

CASE STUDY ENGINEERING



Credit and Finance Conference invites James Taylor to deliver an inspiring keynote on the Metaverse.



AT A GLANCE

Client

Organiser of one of Latin America's largest conferences for the financial services industry.

Audience

Presidents, CEOs, CFOs, CIOs, CTOs,

Country

Mexico

Challenge

To get audience to visualise how the Metaverse will change the financial industry.

Solution

45 minute keynote + Q&A

Results

The audience left the event with a deeper understanding of how the Metaverse will change their industry and actionable steps they can take.

"Inspiring... it has allowed us not only to understand the implications of the metaverse in our industry but also to reflect on the changes and trends that will affect our lives and relationships. Thanks James."

Luis Eduardo Pérez Mata

President, ICM



ABOUT THE CLIENT

ICM is an international company with operations in 10 countries focused on the development of training and consulting solutions for the international finance industry, focused primarily on the value chain of credit risk and collection. In 2017, the most prestigious associations of the Financial Industry in Mexico such as UNIFIMEX, ASOFOM, AMSOFIPO, AMFE, AFICO and FINTECH MÉXICO, together with ICM, took the first step to develop an event concept never seen before in this industry. That event is Crevolution and it is attended by more than 1,700 leaders in the financial industry each year.

The theme of the most recent conference was "Challenges and opportunities of the Financial Industry, a new horizon". The organisers of Crevolution invited James Taylor to deliver a keynote on the Metaverse, to help the audience of finance leaders understand the opportunities for their industry and to share powerful stories and examples of how different industries are approaching the Metaverse.

As the majority of the audience would have a limited knowledge of the Metaverse the first part of James Taylor's keynote focused on the what and why, including an explanation of the different technologies that underpin it (e.g. NFTs, AV/VR, blockchain). He then shared examples of how companies in the banking, real estate, insurance, credit, retail, automotive, agricultural, entertainment and consumer products industries are building out experiences and revenue streams in the Metaverse.

Two important considerations for James Taylor's preparation for this event is that his keynote would be delivered on a 360 stage with the audience seated all around him (in the round), also the majority of the audience would be using headsets to hear live audio translations of his keynote from English into Spanish. This required greater use of visuals, video, stage blocking and stagecraft to create the most immersive and impactful keynote presentation.

James Taylor's final keynote consisted of a high-energy and future-focused 45 minute keynote followed by a 15 minute Q&A facilitated by a moderator. The keynote shared with the audience the four levels of building their brands and businesses in the Metaverse as well as actionable steps they could take personally and professionally to understand this trend. The keynote closed with a story that demonstrated that while the Metaverse can challenge us it also presents a huge opportunity for businesses to create more immersive and engaging experiences for their customers, clients and other stakeholders.