

The background of the entire image is a panoramic view of Los Angeles, California, taken from a high vantage point. In the foreground, the Griffith Observatory is visible, featuring its iconic white domes and classical architecture. The city's skyline, including numerous skyscrapers, stretches across the middle ground. The sky is a clear, warm orange-brown, suggesting a sunset or sunrise. The overall tone is professional and scenic.

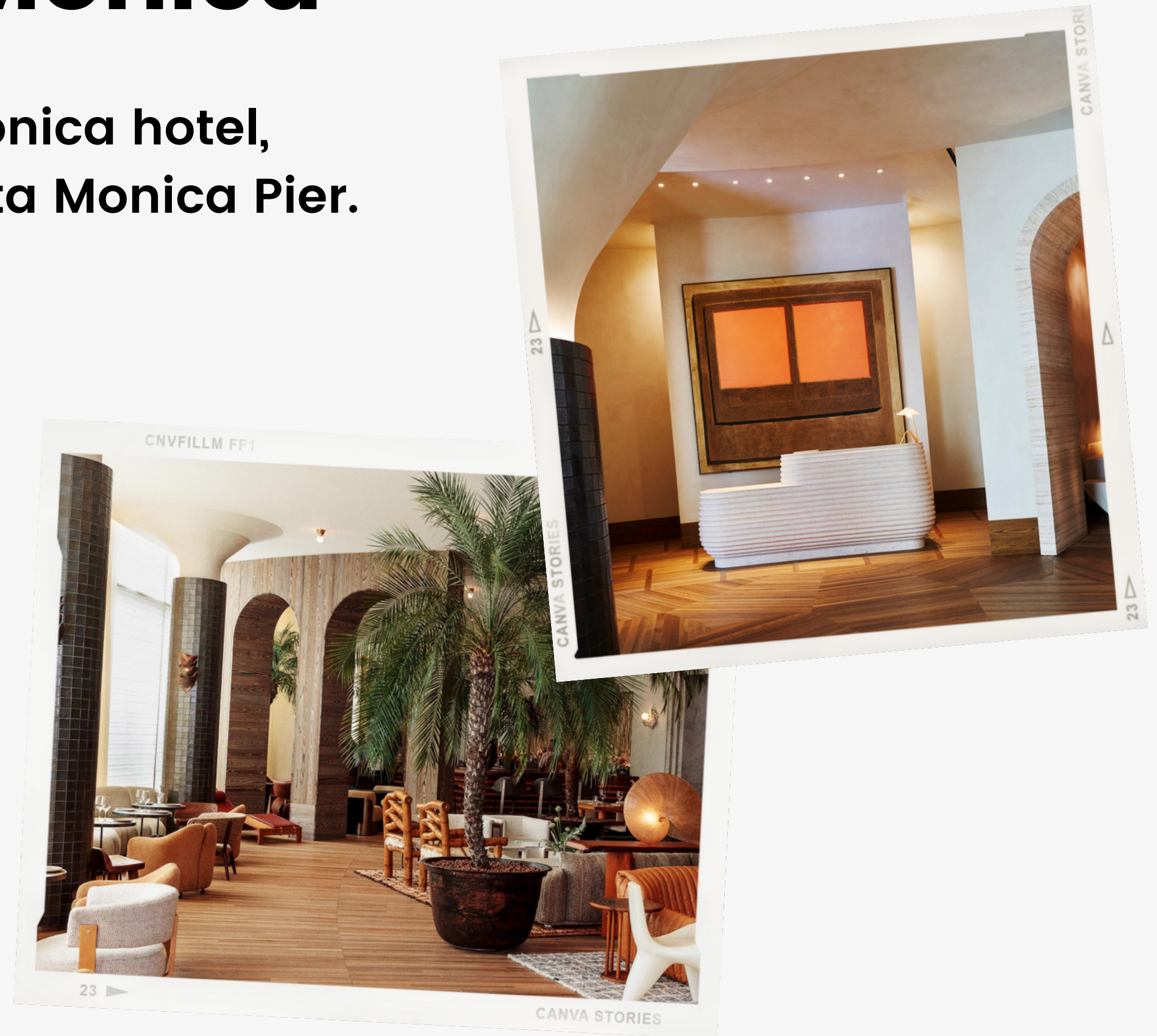
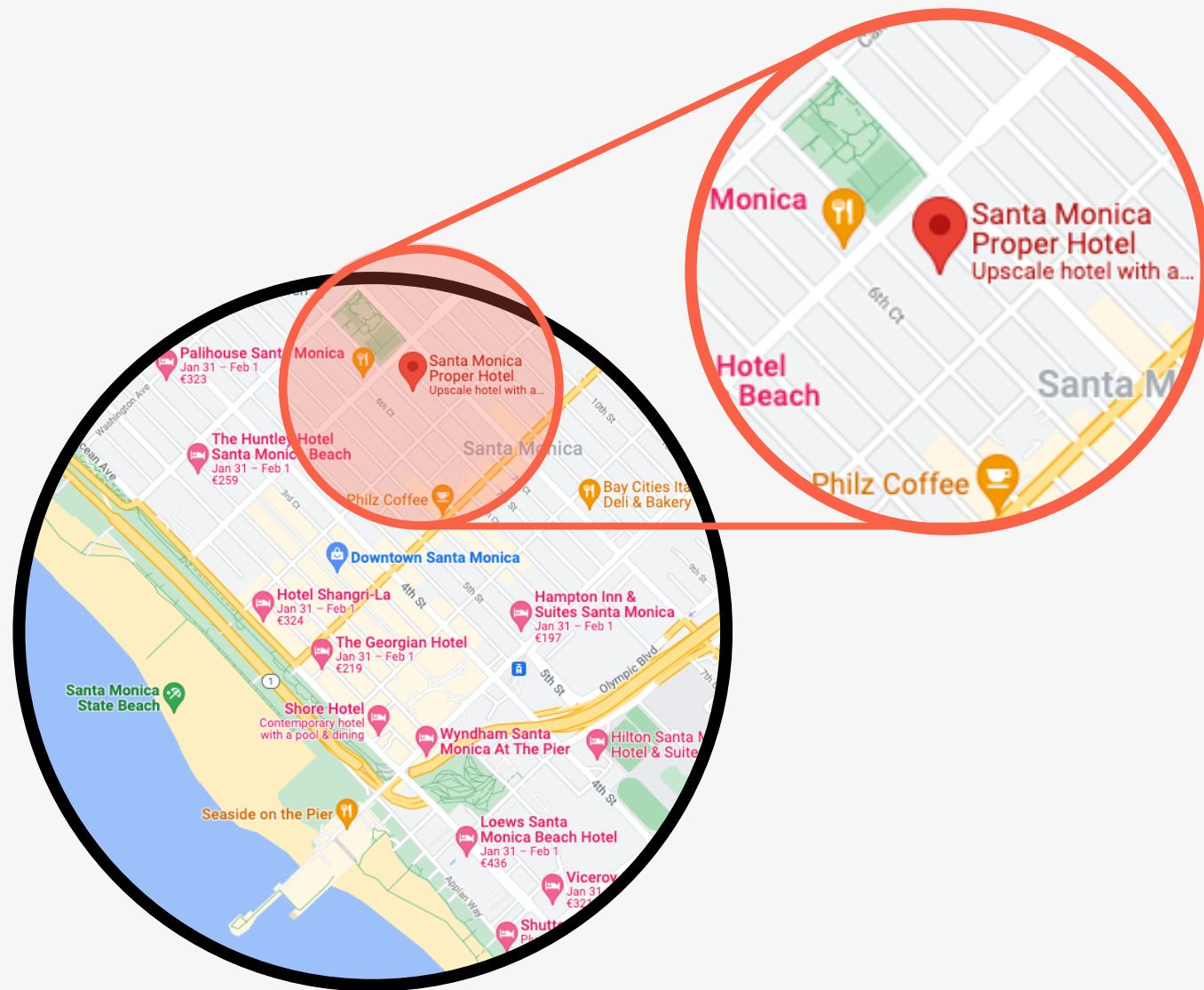
nexxworks

