

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 there 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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Animation: The reality of emotion

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Animation has long played an integral part in generating an emotional response to cinematic story-telling. But now the mold has become more fragmented, and we are beginning to immerse ourselves into virtual worlds, and distort our own. What role then do animation plays in manipulating and managing emotional levels? As humans, we interact through connection, and ways of establishing that connection can be joy, sadness and anger. Is there a danger they are enhanced through audio and visual manipulation in the virtual space? Is there an onus on the auteur to show restraint and responsibility within cognitive stimulus? The explanation is to explore the connective aspects of the emotional states, the fabric of story-telling and the virtual constructs we begin to enter.

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