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As the world becomes more digital (and we at Dentsu Aegis Network, become a 100% digital business by 2020), data management and innovation will be the most important areas to develop. Data capability has to be much more than a new service line or siloed specialisation; advanced data capability will underpin and reinforce everything we do. This is not just a trend as it has become embedded within every factor within the marketing communications sector globally.

We are influenced by and depend on devices, gadgets and sensors and often forget how important they are. Technological advances have penetrated almost every part of our lives and even more so the environment in which we operate in. Technology has and will become more interlinked with data collection, consumer communication and campaigns. Businesses need to move at a high-powered momentum and transform the way in which they operate, due to the pace of technological advancements, this has added immense pressure on every business to re-invent itself and constantly diversify its services.

Dentsu Aegis Network SSA will be hosting an exclusive Tech Trends Talk in Accra, Ghana, on 15 June 2016, to discuss the game-changers in technology such as machine and deep learning, artificial intelligence, blockchain technology, sensor technologies, internet of everything, robotics, augmented reality and virtual reality.



We will be discussing the limitless opportunities that are driven by these exciting tech trends, insights and thoughts on the most up-to-date tech/digital innovations that will drive change.

We have called in the experts across West Africa to give their insight on the latest trends during a panel discussion. We rallied up the following experts:

- Pradeep Rao Padala, Senior Vice President of Business Development at Rancard Solutions, a software company that connects brands to relevant mobile audiences.
- Noel Kojo-Ganson, General Manager of Consumer Marketing at MTN Ghana, will provide the latest knowledge in the mobile sector.
- Alex Adjei Bram, CEO and Co-founder of SMS GH, a leading mobile technology company in Africa processing more than four million API requests daily for more than 45,000 direct customers and serving over 20 million mobile subscribers and application users.
- Derek Jason Bossman-Adotevi, CEO and Co-founder of AdsBrook, an African-focused digital advertising company which provides a network of online and mobile channels for advertisers and businesses.

Dentsu Aegis Network is proud to host this event in West Africa as it holds immense growth opportunities and is at the cusp of driving its own innovation.

Currently, Dentsu Aegis Network has owned offices in South Africa, Nigeria, Ghana, Kenya, Tanzania and Uganda and has affiliate partnerships in another 32 markets across sub-Saharan Africa. This amounts to 442 staff across the region that are dedicated to servicing both global and local Dentsu Aegis Network clients. We are all about placing Africa at the forefront of the digital economy, at our core we believe in not only having affiliates but having a fully vested interest in the market.

Be part of this exclusive event by winning a seat. All you need to do is tweet us [@DentsuAegisSSA](#) with #DANTT2016. There are only two seats up for grabs so get those fingers tweeting.

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