

Case Study

Engineering



GROWING TOGETHER



Major tire company invites top Metaverse keynote speaker James Taylor to give conference audience a glimpse of the future.

Client:

A leading manufacturer in the off-highway tire market.

Audience:

CxO's, Senior Managers, Partners, Customers

Country:

Italy

Challenge:

To show the audience how the Metaverse and Web3 can grow their businesses.

James Taylor's Solution:

15 minute keynote

Results:

- The audience discovered what the Metaverse is, key features such as NFT's, blockchain and Web3, and the potential the Metaverse holds for growing their businesses and creating more immersive customer experiences.

BKT Tires is a leading manufacturer in the off-highway tire market that specialises in the manufacture of tires for agricultural, industrial and OTR vehicles. While their foundations date back to the 1950s, Balkrishna Industries Limited (BKT) started its Off-Highway tire business in India in 1987. For over 30 years, BKT has successfully focused on specialist segments such as agricultural, construction and industrial as well as earthmoving, port and mining, ATV, and gardening applications. Today they are a global player in the Off-Highway tire industry headquartered in Mumbai with five tire production sites in India and three Business Units in Europe and North America.

The BKT leadership team decided to organise an event in Milan for one of their major European distribution partners. The overall theme of the event was 'Rolling Into The Future' and with the sub-themes being collaboration, innovation and future trends. James Taylor was invited to deliver a keynote on the Metaverse, its potential, and how it might shape the future of BKT's business and that of its global partners.

The majority of the audience would have a limited understanding of the Metaverse and how it would affect their industry so James Taylor divided the keynote into explaining what the Metaverse is, what it may become, and the various technologies that underpin it (e.g. blockchain, NFT's, AR, VT, web3). He then shared examples of how companies in industries including engineering, automotive, fashion, retail, and sports were building out projects in the Metaverse.

Using engaging video animations, powerful visuals, and the latest research James Taylor took the audience on a journey that inspired, educated and entertained. He also worked to connect the event sub-themes of collaboration and innovation to the main keynote theme of the Metaverse.

James Taylor's final keynote used a humorous opening story about cycling in the proto-metaverse to quickly engage the 60 person audience, this was then followed by explaining the opportunity that the Metaverse offered to businesses, explanation of key Metaverse terms, and examples of how different organisations are thinking about creating and collaborating with partners and customers in the Metaverse. The keynote closed with a call to action that stressed the importance of getting involved in this exciting new trend in order to stay ahead of the curve and remain competitive.

"It was a real pleasure to host James Taylor at our event. He is a charismatic, energetic and engaging speaker with a unique interactive style. His inspiring speech captivated and engaged everyone attending. Would recommend working with James!"
- Jennifer Rauch, Digital Marketing Manager, BKT TIRES

James Taylor

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.