

# PR-verse

## PR in the World of Metaverse



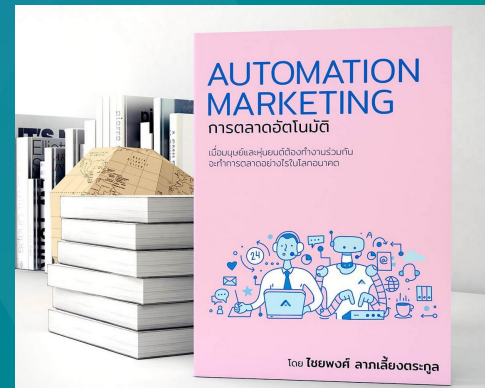
# SPEAKER



คุณพงศ์ | CEO pams.ai

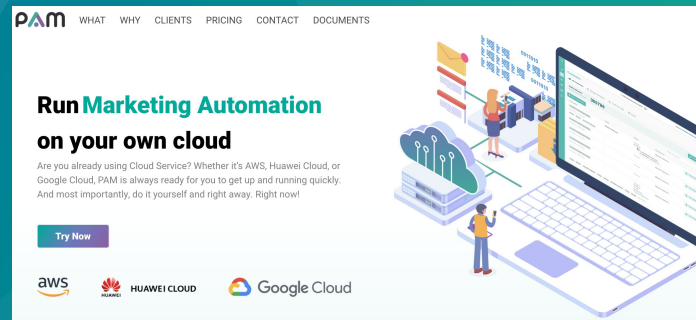
## ผู้แต่งหนังสือ AUTOMATION MARKETING การตลาดอัตโนมัติ

<http://bit.ly/automationmktbook>



ผู้สร้าง <https://pams.ai>  
(PAM แพลตฟอร์ม)

ระบบ CDP, Marketing  
Automation และ PDPA consent  
management  
ครบวงจร



# Why Metaverse

# Why Metaverse

## 1) Experience



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6:00



7:00

8:00





9:00



10:00



11:00





12:00



13:00



14:00





15:00



16:00



17:00







18:00



19:00

20:00

Digital

Physical

Low touch

High touch



- Event
- Expo
- Seminar
- Club
- Gym

Digital



- Blog
- Facebook
- IG
- Tiktok
- LINE
- Twitter

Physical



- Event
- Expo
- Seminar
- Club
- Gym

Low touch

High touch

Digital



- Blog
- Facebook
- IG
- Tiktok
- LINE
- Twitter



- MMO Game
- Zoom
- Live YT
- Live FB
- Discord
- Clubhouse

Physical



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Low touch

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Digital



- Blog
- Facebook
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- MMO Game
- Zoom
- Live YT
- Live FB
- Discord
- Clubhouse



