

## **DAY 1 AGENDA – Wednesday 6 December 2023**

**9:00 - 11:00**

### **AR Demo Sessions and Tours**

*Experience AR and VR hands-on before the formal event begins*

**11:00 - 11:30**

### **Welcome & Introductions**

*Representatives from the AREA, Proto, Innovate UK KTN and others*

**11:30 - 12:30**

### **Join AR Journey**

*What are the key AR use cases (business problems) that can be solved? Hear from leading AR companies on their AR deployments, with a focus on use cases, experiences, and challenges.*

**12:30 - 13:00**

### **Keynote Presentation**

*Thought Leadership*

**13:00 - 14:00**

### **Lunch and Demos**

**14:00 - 14:30**

### **Panel Discussion: Workforce Challenges Posed by AR**

*How do you convince stakeholders why and how to invest in AR? Insights from (add names of companies presenting) and more. Ideas and tools to collaborate with your employees to achieve inclusion, involvement, and longer-term buy-in to AR projects. Gain a clear understanding of the potential people challenges.*

**14:30 - 15:00**

### **Panel Discussion: Women in engineering / technology**

**15:00-15:30**

### **Keynote**

*Thought Leadership*

**15:30 - 16:00**

### **Break and Demos**

**16:00 - 17:30**

**Workshop - Understanding AR/VR Uses Cases and Requirements**

*How do you start your AR journey? What tools, insights, processes, and support do you need? This session will feature networking discussions, roundtables, and output presentations following the AREA Enterprise AR Use Case Development Framework and AREA Requirements Committee work.*

**19:30 onwards**

**Meet up**

*Welcome the XR creative ecosystem - Pitcher and Piano Bar*

**DAY 2 AGENDA – Thursday 7 December 2023**

**9:00 - 9:45**

**AR demos**

*Experience AR and VR hands-on before the formal event begins.*

**9:40 - 9:45**

**Welcome back**

*Day 1 recap and day 2 objectives / agenda*

**9:45 - 10:00**

**Introduction to the AREA Academy**

*What is the AREA Academy, latest progress and what can you do to support.*

**10:00 - 10:30**

**Thought Leadership Presentation**

**10:30 - 11:00**

**Panel Discussion: Digital Twins and AR**

**11:00 - 11:30**

**Break and Demos**

**11:30 – 12:00**

**Hands-On Master Class: Creating an AR ROI**

*Overview of the AREA ROI model, with inputs from case studies and enterprises who have deployed AR. Insights and tips from experts, support from AR*

*providers on cost models/options, and tutorials on how to create your own AR business case.*

**12:00 - 12:30**

**Panel Discussion: Human Factors and Related Safety Challenges**

*Possible barriers to AR adoption include a poorly designed experience and/or concerns for the safety of the worker using AR.*

*Learn more about the AREA's work to understand potential human factors and safety issues including the AREA Safety Infographic, Playbook, and Best Practices.*

**12:30 - 13:30**

**Lunch and demos**

**13:30 - 14:00**

**Panel Discussion: AR and 5G**

**14:00 - 15:00**

**Understanding Virtual Reality Use Cases, Requirements & Research**

*Join the discussion in a supportive setting where you can share your VR journey, future plans, challenges, rewards, and support needed.*

**15:00 - 15:45**

**3-Minute Provider Pitch**

*Overview from immersive tech providers and their solutions*

**15:45 - 16:00**

*Closing remarks*