



**Centre for Academic Research & IEEE Student Branch, Vel Tech
Department of Information Technology, Vel Tech
IEEE Computer Society, Madras Chapter
IEEE Professional Communication Society, Madras Chapter**

**Organizes
a Seminar on**



"METAVERSE: SHAPING THE NEXT FRONTIER OF HUMAN EXPERIENCE"

Note: After the presentation, a mini Quiz on ICT will be conducted with spot cash prizes

Date & Time

12th Jan 2023 | 2.30 pm

Venue: Video Conference Hall, Vel Tech

About the Seminar

Metaverse, the immersive and digital world takes virtual experiences to the next level, giving organizations opportunities to reach consumers in new and innovative ways. While there are several reasons why companies are focusing on metaverse in enabling companies to engage with customers in different ways to stand out, the main reason is in targeting to reach growing Gen Z and millennials.

Metaverse allows companies to create their own world that represents their brand, which no video, advertisement, words or image could do. Each world can be made unique and create a fully immersive experience for customers. For example, people can use Metaverse at home to virtually view products in 3D and true to scale in their home to feel the experience of furniture inside a room which is impossible in traditional marketing. Metaverse stands out by extending beyond the limits of physical boundaries of traditional marketing which has relatively higher competition.

This presentation will demystify Metaverse covering its evolution, characteristics and the different layers of the Metaverse. The focus then will be on how marketing will change in the Metaverse era, providing an opportunity for innovation and experimentation with examples of what leading brands are doing in engaging customers by leveraging the Metaverse.

Mr. Sunil David, acknowledged as an IOT thought leader in India, currently is an Independent Digital Technology Consultant advising enterprises in the areas of Digital Transformation, Cyber Security. He also assists startups that are focusing on providing IOT and AI based digital solutions around Supply Chain, Energy Optimisation, Connected Manufacturing etc.

Mr. Sunil is an Alumnus of Symbiosis Institute of Management Studies, Pune. He is an industry veteran of 28 years of experience in the IT and Telecom industry of which close to 20 years was with AT&T India. Sunil who was the Regional Director – IOT (India and ASEAN) for AT&T India in his last stint has had extensive experience in Business Strategy, Sales, Business Development and Building partnerships and alliances.

Mr. Sunil is a recipient of a number of awards and recognitions from various industry bodies and media conglomerates in recognition for his work in Digital Technology Advocacy; Digital Skilling initiatives for Women through his work with NASSCOM Foundation; and contribution to academia where his inputs are sought in designing curriculum on emerging technologies like IOT etc. Tree saplings have also been planted in his name by IBM India and NASSCOM Foundation for his contribution to the technology industry.

Mr. Sunil has been a speaker at a number of industry forums and leading educational institutions across India on varied topics such as 5G , Industry 4.0, IoT, AI, Digital Transformation, Metaverse, Future of Work etc. He has written a number of articles related to these topics for leading business publications and media houses.



Resource Person

Mr. Sunil David

Digital Technology Consultant
Former Regional Director
(IOT), AT&T India

Who Can Attend?

- Faculty Members of Engineering Colleges / Universities
- R&D and Industry Personnel
- Research Scholars, UG & PG Students

Registration Fee:

Free

Link for Registration

<https://forms.gle/ijouLEeG93zUufpj9>

Seats are limited and the registration will be on first come first served basis.

Important Date

Last Date for Registration : 11.01.2023

About Vel Tech

Vel Tech has been promoted by Col. Prof. Vel. Dr. R. Rangarajan and Dr. Sagunthala Rangarajan with the vision of creating model citizens who would contribute professionally and socially to the Nation. Vel Tech provides good opportunities to the students from all strata of the society through high quality and affordable education. Well-equipped infrastructure, qualified faculty and a range of co-curricular & extracurricular activities at Vel Tech ensure a holistic 360-degree development of students. In pursuit of their vision, Vel Tech Mahatma Gandhi Scholarship scheme has bestowed 9500 scholarships worth Rs.35 crore so far. Visit: <https://www.veltech.edu.in/> for more details.

About Centre for Academic Research

The Centre for Academic Research of Vel Tech has been functioning since 2009. The Dean (Research Studies) oversees, co-ordinates and controls the research activities conducted according to ethics and etiquette. The research programmes are offered in the areas of Engineering, Technology, Science and Humanities, Management and Law leading to the award of Ph.D. through different schools of study.

Visit: <https://www.veltech.edu.in/academic-research> for more details.

About Department of Information Technology

The department of Information Technology was started in 1998 to instil academic caliber in which new ideas and research proliferate to lead the innovations of IT industries. The four years under graduate program in Information Technology is deliberated to train the students in gaining both basic and advanced courses related to current technology. Our team comprises of highly qualified and dedicated teaching faculty supported by technical support team keeping campus integrated with the department. Our forthcoming entrepreneurs, scientists, executives, techies are nurtured and motivated with innovatory approach. Besides theoretical knowledge, the program ingrains personality development skills, logical reasoning, analytical thinking, communication skills, problem solving skills and teamwork capabilities. Visit: <https://www.veltech.edu.in/it> for more details.

About IEEE Computer Society (IEEE CS)

The IEEE Computer Society is the premier source for information, inspiration, and collaboration in Computer Science and Engineering. Connecting members worldwide, the Computer Society empowers the people who advance technology by delivering tools for individuals at all stages of their professional careers.

Visit: <https://www.computer.org/> for more details.

About IEEE Professional Communication Society (IEEE PCS)

The IEEE Professional Communication Society is a professional society of the IEEE formed in 1978. It helps engineers and technical writers to seek more education and research in their fields, in addition to development of standards in technical communication. It also includes technical, scientific, industrial, and other activities that contribute to the techniques and products used in this field.

Visit: <https://procomm.ieee.org/> for more details.

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