- VR
- AR

Physical



- Event
- Expo
- Seminar
- Club
- Gym

Low touch

High touch

Low touch



- Like
- Comment
- Share
- Retweet
- Leave message



- Watch
- Talk
- Chat
- Collaborate
- Move



- In person meet
- Eye contact
- Walk along



- Touch
- Virtually Hug
- Feel (high, fast)
- Ambience
- Walk

High touch

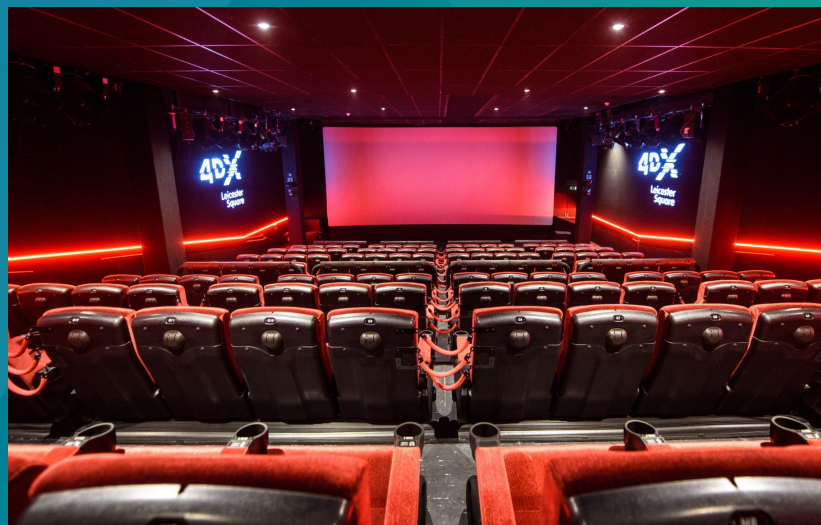
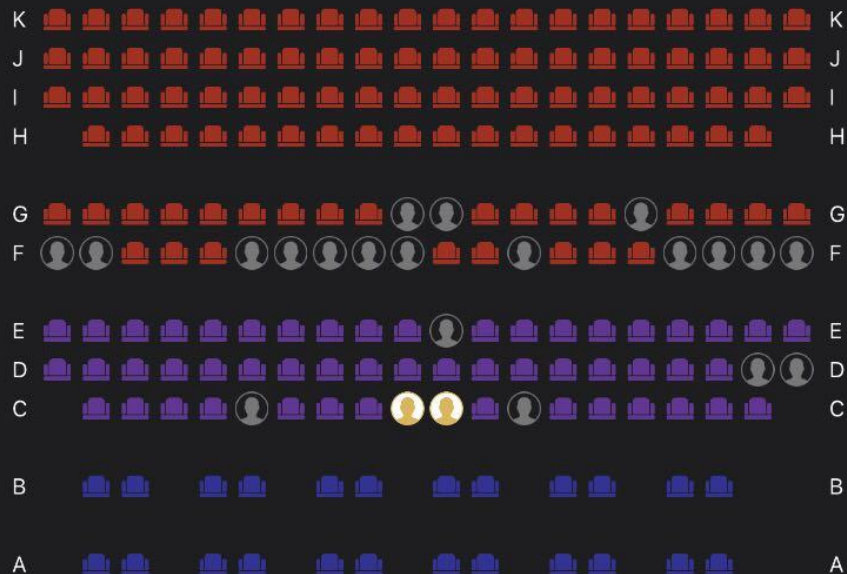
# FACT #1

Customer choose the best experience  
for them at the cost of budget, space  
and time

📍 Major Cineplex Fashion Island, Theatre5

🕒 2019-08-28 14:10 | Digital, English

SCREEN

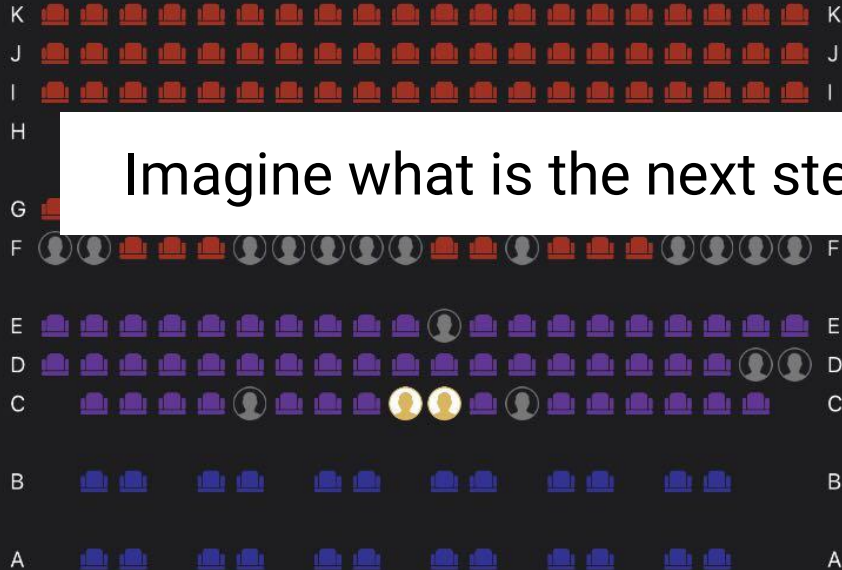




📍 Major Cineplex Fashion Island, Theatre5

🕒 2019-08-28 14:10 | Digital, English

SCREEN



Imagine what is the next step beyond these experiences.



