



Online Influence Conference Comes to Bristol

OiConf takes place in Bristol at The Engine Shed on 29th March.

BRISTOL, UK, March 20, 2018 /EINPresswire.com/ -- The Online Influence Conference Bristol, March, 29th 2018, The Engine & Passenger Shed.

The rapidly accelerating rate of digital disruption across consumer markets is forcing brands and businesses to change the way they engage with audiences - and at an unprecedented rate never before experienced. The emergence of technologies including virtual assistants, AR and wearables are opening up opportunities, but also pitfalls for marketers. There has never been more of a need to quickly and fully understand the technologies and strategies that can be complementary and, in many respects, critical to the future of engagement and business growth across online, social and mobile channels.

OiConf centres on the 'future of engagement' and how new strategies and technologies can better support and improve vital marketing brand outputs across social, digital and mobile channels.

"Digital actually means customer first without compromise. Technology continues to make our lives easier and, even more, technology itself has become very intuitive and easy to use. With that, we're experiencing a shift in customer expectations, traditional brand loyalty and propensity to purchase are being constantly challenged - if the rot isn't stopped, businesses risk the 'Blockbuster' effect, and quicker than ever before" Ashley Wheeler, Managing Director, OiConf

The Online Influence Conference will gather 2,000+ senior business, marketing and tech leads from across UK, Europe and North America to explore the technologies and strategies vital to the future of engagement - delegates will attend keynotes, masterclasses, seminars and a exhibition zone. They'll be joined by senior figures from Facebook, Instagram, Snapchat, Google, Aardman, PwC, Deloitte, BBC, Adobe, Oracle and many others to equip leaders with the knowledge and practical tools needed to fully address digital disruption.

For Bristol, this is an exciting opportunity to once again place itself at the very heart of the digital and tech conversation - this will be the first time that Facebook, Instagram and Snapchat have ever spoken at events in the city, and just goes to demonstrate the importance of our new home as a hotbed for future innovation.

The Online Influence Conference, better known as OiConf is run by Bristol & Cardiff marketing agency Coup Media.

<https://oiconf.b2match.io/>

Andrea Sexton
Andrea Sexton PR
07887997922
email us here

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