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09:00 WELCOME

Joanna Lyall, Managing Director, Mindshare UK

Introduction and run through of the event agenda



09:05 LAYERED

Jeremy Pounder, Futures Director, Mindshare UK

Introduction to *Layered*, Mindshare Futures' latest study carried out in partnership with Zappar



09:20 WHAT MAKES A SUCCESSFUL AR CAMPAIGN?

Max Dawes, Marketing Director, Zappar

Top tips for creating successful AR campaigns, based on learnings from the world's biggest brands



09:35 THE MIND'S REACTION TO AR EXPERIENCES

Heather Andrew, CEO, Neuro Insight

Results from the first ever neuroscience AR experiment conducted in the UK as part of *Layered*

10 mins Audience Q&A



10:00 THREE UK'S 'OH SNAP' CAMPAIGN

Jasmine Skee, Director of Propositions, Three UK

Emily Scovell, Client Director, Mindshare UK

An overview of Three UK's new Go Binge Proposition: 'Oh Snap'



10:10 INTERACTION NOT INTERRUPTION

Kate Taylor Tett, Head of Marketing, Snatch Inc.

An overview of Snatch, the AR powered marketing platform and the future of AR for brands



10:20 MAKING BRANDS CLICKABLE

Hugo Marshall, Account Director, Shazam

Examples of successful AR campaigns across a variety of verticals from Shazam

10 mins Audience Q&A

10:40 CLOSE

10.40 – 11.30 REFRESHMENTS & AR EXPERIENCES