

TECH ROOTZ 2023

[TECHROOTZ.CO.UK](https://techrootz.co.uk)



'TECH
ROOTZ

EVERYONE BELONGS IN TECH

TECH ROOTZ 2023.

INTRODUCTION

Tech Rootz is a double award winning Midlands based non-coding initiative committed to making the transition into the tech & music tech industry easier.

We work with tech professionals to educate & share advice on how to enter the tech industry without a degree or background in computer science.

Each year we host an annual conference designed to offer people the opportunity to physically explore tech roles via simulations, interactive live demos and through engagement with the design and gaming world.

Tech rootz is for anyone at any point of their career who is curious about the tech world.

Tech Rootz is open to all people but we particularly would like to encourage those who are neurodivergent and deaf, due to the lack of representation in the Tech industry.



WORKSHOP SIMULATIONS

Workshop Signup

11am - 11:45

All Floors

Explore the floor & sign up to workshops.

XRAI

11.45am - 12.05pm

Jennifer Blackwell

Win a free pair of XRAI Glasses at Tech Rootz.

XRAI will be demonstrating their glasses live on stage. The Glass creates software solutions powered by Augmented Reality. They convert audio into visuals, allowing a pair of smart glasses to turn speech into subtitles in real time.

XRAI noticed that technology built for the deaf community tended to be assistive, looking to improve a hearing experience rather than enriching a conversation. This was a problem worth solving.



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Design Thinking Hackathon

12pm - 12.45pm

Upstairs left room (Janehow)

Design thinking is a process used for design and innovation. It focuses on finding the right problems to solve. During this hackathon you will work in teams to explore the design thinking process looking for problems that diverse users will experience in the tech world.

This 45 minute session is designed to be simple and exciting so that you get a real life taste of what it would be like to work in an agile team. No experience needed.

Might be for those interested in Delivery, Project Management, Innovation, products, humanitarian or social impact.

Product Design (Footwear) Workshop Simulation

1.45pm - 2.30pm

Upstairs left room (Janehow)

A 45 minute immersive footwear design workshop conducted in VR. Participants will learn to create phygital (physical/digital) footwear content.



Deaf DJ Workshop

1.15pm - 1.45pm

Upstairs Right (justham)

This 30 minutes session will be lead by DJ's coupled with British Sign Language interpreters.

Participants will get to try our Smart tech woojer haptic vest which will be used to create an immersive music experience. Participants will learn how to transition from one song to another using compact disc jockey tech.



LIVE DEMOS

KMD - Music Production

2.30pm - 3pm

Main Stage

Join KMD as he produces a live musical piece with the help of the audience using interactive tools.

KMD is a Music Producer and Entrepreneur hailing straight out of Birmingham. He runs an independent label St Juste Music and owns BrumTown Hit Factory, a recording factory based in the Jewellery Quarter.

His credits include SKENG, STYLO G, AITCH, MILLIONS, K-TRAP, POPCAAN, BEENIE MAN, LADY LESHURR, BOUNTY KILLER and more. KMD's music has a distinct style that reflects his diverse influences, his distinct voice and intricate production. His lyrics speak of love, heartbreak, and the joys and struggles of life. His music connects with his audience on a personal level, touching their hearts and souls.

KMD has performed in various local venues in Birmingham, where he has won over crowds with his captivating live performances. His music is not only a form of entertainment but also a way of expressing himself and connecting with people.

KMD has just released a brand new upbeat dancehall single for the summer, titled 'Luv Ladies' feat. Keeble Upness.



Shadrack Wayi Wayi

1.15pm - 1.45pm

Main Stage

Shadrack Wayi-Wayi will be showcasing a brief introduction into video-game audio. We will be exploring the creative processes that go into designing sound effects, exhibiting some of the techniques that we use to add audio to a video game!

Shadrack Wayi-Wayi is a Midlands based Sound Designer working for Rare Ltd under the banner of Xbox Games Studios. And has spent the last 5 years working on the BAFTA award winning video game Sea Of Thieves! After initially coming through Rare's internship program Shadrack has developed a penchant for storytelling through sound. Prior to joining Rare Shadrack came from varied and non-traditional background, from volunteering at local community radio stations, to studying both Music Production and Filmmaking, respectively.



Jaini Shah UX/UI

3.15pm - 3.35pm

Main Stage

Jaini will be demonstrating how she uses the Power of User Experience for Ecommerce.

Jaini is a former UX/UI Designer who has recently transitioned into Product Design at the LEGO Group. Jaini creates the best-in-class digital experience for the world's leading toy brand, using the power of UX/UI and research – all whilst having fun and delivering what our users need without them realising they needed it.

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TALENT STALLS

BELONG Gaming Tournament

11am - 3pm

JustHam

Belong will be running a gaming tournament across the day that players are able to sign up to on the day and prior to attending.

Players who sign up at www.belong.gg have a chance to win a **cash prize**.

Games

Rocket League
Forza Horizon 4
PAC-MAN
FIFA 23
Worms WMD

BELONG | GAMING ARENAS



Tech Talent

You must sign up to workshops before 12pm for the opportunity to apply for a free space at the Academy. If accepted on the course you will be matched with an employability coach throughout the course.

Augmented Reality Tour

11am - 4pm

Explore our augmented reality tour, which combines a world of tech with story telling. Visit our virtual reality station where you are immersed in a world of music tech & footwear.

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FACILITATORS

Rizmi

Rizmi is interested in the mystical dimensions of sound + music and collective movement, dissolving perceived boundaries between people and time - into Presence.