# PR TIP #1

## Utilize the benefit of channels

PR in Metaverse  
@ Room 3

Automation Marketing  
@ Room 3

Meetup Party  
@ Room 5

Automation Marketing  
@ VR Room 3

PR in Metaverse  
@ VR Room 3

Meetup Party  
@ VR Room 5

PR in Metaverse  
Live @ FB/YT

Automation Marketing  
Live @ FB/YT

---

15:00

16:00

17:00



# Case study

## DEV Mountain Tech Festival



**ครั้งแรกในประเทศไทย**  
กับ  
**TECHNOLOGY FESTIVAL**

**<DEV> Mountain  
TECH FESTIVAL**

3 วัน 2 คืน กับ ONLINE TECH FESTIVAL  
LIVE สดจากเขาใหญ่ บรรยากาศครีเอทีฟ

ในงานพบกับ TECHNOLOGY SPEAKER ดังๆ ที่เรารับหน้า รู้จักและคิดถึง  
จากทุกสายงาน BLOCKCHAIN, DEVOPS, BIG DATA, IOT และ FRONTEND  
และ BACKEND FRAMEWORK

ONLINE TICKET **1,000.-**

สำหรับเข้าชม LIVE ได้ทุก SESSION ตลอดงาน 3 วัน 2 คืน

\*บัตรเข้าชมงานฟรีผ่านงาน ONLINE สมัครได้ที่ [HTTP://BIT.LY/DEV-MOUNTAIN](http://bit.ly/dev-mountain)



**ครั้งแรกในประเทศไทย**  
กับ  
**TECHNOLOGY FESTIVAL**

**<DEV> Mountain  
TECH FESTIVAL**

3 วัน 2 คืน กับ ONLINE TECH FESTIVAL  
19-21 มีนาคมนี้ @ Toscana เขาใหญ่

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จากทุกสายงาน BLOCKCHAIN, DEVOPS, BIG DATA, IOT และ FRONTEND  
และ BACKEND FRAMEWORK

OFFLINE TICKET **2,500.-\***

เข้าร่วมงานที่เขาใหญ่ ตลอด 3 วัน 2 คืน ร่วมฟังได้ทุก session

**EXCLUSIVE**

ร่วมรับประทานอาหารมื้อพิเศษ พร้อมพูดคุยกับเหล่า Speaker  
ในคืนวันที่ 19 มีนาคม 2565

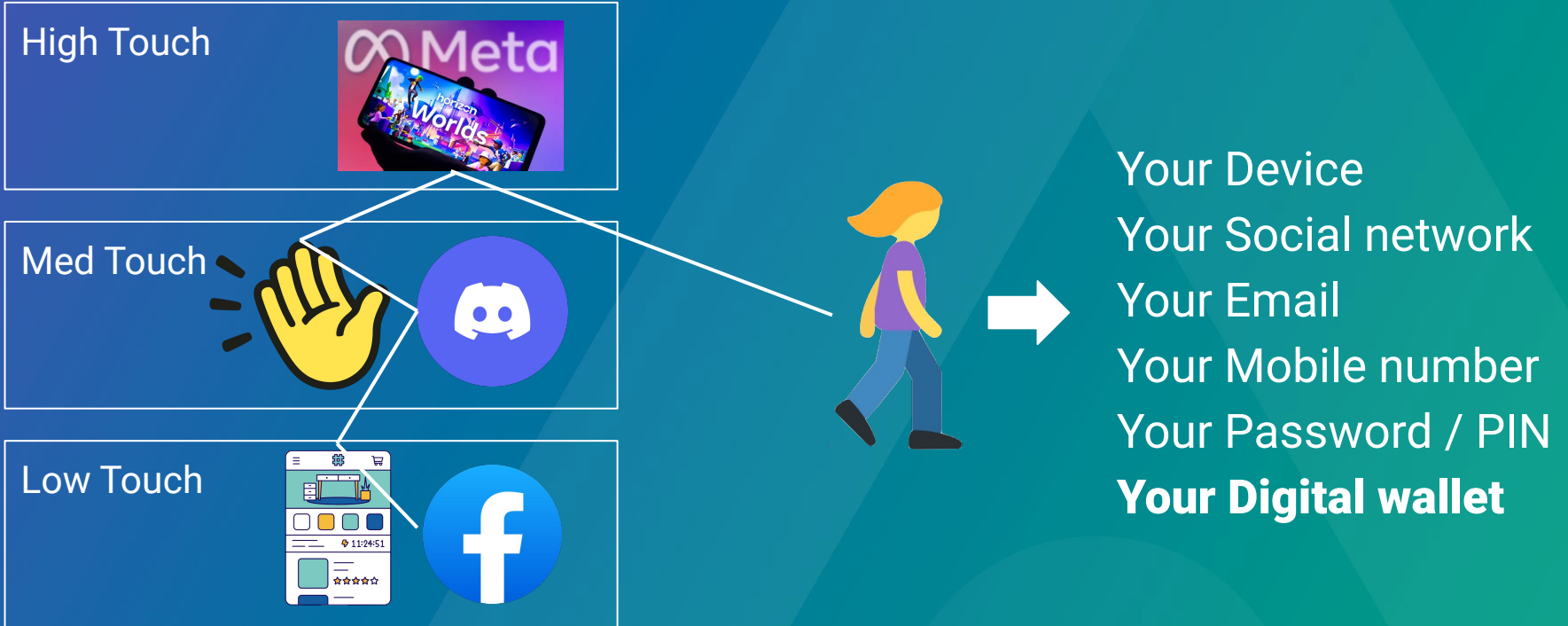
**จองด่วน!**  
จำกัด 30 ท่าน ถึง 15 มีนาคมนี้ เท่านั้น

