

THE NEXT-GEN WEB

See Videos Of CK In Action!



The Web Becomes Physical, Experiential, Intelligent—And Invisible

We are on the verge of entirely new ways to access, interact with, and experience the Web. A windfall of 10+ next-generation technologies have set the Web on a fast-track to *more* change over the next five years—than throughout the past 20.

Within this new digital order, the Web will not “look, act, or live” where it has in decades past as it begins a trajectory of becoming physical, experiential, intelligent . . . and invisible.

From the confines of cyberspace to the vast expanses of *physical* space, the Web is breaking out of the box—and outside of our screens—into the world all around us. The line between online and offline worlds will continue to blur as IoT, AI, and Big Data turn physical objects into new computing platforms.

In its next act, the Web won't be a database of static information, but a resource of dynamic *experiences*. Through Immersive Technologies—across Augmented-, Virtual-, and Mixed Reality—the Web will move from 2D websites where we are third-person users into 3D worlds where we become first-person explorers.

Whereas humans have always had to adapt to technology, the Web will finally begin adapting to us. Devices continue to evolve from portable to wearable. Interfaces move from textual to conversational. And user navigation goes gestural.

A new dawn of *intelligent* technologies begets new devices, and newfound freedoms. Liberated from constantly fixating on our smartphones, AIs will make them smart enough to focus upon us. Relieved of waiting for tech to respond to us in real time, Big Data systems will anticipate our needs ahead of time. And alleviated from endlessly updating our devices, they will simply learn, adjust, and improve ... all by themselves.

But, perhaps most striking isn't that which we'll spend more time thinking about, it's that which we'll pay less mind to: The Web. While the Next-Gen Web will play a more dramatic role within our lives, it will be less disruptive to our daily activities. And where it will surely serve more of our needs, it will require less from us in order to do so.

For as the Web becomes infused into more of the objects, products, places, and moments that make up our lives, it will also become less noticeable—until, ultimately, much like electricity, it will become altogether *invisible* to us.

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In This Session, Attendees Learn:

- 10+ next-gen technologies revolutionizing the Web over the next 5 years
- New capabilities and opportunities to bolster strategies, plans, and programs
- Examples of companies leveraging these tech to future-proof and differentiate their brands and marketing campaigns

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CK changes the energy level of a room...
and it only gets better as she speaks! 


CK's content, style, passion,
and performance are bar none! 

By the end of CK's energetic, engaging
speech, everyone is thinking, "How do
I make this happen in MY business?" 

CK's insights, incredible energy
and contagious passion gives
marketers the guidance they need 


CK's passion and humor is
beyond compare—she really takes
innovating your business to heart 


An exceptional speaker, I hung
on CK's every word as she made
complex technical concepts
accessible to everyone! 


With humor and high energy,
CK easily transfers her passion
for innovation to her audience 

CK never just "brings it" . . .
she has a way of bringing it BEYOND!





An engaging speaker who makes
everyone feel connected,
inspired and thirsting for more 

Memorable and forward-thinking,
CK captures the true spirit of innovation 
Association of National Advertisers


A rare presenter that meets
the needs of those that are new
to tech and those with experience 

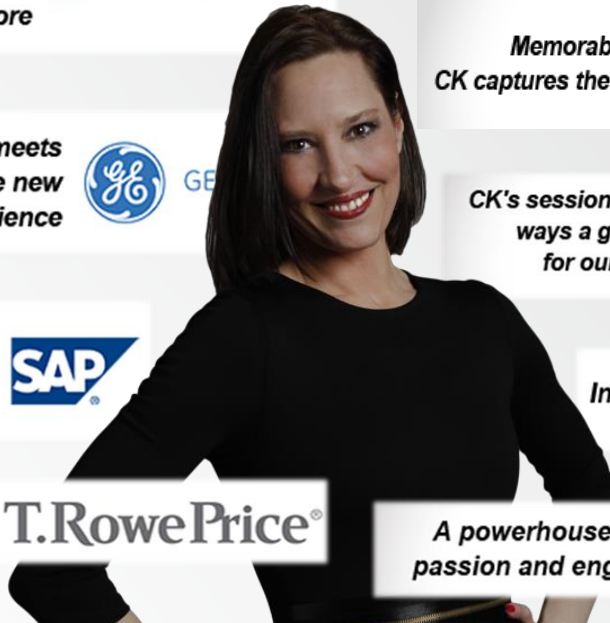
CK's session was in many
ways a game-changer
for our future plans 
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted
presenters I have ever seen 

Incredibly informative
and entertaining 

CK has a gift ...
we were all mesmerized! 

A powerhouse of knowledge,
passion and engaging delivery 



Christina "CK" Kerley

The Next BIG Things In Next-Gen Tech

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