**Headline (for social post):**

‘We exist to create the future for our clients.’ On Monday, 20th October, Andy Hood, Head of Emerging Technologies at AKQA, will talk about the new world of emerging technologies – from virtual reality to motion-detecting LED basketball courts.

Location: Harold Wilson Room, Jesus College
Time: 19:00

**Event overview (main body text of event listing):**

The best advertising isn’t advertising. We market brands by developing products and services that add value to them, their consumers, and the world as a whole.

We look to solve business and consumer problems and to open up unique new opportunities for brands, using the latest in emerging technology and partnering with the most innovative companies in the world. From virtual reality to motion-detecting LED basketball courts, from cognitive computing to predictive consumer analytics. It’s a uniquely fast-paced world of adapt, learn and adapt again. To succeed requires a particular ambition to be constantly challenged, and an ability to break out beyond our silo’d disciplines and embrace the insights and expertise of those around us.

In this session, Andy Hood, Head of Emerging Technologies at AKQA, will talk about the new world of innovation in marketing using some recent AKQA work to show how this is happening right now.

AKQA will also be giving each attendee a free copy of the international bestseller *Velocity: The Seven New Laws for a World Gone Digital*, by Ajaz Ahmed, Founder and CEO of AKQA.

Location: Harold Wilson Room, Jesus College
Time: 19:00

**About Andy Hood, Head of Emerging Technologies, AKQA:**

Andy is recognized globally as a digital innovator. He founded and leads the Creative Research & Development team at AKQA. The team specializes in rapid design and development of new digital products and services for clients, and in demonstrating how new technologies can be applied to solve business and consumer problems.

Over the past 14 years, Andy and his team have developed award-winning digital experiences such as the Heineken Star Player dual screen game, Nike Training Club app and Fiat Eco:Drive connected car app. Most recently their work with Oculus resulted in the use of the HD ‘Rift' VR headset for a brand for the first time with the Nissan IDx project.

Andy was featured in AdWeek as one of the ‘Top Ten Creative Minds’ in Digital. He frequently presents at influential global events like AAAA Transformation, IP&TV World Forum, Picnic, Extralife Gaming Conference, Social TV World Forum, IAB Advertising Summit, Dmexco and the Guardian’s Changing Advertising Summit.

@andyjhood