\*ราคาไม่รวมที่พัก

# Challenges



# Customer Identity



# Why Metaverse

- 1) Experience
- 2) Ownership**

# The function of goods.

## 1) Utility



# The function of goods.

- 1) Utility
- 2) Currency

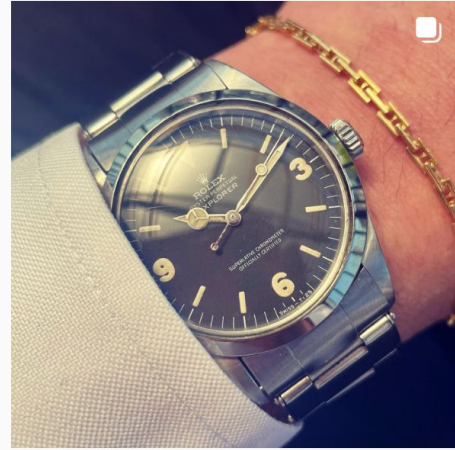





# Web2

Instagram









Search



Web3







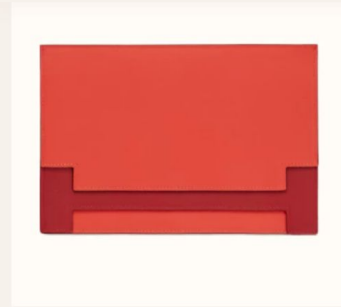



**Chaipong Phong Lapliengtrakul**  
4.9K friends



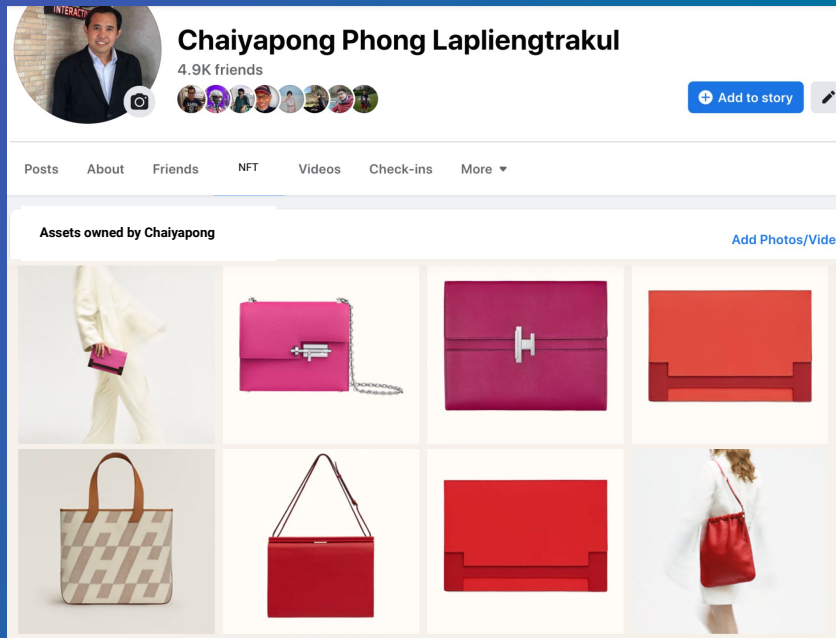
[+ Add to story](#)

