

Apps World Evolution

13 – 15 June, ExCeL, London

Utilizing next generation technology to build immersive and intuitive experiences

Apps World returns as part of London Tech Week's new festival of technology 'TechXLR8' – showcasing a paradigm shift in the digital services industry. The event will showcase the very best of the changing industry, embracing the opportunities presented by the rise of digital services. It's the chance for brands and developers to learn about the new opportunities presented by next generation apps, Chatbots and the mobile web.

Apps World is comprised of three conferences each covering different areas of the rapidly changing mobile experience ecosystem.

- UX Next: Bringing developers from across the world together to discuss the development of the next beautiful user experiences
- Bot World: The place to understand how chatbots and personalised assistants are changing the ecosystem
- Mobile Marketing Summit: Where leading brands, agencies, digital and mobile marketers will discuss the impact on key technologies which are changing a brands mobile strategy