and Virtual Reality to market products and projects effectively

Augmented and Virtual Reality is being used today to promote construction products and projects in both B2B and B2C marketing. Using real-life case studies the presenters will explain how the latest technology can be creatively applied

The event is ideal for marketers who want to understand how immersive marketing technology can be used to engage with an audience in a captivating and memorable way. It will also be of interest to architects and building technicians who will be able to see how BIM models can be used in engaging ways beyond their purpose.



Graeme Lipschitz, Wonderland Collective

After completing his time at Google UK and South Africa, Graeme joined Clicks2Customers, a globally recognised performance digital agency as Head of Business Development and Global Agency Partnerships. During this time, he co-founded Wonderland Collective as 'The Mad Hatter' with his wife Lexi Fontein. Together they have been at the helm of over 50 projects specialising in construction marketing.

Will Humphrey, Sugar Creative Studio Ltd

Will is the Lead Creative and Studio Manager of Cardiff-based Sugar Creative Studio, which specialises in digital branding, apps and games. He trained at the world-leading London College of Communication and is an expert in augmented reality as well as code, design and animation.



Mark Miles, Render

Mark is the founder and MD of Render, an immersive technology specialist, designing VR, AR and MR solutions to solve multiple industry challenges for the world's leading global organisations. He is passionate on the subject of Immersive Technologies in industry; enabling business to harness its power to communicate in a whole new dimension through 3D visualisation. Miles is a leading light in immersive technology higher education and advisor on the government's industrial strategy.