[Posts](#) [About](#) [Friends](#) [NFT](#) [Videos](#) [Check-ins](#) [More ▾](#)

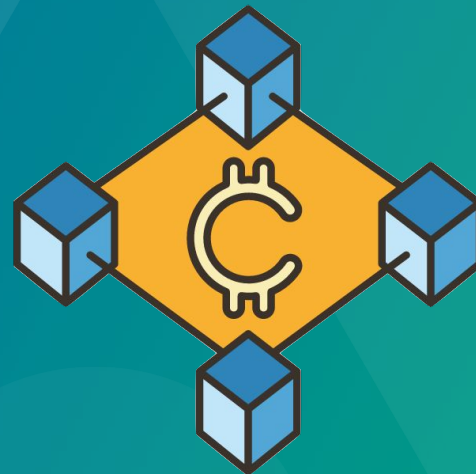
### Assets owned by Chaipong

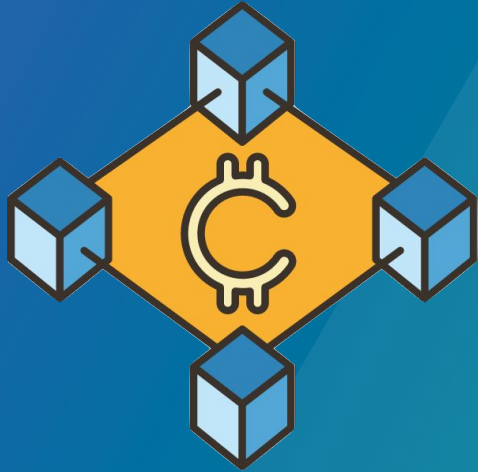


# Blockchain



What assets this guy has?





- **Houses**
- **Cars**
- **Bags**
- **Watches**
- **Shoes**
- **Arts**

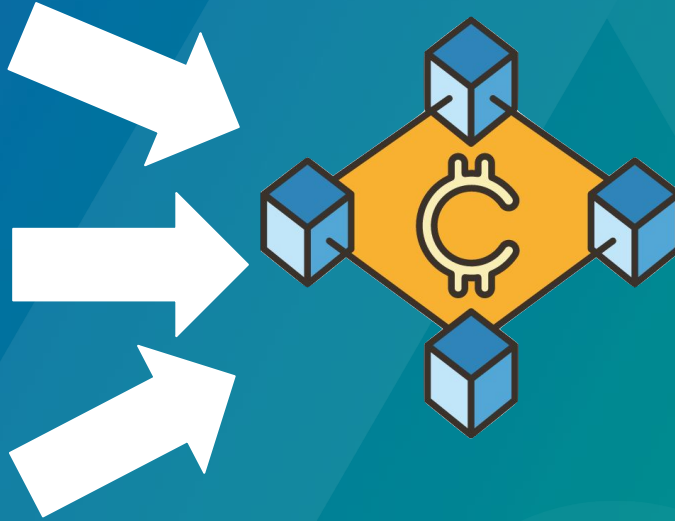
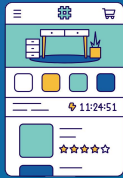
High Touch



Med Touch




Low Touch








- Houses
- Cars
- Bags
- Watches
- Shoes
- Arts




# Web2





 Home  My Network 29  Jobs  Messaging 7


**Chaipayong Lapliengtrakul**  
Co-Founder and CEO at 3DS Interactive and Product owner of PAM Marketing Automation

## Experience


**Co-Founder and CEO**  
3DS Interactive · Full-time  
Sep 2011 – Present · 10 yrs 9 mos  
Bangkok, Bangkok City, Thailand  