LA Customer Experience Tour

»» March 14th–18th 2022

Welcome to Santa Monica

We'll be staying in the Proper Santa Monica hotel,
A short walk away from the iconic Santa Monica Pier.



Agenda

Sunday evening you kick-off with welcome drinks and a great dinner, where we introduce you to your tour guides Steven, Erwin, Eline, and France. 🙋

Jodie Hopperton from FORE:Media will join us and tells more about why innovators are moving to LA.

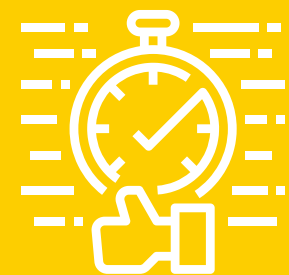
On Monday and Tuesday, it's all about the first pillar of Steven's book 'The Offer You Can't Refuse': What **technologies** will influence customer expectations when it comes to 'convenience'? And how can you apply these technologies in your sector?

On Wednesday and Thursday, you get concrete inspiration on how brands become 'Partners in Life' instead of focussing on ending customer journeys. And how do organizations take their responsibility, and answer to the customer needs when it comes to sustainability, ethics, health,... In other words: How do they help their customers 'save the world'?

On Friday, we are closing with breakfast at Caviar, an award-winning film production company sharing more about their LA adventures and how the sector is shifting to customers' new realities.

Customers expect more from your brand!

- Companies to create the ultimate customer convenience by offering the right tools & technology
- Organizations to be a life-long partner instead of a one-shot conversation partner
- Brands that contribute to saving the world by helping their customers being sustainable and healthy



Ultimate
convenience



Partner in
life



Save the world

Sunday March 13th

Jodie Hopperton – FORE:media

WHY: Find out why innovators are moving to LA

Jodie Hopperton's passion is providing executives insight into today's changing technology and audience landscape by connecting and collaborating with media and technology pioneers.

In 2015, after having lived in Paris, Madrid and London, she moved to Los Angeles where she founded FORE:media in the belief that Los Angeles has become every bit as inspiring as Silicon Valley – probably more so

FORE

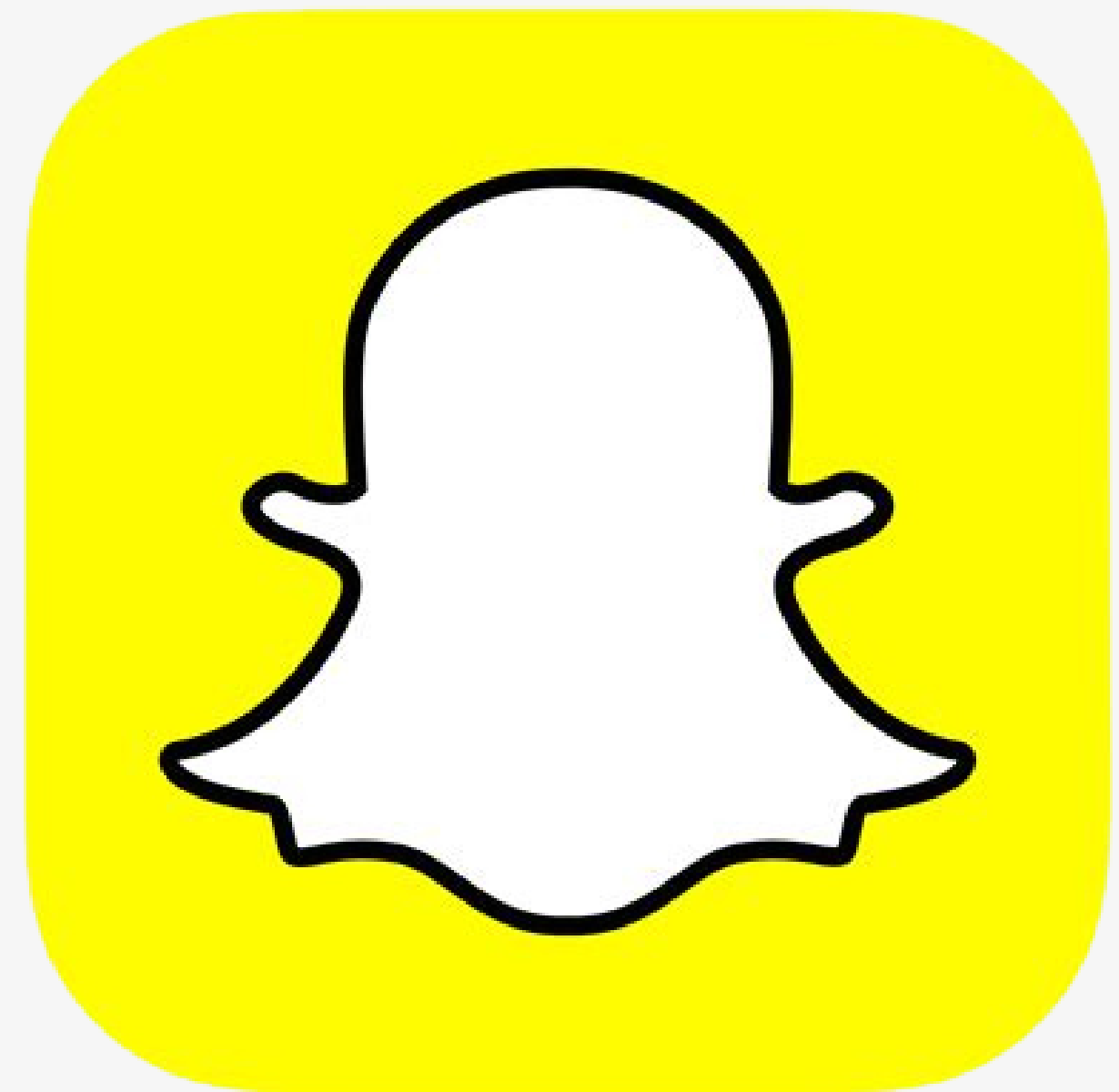


Monday March 14th

Snap Inc

WHY: Learn more on how such a fast-growing company remains to have an innovative company culture.

