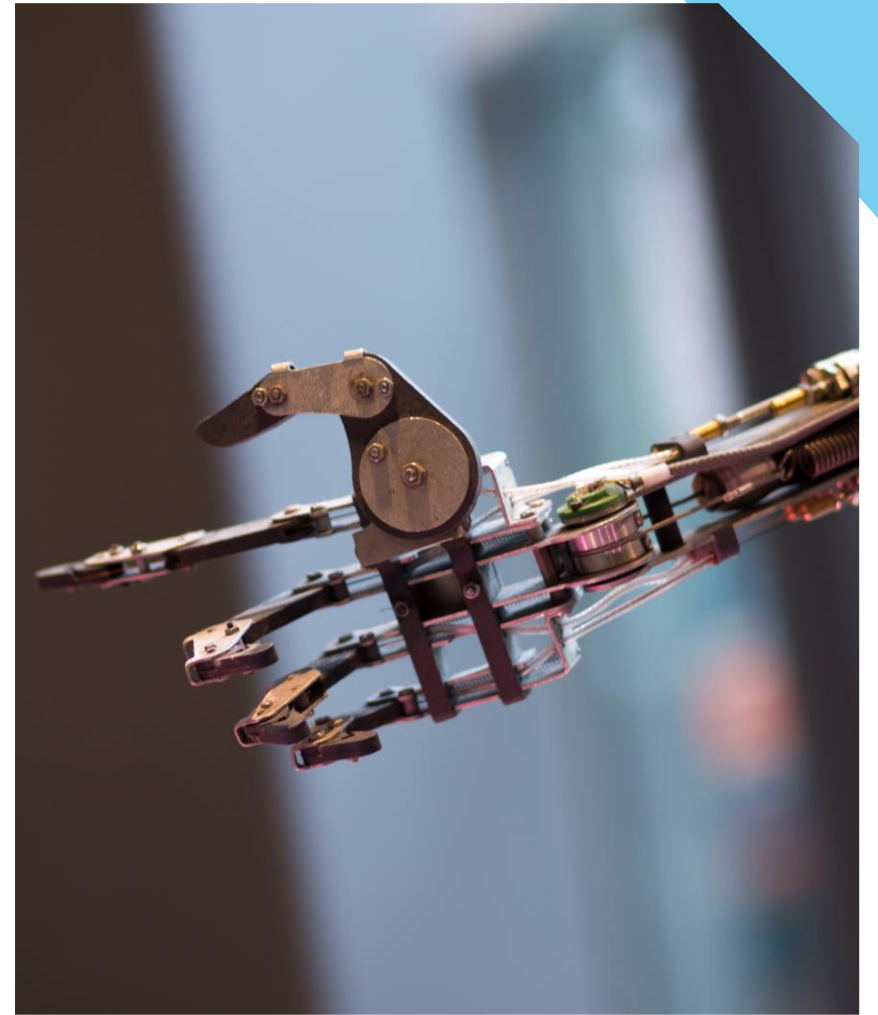# Communications Conference 2019
Comms in the Digital Age

24 January 2019
Village Hotel, Swansea
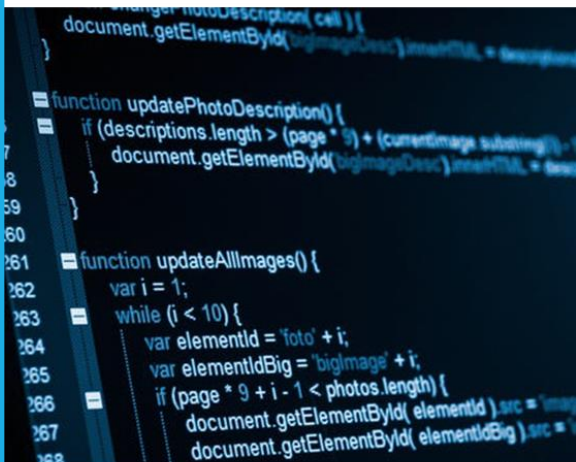
2036:
How did we get here?

But first
How did I get here?

Andrew Chainey
tantrwm.co.uk

TANTRWM
started July 2000

- **2000** **Live streaming**
- **2005** **Virtual Reality**
- **2008** **E-learning**
- **2012** **EEG / RPi / RFID**

Currently we are working with

- Imperial College London *[Live events & creative film]*

- Royal Welsh College Music Drama *[Creative film]*

- Wales Co-operative Centre *[Creative film]*

- British Council *[Live events & creative]*

- Royal College Music London *[Creative Film]*

- National Trust *[Creative Film]*

- Samsung *[HR interventions & training}*

- L'Oreal *[HR interventions & training}*

- Coeliacs UK *[e-learning & creative film}*

- Royal Palaces *[Staff training}*

My passion is helping:

- **people to tell their story.**
- **understand, enjoy and act upon it.**
- **using the most appropriate, accessible, affordable technology**

So on to our task

The year 2036

Good housing is a basic right for all.

The social housing sector is a great place to work and live.