As a CEO role, I love to learn on my people and I spend a lot of time listening and communicating with team. Give a clear vision and direction to the company so we can run toward the same goal. My motto a ...see more



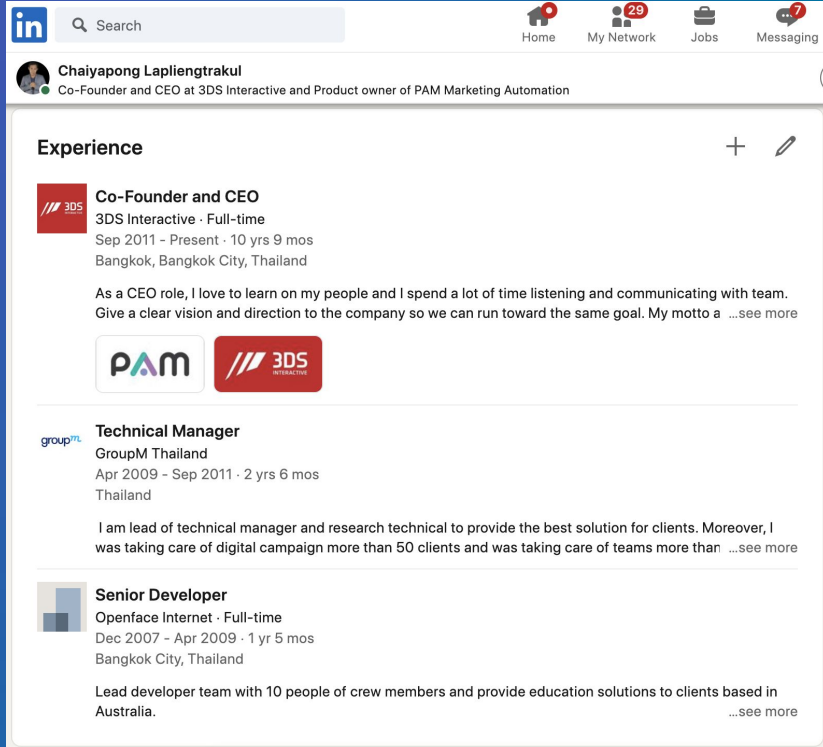
**Technical Manager**  
GroupM Thailand  
Apr 2009 – Sep 2011 · 2 yrs 6 mos  
Thailand  

I am lead of technical manager and research technical to provide the best solution for clients. Moreover, I was taking care of digital campaign more than 50 clients and was taking care of teams more than ...see more

**Senior Developer**  
Openface Internet · Full-time  
Dec 2007 – Apr 2009 · 1 yr 5 mos  
Bangkok City, Thailand  

Lead developer team with 10 people of crew members and provide education solutions to clients based in Australia. ...see more

# Web3

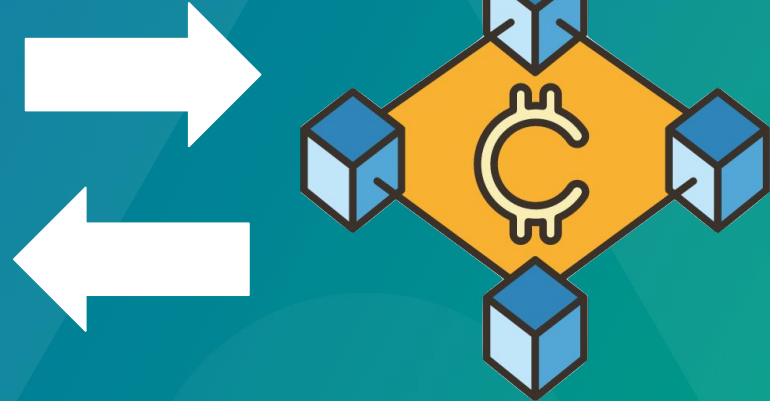


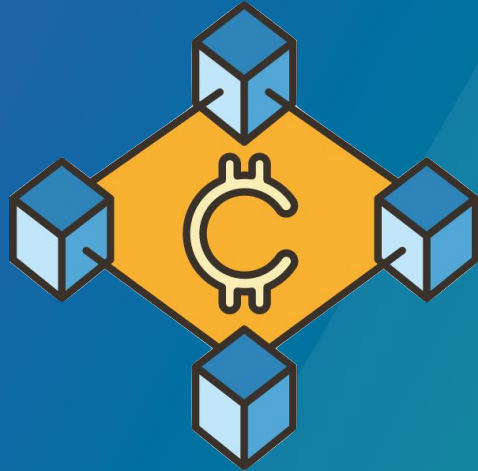
LinkedIn profile of Chaipayong Lapliengtrakul, Co-Founder and CEO at 3DS Interactive and Product owner of PAM Marketing Automation.