Snap Inc. is a camera company most known for its Snapchat application. Since 2019 their mission is being a force for good through products, communities, and making a positive impact on the planet and an inclusive workplace. We'll see how a relatively small team can build and manage such a globally known application, how they stay innovative, and how they experiment with technologies for the good?



Monday March 14th

Artcade Gallery



Monday March 14th

Doug Scott – Subnation

SUBNATION

WHY: Is your business ready to create your own NFT's?

Doug Scott is the Co-Founder and Managing Director of Subnation Media, a media-tech holding company that transforms brands through innovative technology, culturally relevant content, and live programming. The company leverages its deep knowledge, extensive relationships, understanding of emerging trends and consumer behavior, to create and curate high-energy events and unique experiences that engage audiences across multiple platforms that trigger consumer action.

Prior to founding Subnation, he served as EVP Marketing & Brand Solutions for Endeavor, where he was responsible for developing and producing innovative and successful marketing platforms for Fortune 100 brands.

Doug Scott will host us at Artcade, a commerce studio on the famous Sunset Strip, attracting influencers, gamers and consumers with its groundbreaking retail concept and a curated NFT gallery.



Monday March 14th

Jeremiah Owyang – Kaleido Insights

WHY: Get to know the potential of NFT's for your customer's community.

Jeremiah Owyang will give a keynote about Web 3.0 and facilitate a workshop to discover what NFT's can do in your sector. He is the founder of Kaleido Insights, an industry analyst, and keynote speaker. His mission is to help corporations connect with customers using disruptive technologies that change the customer relationship.

“Having Jeremiah with us is priceless, this man is jaw-dropping inspiring”

– Steven Van Belleghem



K A L E I D O
INSIGHTS

Confirmed visits & Speakers

Phil Ranta – Wormhole Labs

WHY: Is your business ready to step into the metaverse?

Phil has a creative background and spent the last fifteen years as a leader in the online creator revolution. During Ranta's tenure at Facebook, Facebook Gaming grew 210% in one year. Next to his take on metaverses for different sectors, Phil will give us a glance at how influencer marketing is changing for the Day After Tomorrow.



Tuesday March 15th

Activision Blizzard

WHY: To get to know your future customers that are taking part in this \$200 Billion industry.

Activision Blizzard continues to disrupt the world of entertainment. As the leading worldwide developer, publisher, and distributor of interactive entertainment, and with more than \$8 billion in revenue in 2020, they are headquartered in Santa Monica and publish franchises like Call of Duty, World of Warcraft, and Candy Crush globally. In 2018 they organized the first major global professional e-sports league and closed multi-year streaming deals with Walt Disney and Google.



Tuesday March 15th

Justin Warden – ADER

WHY: Shows why companies should be aware of e-sports communities and how it influences talent management

Recently awarded a place in Forbes 30 under 30 for gaming, Justin Warden is the COO of Ader, the world's leading e-sports marketing and advertising agency. Ader is a graduate of MassChallenge, 500 Startups, and the Disney Accelerator. Justin is an avid gamer and has been ranked as one of the top Hearthstone players in the world.

This session is hosted at the NRG Hot Pockets Castle in Downtown Los Angeles. This innovative studio/play space is a Fantasy Factory with content sponsors including Levi's, AMPM, Therabody, McDonalds, and many more.

ADER



Tuesday March 15th

Lieven Scheire

WHY: Why should we keep an eye on SpaceX?

Lieven Scheire is a Belgian comedian, physicist and science communicator well known for his television work. He also has a popular Dutch podcast Nerdland and wrote several books. No one can spell Einstein's theory of relativity, quantum mechanics or Drake's formula out like Lieven Scheire!

Lieven is joining nexxworks' LA Customer experience tour as a participant, but will also enlighten us about the activities of Elon Musk's SpaceX: Why should we keep an eye on SpaceX? Why is Elon Musk so notorious? Why is everything so secret but exciting at the same time?



Wednesday March 16th

Simon Mainwaring – We First

WHY: How brands are taking up their corporate responsibility.

