



Executive Overview &  
Technology Partnership  
March 2023

**About IMMA**

*Mission | Governance | Social Impact  
Knowledge Sharing | Academic Research*

**Global Steering Council**

*Introducing the people and organizations  
behind The IMMA Foundation*

**Partnership Opportunities**

*Invitation to become a Technology Partner of  
the IMMA Foundation*



## About IMMA - Mission

The IMMA Foundation is a not-for-profit cross-industry alliance established to advance knowledge about the metaverse, its underlying technologies, and specifically to show organizations, brands and creators how to better engage with audiences using new and upcoming immersive technologies.

## About IMMA - Governance

- Global Steering Council
- Expertise Panels / IMMA Circles
  - Sports
  - Social Impact
  - Education
  - Academic Research
  - Digital Culture and Heritage
- Technology Board

- Music and Entertainment
- Marketing & Communications
- Government
- Consumer Products



## About IMMA - Mission *(Continued)*

### Knowledge Sharing

#### Focus Areas:

- Providing a clear picture of what the metaverse currently is, and how the underlying technologies could impact different vertical markets now, and in the future
- Creating a knowledge sharing network where people from different industries can learn from each other, share best practices and compare challenges, and identify use cases and applications for their own organization featuring the latest immersive technologies

### Academic Research

#### Develop a network, which:

- Stimulates international collaboration between academic and knowledge institutes
- Identifies joint funding opportunities
- Provides a better alignment with industries

### Social Impact & Funding

#### The IMMA Foundation wants to:

- Explore and highlight how new immersive technologies can be used to create lasting positive social impact
- Develop a platform that provides funding opportunities for technology start-ups and digital projects



## About IMMA - Knowledge Sharing (*Continued*)

Events	Online / Virtual Meetings	Publications
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Currently scheduled:

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• Sportsverse (Switzerland – June 2023)</li><li>• Impactverse (Denmark – October 2023)</li><li>• Musicverse (Germany – November 2023)</li><li>• IMMERSION 2024 (Dubai – March 2024)</li></ul> | <ul style="list-style-type: none"><li>• Quarterly Online Meetings of each Expertise Panel</li><li>• Videos, Podcasts, Webinars featuring members of the Global Steering Council and Technology Board</li></ul> | <ul style="list-style-type: none"><li>• IMMA Newsletter</li><li>• Market Reports</li><li>• Best Practices</li></ul> |
|---|--|---|

*Note: All events are organized and managed by IMMA BV, which funds the not-for-profit IMMA Foundation*

## Certified Executive Education “Business in the Metaverse Economy”

- Online: Asynchronous Course Q2 2023
- Online: Synchronous Executive Online Summer School Q3 2023
- In-Person: Executive Course during IMMERSION 2024 in Dubai





## About IMMA - Academic Research (*Continued*)

2023	Online Conference Title
<b>January</b>	<ul style="list-style-type: none"><li>• Surfing the Internet and Diving in the Metaverse: A Status Quo Analysis</li></ul>
<b>February</b>	<ul style="list-style-type: none"><li>• Engaging users in the metaverse. Applications in different industries</li></ul>
<b>March</b>	<ul style="list-style-type: none"><li>• Metaverse – let’s make sure that we do not forget about the human aspects</li><li>• Metaverse and Tourism Marketing</li></ul>
<b>April</b>	<ul style="list-style-type: none"><li>• Unlocking the metaverse in manufacturing and operations management</li></ul>
<b>May</b>	<ul style="list-style-type: none"><li>• Pollution-reducing and pollution-generating effects of the metaverse</li></ul>
<b>June</b>	<ul style="list-style-type: none"><li>• Metaverse retail: opportunities and challenges</li></ul>
<b>July</b>	<ul style="list-style-type: none"><li>• The Individual and its Property in the Virtuality - Legal Aspects of Virtual and Augmented Reality?</li></ul>
<b>August</b>	<ul style="list-style-type: none"><li>• Opportunities and Challenges of Metaverse in Marketing</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>• Advertising and Media Planning on the Metaverse: A Theoretical Primer for Advertising Research and Practice</li><li>• Metaverse and Advertising: A Symbiotic Relationship</li></ul>
<b>October</b>	<ul style="list-style-type: none"><li>• The Business Value of Metaverses</li></ul>
<b>November</b>	<ul style="list-style-type: none"><li>• Monetizing Metaverse: Opportunities and Way Forward</li></ul>



## About IMMA - Governance *(Continued)*

### Global Steering Council

The Global Steering Council helps to direct the focus of the The IMMA Foundation in order to fulfil its objectives. It comprises of global leaders in various industries. In addition to the quarterly online meetings, the Global Steering Council comes together for its annual review and strategy meetings during IMMERSION.

### Timeline:

*Quarter 1, 2023:*

Forming GSC

*April 19, 2023:*

First online GSC Meeting

### Expertise Panels (IMMA Circles)

Fundamental for an efficient flow of knowledge sharing and expertise building, IMMA Circles are industrial peer-groups consisting of business executives looking to embrace emerging technologies to improve the digital strategy of their respective organizations from a commercial, communications and marketing perspective. In addition to the quarterly online meetings which focus on specific challenges, opportunities and best practices, members of the various IMMA Circles are invited to be actively involved in each event IMMA organizes, and benefit from complimentary VIP passes and special networking events during IMMERSION.