**Experience**

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3DS Interactive · Full-time  
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Openface Internet · Full-time  
Dec 2007 - Apr 2009 · 1 yr 5 mos  
Bangkok City, Thailand  
Lead developer team with 10 people of crew members and provide education solutions to clients based in Australia. ...see more

## What status this guy own?





- **Certificates**
- **Honorable**
- **Compliment**
- **Rewards**
- **Educations**
- **CSR**

# The digital twins of everything that every verses can access

## Physical Goods

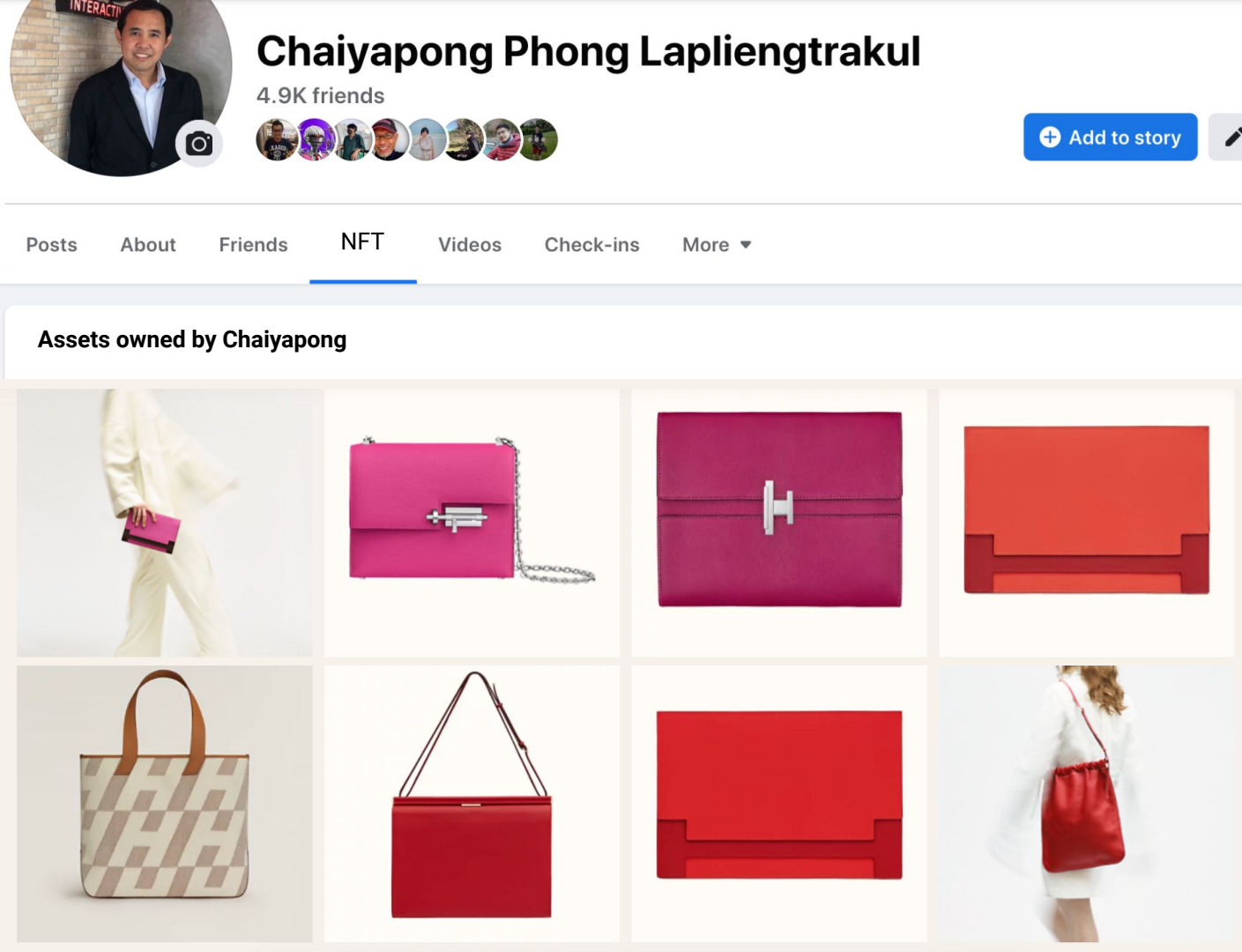
- Houses
- Cars
- Bags
- Watches
- Shoes
- Arts