Well done!!!

2036: How do you communicate with your audience and how do they communicate with you?

- **The technology**
- **Regulation**
- **Audience sentiment**
- **Democratisation of tech**
- **Artificial Intelligence**
- **Authenticity**

You are making a film:

To help your peers in 2019 understand the methods and tools of the future, enabling them to learn from you.

You have until 12:55 to make your film, as a team using your own devices.

We will screen at the end of the day and there will be a prize for the best team!

Think about..

How we communicate with our target audiences in 2036.

What tools will we use?

What channels?

What kind of messages?

Who are the audience?

Some ideas

Artificial Intelligence

Big Data

Bio Hacking

Data Laws

Internet of things

Internet of people

Blockchain Tech

Demise of Social Media

Wearables

Open Source Free Cloud

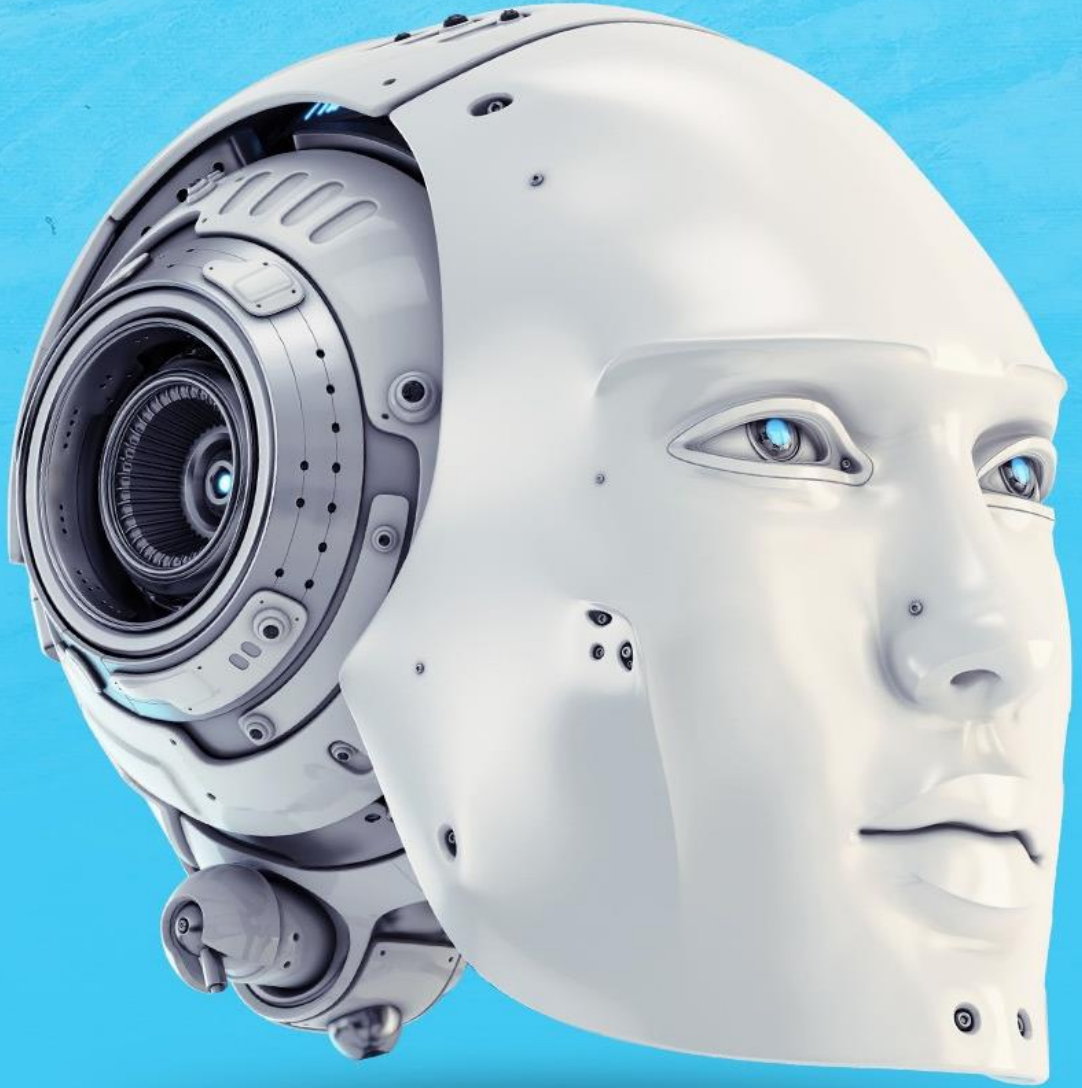**7G / 8G ???**

Hardware Agnostic

Telepathy

The Rules

Everyone on your table must appear in the film.

The film must be no more than 60 seconds long

The film must be ONE SHOT. i.e. no editing. (this means rehearsing and practice shots)

You will need:

- Phone / Video Camera

- Storyboard

- Enthusiasm

- Smiles

- Imagination

- Teamwork

- Props

Enjoy!

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