Harry Paige

Harry Paige works for Digital Innovators as a Project Manager. He specialises in Design Thinking.



Kchanna DJ facilitator

Kchanna is a multidisciplinary sound artist and DJ, also known as 'Mystic Meg'. She is inspired by sounds that fuse and cross genres. She performs well curated sets, intentional mixes and smooth transitions.



Martin F Bates

Martin Francis-Bates is a North London based Footwear Designer. Growing up in London, how you stepped out and expressed yourself through your style was very important.

Some would argue that your trainers are the crowning Jewel of that fit. Martin was drawn to the footwear of the 90s and early 2000s, often doodling in class to try and create his own silhouettes.

As time the passion for footwear grew and he went on to study Product Design at Coventry University. While at Coventry University Martin landed an internship at Adidas Football in Germany. As his career advanced he started working for Puma as a footwear designer leading him to a move to back Germany. Now back in London Martin works as a freelance Product/ Footwear designer for leading Sportswear brands.



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SPONSORS

Digital Innovators

Digital Innovators is an award-winning training provider on a mission to bridge the gap between education and employment. Through a combination of essential skills training and valuable work experience on live business projects, our skills programme facilitates young people's transition from education to meaningful employment.



Digital Innovators
Unlocking potential

Build Hollywood - Jack of Arts

JACK specialises in placing brands in the heart of our neighbourhoods to connect with the hard to reach creative, metropolitan audience, where they walk through, meet in, live and love in every day. We combine the visceral, human context of the streets with the power and scale of what we offer to elevate our client's street campaigns and ensure they connect with the right audience. Working with our parent company BUILDHOLLYWOOD we combine brand-lead lifestyle campaigns with the arts, music and culture to create a unique context that elevates our client's campaigns.

BUILDHOLLYWOOD
DIABOLICAL JACK JACKARTS

RARE

Rare is a legendary development studio dedicated to creating the kind of games the world doesn't have. Our games are created with passion, inspired to be distinctive and designed to bring friends together to share stories and make memories.



LEGO Group

LEGO is a Danish toy production company based in Billund, Denmark. It manufactures Lego-brand toys, consisting mostly of interlocking plastic bricks. As children shape their own worlds with LEGO bricks, LEGO plays a part in having a positive impact on the world they live in today and will inherit in the future. In the late 1990s and early 2000s, LEGO had taken massive strides into the digital space, producing several generations of interactive websites, console games, and computer media.



LEGO's digital improvements to its business model refocused the company on its core physical product, while allowing the company to still make inroads into other forms of entertainment. It made efforts to bridge the gap between digital media and physical LEGO bricks through more advanced software and hardware design.

LEGO has introduced a variety of tech industry roles.

BELONG

Delivering unforgettable grassroots esports experiences to gamers since 2016, Belong is a community which welcomes all gamers. From those that are new to the world of gaming, as well as professional players and teams. Every gamer can feel like they're part of something bigger with Belong.

Each Belong Gaming Arena is fully equipped with high powered PC's, PlayStation 5 and Xbox Series X consoles as well as lightning-fast gaming displays and esports quality peripherals. Players can visit to enjoy a casual gaming experience utilising the high end equipment, or to take part in our many tournaments throughout the year and start their esports journey.

BELONG | GAMING
ARENAS

Tech Talent Academy

TechTalent is a leading provider of tech training and talent solutions. We close tech skill gaps with our fully funded courses. Tech Talent upskill diverse talent through the TechTalent Academy, then partner with businesses who hire our graduates and grow their businesses through our recruit, train and deploy model.

GLOSSARY

Tech

Refers to digital technology or anything to do with the digital or computing world.

Immersive Experience

Virtual Reality used to immerse the user into a computer generated experience.

Simulation

The imitation of a real life event used to teach users how to respond.

Product Design

The creation of a new product to be sold by a business.

UX Design

A design process used to create a positive user experience.

UI Design

User Interface that prioritises what the design looks like and how users experience the layout of a website, buttons, icons menu's etc.

AI

Artificial Intelligence is demonstrated by a computer for example : A smart watch.

Delivery Manager

A person who delivers products based on agile principles.

Product Owner

The person responsible for the end product and how it is developed.

Hackathon

A hackathon is an event where people engage in rapid and collaborative engineering over a relatively short period of time.

Time	Lead	Activity	Station
11am		Doors Open	Venue
11am-11:45		Explore the floor & sign up to workshops	All Floors
11am-3pm	GAME/BELONG	Gaming Tournament	JUST HAM
11.45am	Martin F Bates	Designer Interview	Jennifer Blackwell
11.45am - 12.05pm	XRAI Glasses	Live Glasses Demo	Jennifer Blackwell
12pm-12.45pm	Digital Innovators Harry Paige	Design Thinking Hackathon	Upstairs Left (Janehow)
45 minute break			
1.15pm-1.45pm	RARE Shadrack Wayi	Gaming Audio Demo	Jennifer Blackwell
1.15pm-1.45pm	Deaf Rave	Deaf DJ Workshop	Upstairs Right (justham)

Time	Lead	Activity	Station
1.45pm - 2.30pm	Martin F Bates	VR Footwear Design Workshop	Upstairs Left (Jane how)
2.30pm - 3pm	KMD BrumTown Productions	Music Production	Jennifer Blackwell
3.15pm - 3.35pm	LEGO	Product Design Demo	Jennifer Blackwell
4.00pm	Close		



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www.uknewsgroup.co.uk/spotlight-on-natalie-scarlett-founder-of-the-black-heritage-support-service-tech-rootz/