## Status Goods

- Certificates
- Honorable
- Compliment
- Rewards
- Educations
- CSR

# The digital twins and influencer





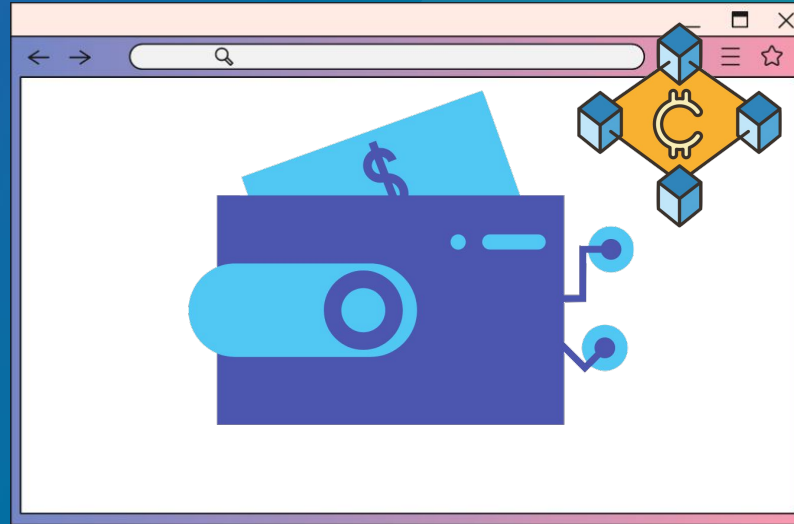
## **PR TIP #2**

Drive digital twins both physical and status

# Why Metaverse

- 1) Experience
- 2) Ownership
- 3) Commerce**

# The most excited thing of web technology of 2022



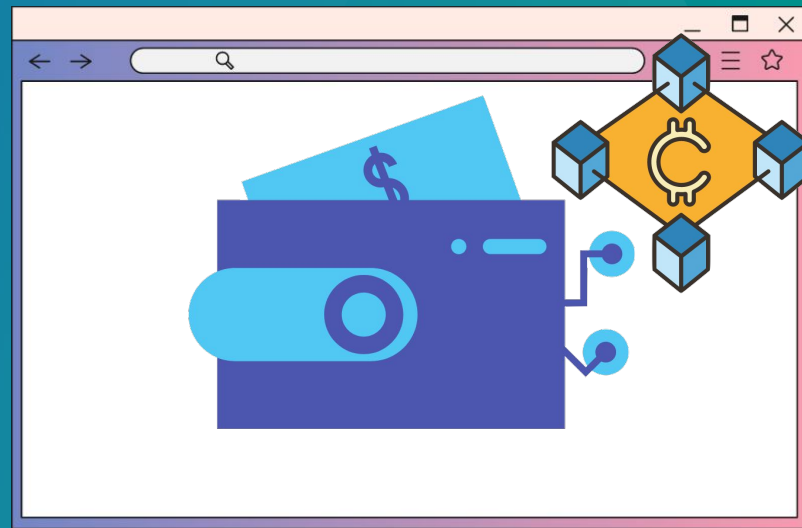
## Digital Wallet



**Payment**



**Give Points**



# Partnership Ecosystem





## **PR TIP #3**

Create partnership ecosystem around point and promotion with right partners

# Thank you.

<https://pams.ai>

chaiyapong@3dsinteractive.com