### Timeline:

*March 2023 – onwards:*

Developing IMMA Circles in various segments, starting with:

- Brand Advertising
- Sports
- Music & Entertainment
- Digital Art, Culture & Heritage
- Social Impact
- Education



## About IMMA - Governance *(Continued)*

### Technology Board

The IMMA Technology Board consists of world-wide experts in the fields of blockchain, VR/AR/MR, AI, Spatial Computing, 3D Modelling, Metaverse Applications, Legal, Implementation, Integration, as well as marketing, advertising and engagement strategies.

In addition to having access to the various Expert Panel sessions, members of the Technology Board can brief The IMMA Foundation Steering Council during dedicated periodical online sessions.

### Timeline:

*March 1, 2023:*  
Start of formation of the Technology Board

### Technology Partners

We encourage companies to become involved with IMMA in order to gain exposure, align with our Academic Research network, collaborate on commercial projects, and pursue funding opportunities

### Timeline:

*March 15, 2023:*  
Start of onboarding of Technology Partners

# IMMA foundation

## Introducing the Global Steering Council



## Representing The IMMA Foundation in the Global Steering Council



**Dr. Nina Belei**

*Director General*  
The IMMA Foundation  
nina@weareimma.com



**Nils Gerlant Veenstra**

*Head of Strategy*  
The IMMA Foundation  
nils@weareimma.com



## Global Steering Council

*Updated March 1, 2023*

### Social Impact



**Kieron Allen**

**Analyst and Journalist**  
Technology & Social Impact  
Spain

### Sports (Leagues)



**Alfredo Bermejo**

**LaLiga**  
Digital Director  
Spain

### Marketing



**Sophie Devonshire**

**The Marketing Society**  
CEO  
United Kingdom

### Marketing and Data



**Robin de Wouters**

**FEDMA**  
Commercial Director  
Belgium

### IMMA Academic Research Co-Chair



**Professor Yogesh Dwivedi**

**EMaRC at Swansea University**  
Founding Director  
United Kingdom

### Sports (Federations)



**Craig Hepburn**

**UEFA**  
Head of Digital  
Switzerland

### Government



**Karl Hoods**

**UK Government - BEIS**  
CIO & CDO  
UK

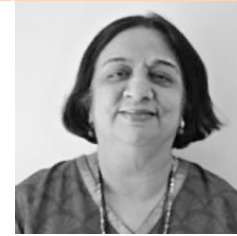
### Digital Culture & Heritage



**Marinos Ioannides**

**UNESCO**  
Chair, Digital Cultural Heritage  
Cyprus

### Education



**Sheila Jagannathan**

**The World Bank**  
Head of Open Learning Campus  
United States of America

## Global Steering Council

*Updated March 1, 2023*

### Education



#### **Dan LeClair Ph.D**

**Global Business School Network**  
CEO  
United States of America

### Film and Video



#### **Leo Matchett**

**Decentralized Pictures**  
CEO  
United States of America

### Music



#### **Panos Panay**

**Recording Academy / GRAMMYS**  
President  
United States of America

### Music



#### **John Phelan**

**ICMP – Music Publishers**  
Director General  
Belgium

### Marketing and Advertising



#### **Rob Rakowitz**

**World Federation of Advertisers**  
Head of Responsible Media  
United States of America

### Sports (Athletes)



#### **Brendan Schwab**

**World Players Association**  
Executive Director  
Switzerland

### Human Rights & IMMA Social Impact Chair



#### **Paul Smith**

**Amnesty International**  
CIO  
United Kingdom

### Gaming & Market Research



#### **Mihai Vicol**

**Newzoo**  
Global Metaverse Lead  
The Netherlands

### Marketing and Communications



#### **David Wachsman**

**Wachsman**  
Founder and CEO  
United States of America

## Become a Technology Partner

Support the IMMA Foundation by becoming a Technology Partner and benefit from:

- **Exposure** on IMMA website and at IMMA events all over the world
  - **Unsurpassed Networking** with potential customers from various industries
  - Alignment with **Academic Research organizations**
  - The opportunity to explore **commercial collaboration projects**
  - Contribute to the **IMMA Newsletter**
  - **Priority**, discounted, or complimentary access to IMMA events
  - **Speaking Opportunities** at IMMA Events
- 
- **995 EUR / Year**

## Contact IMMA

### Partnership Inquiries

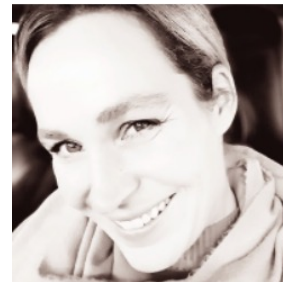


**Nils Gerlant Veenstra**

*Head of Strategy*  
The IMMA Foundation

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### General Inquiries



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*Director General*  
The IMMA Foundation

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