



## PRIMEADVISORY COMING EVENT

9 October 2018 SXSW

Continuing our theme of interesting people and interesting places we have planned an exciting evening for you to hear about new technologies that have and will impact our lives presented by Douglas Nicol.

### What is SXSW?

Every year 80,000 people attend (SXSW) South by Southwest, the Austin conference that showcases the latest ideas, technologies, start-ups and social trends. SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conferences and festivals. An essential destination for global professionals, where some of the world's most creative minds come together to discover, learn, network, brainstorm, and collaborate on new ideas that will drive the future.

### Who is Douglas Nicol?

Our keynote speaker Douglas Nicol is a partner at The Works which is currently B&T Branding, Design and CX Agency of the Year and in 2017 was Ad News CX Agency of the Year. He was also ADMA Chair from 2008 to 2010. The Works counts News Corp, First State Super, Brother, Allianz, NBN and Goodman Fielder among its clients. Douglas is passionate about digital marketing and is the driving force behind the award-winning social insights Datafication project. In 2015, he delivered a TEDx talk on deceit in social media and in 2016 founded a start-up sister agency to The Works called On Message, specialising in chatbots, voice and AI. On Message has grown to be the number one chatbot developer in Australia with clients that include ING, Facebook, Fujitsu, Children's Panadol, Sydney Opera House, Foxtel and Queensland Government.

### Watch Douglas....

How brands can utilise messaging apps without annoying their customers <https://www.youtube.com/watch?v=KkTiYS7iEs4>

Detecting deceit: are your friends lying on social media? | TEDx [https://www.youtube.com/watch?v=Bzfl1C\\_HgAY](https://www.youtube.com/watch?v=Bzfl1C_HgAY)

This will be a great evening, of learning in a relaxed atmosphere, with a few drinks, canapes and great company provided by us at PrimeAdvisory

**DON'T MISS OUT** – register today if you have not already

To Register [Click Here](#)