

2nd Global Summit and Expo on

Multimedia & Applications

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Commerce and engagement for entertainment, the new frontier

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Engagement, monetization and technology are the stepping stones of building awareness and longevity of your brand. Interactive experiences over multiple platforms are becoming the norm. Which platforms are best for your content? Which strategies speak to your demographic? Technology has aligned with viewers' objectives and curated content continues to gain popularity. There are too many games and TV programs online to watch them all, but the really good ones can attract major attention. We will discuss how to take your content to the next level. We will share companies' successes and failures in this area to learn what they did right and how you can match their success and avoid their failures. In doing so, you will learn how to make your content not only stand out from all the rest but build a loyal following that helps you spread the word to engage the masses.

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From paper to screen

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A definition of Multimedia is 'the use of a variety of artistic or communicative media.' Multimedia just like drawing, and a sculpture, is one of many tools to visually communicate ideas, stories, and feelings. When discussing different multiple media sources, it is important to keep in mind the audiences and consumers receive information and ideas very differently from one another in various ways. The presentation will focus on using painting and drawing mediums to create graphics and animation and digitally compiled, edited, and converted to be viewed in galleries, social networking sites, TV, theatres etc.

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