Simon Mainwaring is founder and CEO of We First, a strategic consultancy accelerating growth for purpose-driven brands, included in Real Leaders list for the Top 100 Impact Companies in the US for 2021 and 2019, as well as a B Corps 'Best for The World' Honoree.

As an author, international keynote speaker and thought leader, his first book, 'We First' was a New York Times, Wall Street Journal, and Amazon bestseller and named Best Marketing Book of the Year by strategy+business. With his latest book launched November 2021, 'Lead With We', Simon provides an actionable blueprint for how to harness the power of business to transform our lives and future.



Wednesday March 16th



Jamie Gutfreund – Whalar

WHY: 92% of millennial consumers trust creators more than celebrities

Jamie Gutfreund is CMO at Whalar, a global creator commerce company, who will share insights on how brands can win in this new environment of the 'Creator Economy', where diversity and inclusion are a given.

Prior to Whalar, Jamie had CMO roles at Hasbro, MGA entertainment and Wunderman Thompson, and she's recognized as an expert on millennial and Gen-Z Communities.



Thursday March 17th

Nonny de la Peña – Emblematic

WHY: The 'Godmother of VR' will show us how VR becomes available for everyone

Emblematic is one of the world's foremost producers of virtual, augmented, and mixed reality. The team exists of award-winning filmmakers, journalists, designers, and veteran game developers.

Nonny was named “The Godmother of Virtual Reality” by The Guardian and Engadget, while Fast Company acknowledged her as one of the people who made the world more creative for her ground-breaking work in immersive journalism



EMBLEMATIC.

REACH BEYOND



Thursday March 17th

Alexis Bedoret – Make it Studio

WHY: How to 40x your business

Alexis Bedoret is the co-founder of Make it Studio, a tech venture studio founded in Belgium in 2014 and active in LA since 2019. They invest financial and technical resources in founders to turn their tech ideas into fast-growing businesses.

Make it Studio has developed a methodology to de-risk startup ideas at the earliest stages which has brought them to a success rate close to 100% with an average of 40x return on their investment so far.



Thursday March 17th

The Bushnell Brothers

WHY: How to create games 'for life'

As sons of the co-founder of the legendary Atari brand, they both built their own gaming companies.

Tyler Bushnell, CEO at Polycade, created the only unified library to run both classic and modern games. Next to the software, they also create Polycade hardware, so every family member feels like playing together.

Brent Bushnell is co-founder of Two Bit Circus, an experiential entertainment company. They create a network of micro-amusement parks featuring free-roaming VR, robot bartenders, an interactive supper club and more.

Brent is on fire about using play and spectacle to inspire inventors. He is passionate about rebranding STEM learning to STEAM with the inclusion of art and creativity. He is motivated by the power of group games and interactive media to bring people together in fun and meaningful ways. Previously, he was a founding member of Syyn Labs, a creative collective creating stunts for brands like Google and Disney



Friday March 18th

Bert Hamelinck- Caviar

CAV/AR

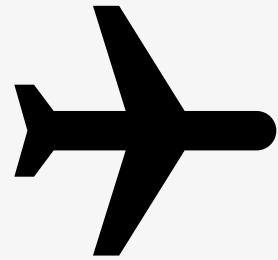
WHY: Entrepreneurship in LA, explained by an oscar-nominated Belgian.

Caviar is an independent film studio based in Los Angeles, London, Brussels, Paris, and Amsterdam.

Bert Hamelinck is Director of Films & responsible for the global management. He's a well-known Belgian film & television producer who wants to tell us more about the entrepreneurial adventures that brought him to LA and where he enjoyed his latest success: In 2021, Darius Marder's drama film Sound of Metal (2019) earned Hamelinck a nomination for the Oscar for best picture, among other awards.

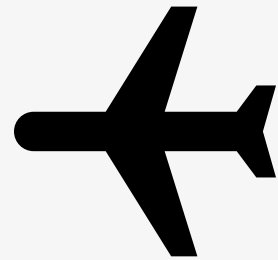


Suggested flights



March 13th 2022:

KL601 AMS-LAX 9:50-12:50



March 18th 2022:

KL602 LAX-AMS 14:50-09:05 +1D

Your guides who will travel with us

Steven Van Belleghem

Partner at nexxworks, author, and world-renowned expert in customer experience! This entire tour is set up around his latest book "the offer you can't refuse" so who better to guide you than the author himself!



Erwin Jansen

Erwin Jansen, Country Manager WPP & SVP EMEA at Wunderman Thompson, is an expert in Digital Transformation, Technological Innovation, and Marketing Integration. WPP is the leading global agency network – across all communications, experience, commerce and technology disciplines.



Any remaining question?

Do not hesitate to reach out to me!



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