



## Events *Participation*

### Event Categories:

Our executives and consultants are regularly invited to share HearDis! expertise:

- Keynotes and panels at international industry gatherings and conferences
- Presentations and workshops exclusively held for brands
- Expert talks and meet-the-expert sessions organised by companies
- Lectures and seminars at specialised educational institutions

### Industries:

Retail - Advertising - Technology - Corporate

### Brands:

Fashion - Automotive - Interior Design - Banking - Hospitality - Gastronomy

### Areas of Expertise:

Audio Branding - In-Store Music Technology - Music and Emotion - Artificial Intelligence - Algorithmic Music  
Music for Marketing - Music for Brands - Brand Experience - Retail Innovation - Automotive Marketing -  
Musicology - Music Production - Audio Mastering & Mixing - Music Business - Music Technology - Music  
Curation - Copyright - Music Psychology - Popular Music Studies - Music Analysis

### Headline Suggestions:

AI-powered Audio Branding - Experiencing Brands in the Digital Age - Engage, Personalise, Impact through  
Brand-Fit Music - Choosing the Right Music for your Brand with AI - AI & Senses create Memorable  
Customer Experiences - Technology & Emotions - AI & Creativity - Multi-Sensory Experiences - The Future of  
Retail - Point of Sales turns into Point of Experience - Audio Branding for the Automotive Industry - The  
Future of Audio Branding - Algorithmic Music Curation for Brands - Next Level Algorithmic Music Indexing -  
Innovation in Production Music - The Influence of Brands on Artists - Music Culture - Music Perception -  
Copyright and Music Business - Music Production - Mastering - Music Technology - Popular Music Studies -  
Music Semantics

### Content Suggestion:

Brands are shifting from product-centric to customer-centric, from efficiency to flexibility, from optimisation to inspiration. But what role do big data, algorithms, analytics and other AI and tech innovations play in creating customer experiences that are engaging, personalised and impactful? In a digital economy that increasingly demands for creativity and technology to harmoniously and effectively coexist, HearDis! is the Audio Branding pioneer that - at the intersection of Music, Marketing and Artificial Intelligence - possesses the necessary know-how and assets to boost brands' creative endeavors in delivering singular experiences beyond current imagining.