Augmented reality takes centre stage at Online Tuesday #7, presented by DQ&A

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DQ&A Media Group, along with regular series partners Initiate International and Zomato, is proud to bring the seventh installment of its popular "Online Tuesday" events to Cape Town and Johannesburg this October.

“The theme for this month is ‘It’s an Augmented World’,” says Zaida Salie, Senior Vice President of Operations at Incubeta Group. “Our *Online Tuesday* events have gained substantial traction over the past year, with the Cape Town leg (on the 11th) already sold out.

"Tickets for **Joburg (18 October)** are going really fast – and are free, of course... so I urge anyone interested in augmented, virtual and mixed reality to book their seats as soon as possible.”

Presenting in Cape Town at Shimmy Beach Club

Guests and presenters in the Mother City are as follows: Johan Walters, from Clicks2Customers’ Innovation hub, will discuss developments in AR and VR that go way beyond the realms of *Pokémon Go*.

Werner Uys, Managing Director at Lucan – a design, animation and film studio in Cape Town - will co-present with his Creative Director, Wian van Bergen, on the topic of VR's integration into traditional workflows.

And then, of course, for some added humour and oomph to the evening, local comedian and Good Hope FM Sports Presenter, Dalin Oliver, will MC affairs.

Presenting in Joburg at Radisson Blu Gautrain

Up in the 'Big Smoke', C2C's Johan Walters will once again headline proceedings, supported by Bryan Nelson and Lorraine Landon, Industry Head and Head of Agencies at Google South Africa respectively.

Johannesburg-based stand-up comedian, actor and director Glen Biderman-Pam will be MC.

- Book your seats

Augmented and virtual reality is “the now”

“We look forward to hosting our industry friends and colleagues this October,” says Salie. “I encourage everyone to join us for some sharp insights, great laughs and welcome bubbly or two as we rush towards the summer break.”

About Online Tuesday

Online Tuesday had its genesis in Amsterdam in 2010, organised by Marketingfacts, NewPeople, Traffic4u, PostNL and DQ&A Media Group. It is an event that takes place every second Tuesday of the month in Amsterdam. During these events (attended by 150,250 people to date), a specific digital marketing topic is discussed. The goal of Online Tuesday is to

share, not only practical experience in the form of case studies, but also visionary ideas about the future of digital advertising.

About DQ&A Media Group

DQ&A Media Group is a digital marketing company founded in 2001 as a specialist in digital advertising technologies. Headquartered in The Netherlands with a strong operational base in Cape Town, and with 140 digital marketing specialists in eight offices around the globe, we are committed to providing high quality performance marketing, technology and data management services.

In December 2015, DQ&A Media Group merged with South African-based incuBeta Group – creating one of the largest (independently owned) digital media and marketing groups in the world.

For more information:
http://www.onlinetuesday.co.za/

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