

# TIMETABLE: WEDS 28 JUNE



13:00-14:00 CROSS THE THRESHOLD, RICKY THOMAS & TANNER WELLS						
	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House
14:00-14:30	Opening Ceremony					
14:30-15:00	Plenary: The Transformation Economy, <i>Joe Pine</i>					
15:10-15:40	Storyliving: Transformative Immersive Experiences, <i>Jasmin Jodry</i>	Audience-Centric Storytelling, <i>Stacy Barton</i>	GOLDFIRE Social, <i>Scott Levkoff</i>	Spatial Audio: Your Scalable Immersive Superpower, <i>Guillaume Le Nost</i>	The Future Of Branding In The Experience Economy, <i>Mike Lai</i>	WXO PlayLab, <i>Pigalle Tavakkoli &amp; Anastasia Gramatchikova</i>
15:50-16:20	Climate Fitness: How Events Can Step Up For The Planet, <i>Anna Abdelnoor</i>	Human Vs Machine? The Future Of Travel Experiences Created By AI, <i>Tom Marchant, Peter Syme &amp; Jenny Southan, chaired by Olivia Squire</i>	Ritual Design 101, <i>Tiu de Haan</i>	Diversity of Thought, Community & Understanding, <i>Nichole Garza</i>	This Is Wan Chai, <i>Richard Parry &amp; Jevan Chowdhury</i>	
16:25-17:00	Speed Dating with <i>Bernd Gibson</i> , Closing Ritual					
17:00-18:00	NETWORKING DRINKS					
18:00-22:00	PHANTOM PEAK EXPERIENCE					

# TIMETABLE: THURS 29 JUNE



10:00 - 10:15	CROSS THE THRESHOLD, RICKY THOMAS & TANNER WELLS									
	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House	Offsite	Pop-Up 1	Pop-Up 2	Pop-Up 3
10:15 - 10:45	Opening Ceremony & Live Performance, <i>Joshua Sam Miller</i>									
10:45 - 11:15	Live Campfire									
11:20 - 11:45	Plenary: How To Do It In Public, <i>Catherine Turp</i>									
11:45 - 12:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)									
12:10 - 12:30	Unconference Session 1a	Unconference Session 1b	Unconference Session 1c	Unconference Session 1d	Unconference Session 1e	Innovation Introduction, <i>Tizz Raj</i>	Wander & Wonder Walk, <i>Barbara Groth</i>	Dreambox, <i>Julia Eisenloeffel &amp; Dorchess de Koning</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Novo being VR
12:40 - 13:00	Unconference Session 2a	Unconference Session 2b	Unconference Session 2c	Unconference Session 2d	Unconference Session 2e					
13:00 - 14:00	LUNCH									
14:00 - 14:25	Plenary: Party Matters & The 5Ds That Bind People Together, <i>Martha Newson</i>									
14:35 - 15:05	An Introduction To Neuroaesthetics, <i>Katherine Templar-Lewis &amp; Robyn Landau</i>	Designing For Happiness, <i>Michael Acton Smith in conversation with James Wallman</i>	Operational Excellence For Your Experience, <i>Carolene Méli</i>	The Rise & Fall Of Hotel Wonderland, <i>Gunnar de Jong &amp; Tristan Hupe-Guimarães</i>	Beyond Beginnings And Endings, <i>Julian Rad</i>	Innovation Workshop, <i>Tizz Raj</i>		Dreambox, <i>Julia Eisenloeffel &amp; Dorchess de Koning</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Novo being VR
15:15 - 15:45	The Social Revolution, <i>Kevin Williams</i>	Why Does Immersive Work? <i>Tom Lionetti-Maguire</i>	The Body Tells Our Stories, <i>Veronica Rodriguez</i>	Ruben's Quest For Immersive Learning, <i>Martyn Ruks</i>	Secrets & Self-Consciousness: How To Turn A Player Into A Protagonist, <i>Rob Morgan</i>					
15:45 - 16:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)									
16:10 - 16:40	Virtual Tools For Real-World Health, <i>Sid Desai</i>	The Immersive British Artists (IBAs), panel chaired by <i>Joanna Bucknall</i>	Social Playing Cards, <i>Audette Phillips</i>	A Playful Mind: The Art & Science Of Activating Imagination, <i>Pigalle Tavakkoli</i>	Only Computers Say No, <i>Owen Kingston</i>	Innovation Workshop, <i>Tizz Raj</i>		Dreambox, <i>Julia Eisenloeffel &amp; Dorchess de Koning</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Novo being VR
16:50 - 17:20	Game Engines Are Your Future, <i>Louis Alfieri</i>	URX (Under-represented In Experience) Launch	How To Become An Experience-First Organisation Roundtable, with <i>Joe Pine &amp; Mike Lai</i>	Unleash Innovation With The Power of P.L.A.Y.: <i>Anastasia Gramatchikova</i>	The Wild (Immersive) East, <i>Muso Fan</i>					
17:25 - 18:00	Matchmaking + Closing Ritual									
EVENING	LONDON EXPERIENCE SAFARI									

# TIMETABLE: FRI 30 JUNE



10:00 - 10:15	CROSS THE THRESHOLD, RICKY THOMAS & TANNER WELLS									
	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House	Offsite	Pop-Up 1	Pop-Up 2	Pop-Up 3
10:15 - 10:45	Opening Ceremony									
10:45 - 11:15	Live Campfire									
11:20 - 11:45	Plenary: Travel Is Better When It's Experience Designed, <i>Victoria Taylor</i>									
11:45 - 12:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)					WXO PlayLab, <i>Pigalle Tavakkoli &amp; Anastasia Gramatchikova</i>	Sound Healing	Free	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Oizys' Labyrinth, <i>Awen</i>
12:10 - 12:30	Unconference Session 1a	Unconference Session 1b	Unconference Session 1c	Unconference Session 1d	Unconference Session 1e					
12:40 - 13:00	Unconference Session 2a	Unconference Session 2b	Unconference Session 2c	Unconference Session 2d	Unconference Session 2e					
13:00 - 14:00	LUNCH									
14:00 - 14:25	Plenary: (How To) Always Leave Them With A Story, <i>Alain Thys</i>									
14:35 - 15:05	Anticipating The Future Normal, <i>Henry Coutinho-Mason</i>	Selling Crazy: The Importance Of Comms In Immersive, <i>Meritaten Mance, Marie-Pier Veilleux &amp; Clara Prat</i>	How To Prove The Value Of Experiences, <i>roundtable chaired by James Wallman</i>	What Job Does Your Job Do For You?, <i>Dart Lindsley</i>	Sorry, Everything You Knew About Story Is Now Wrong, <i>Christopher Morrison</i>					
15:15 - 15:45	The Power Of Audio-Immersive Experiences, <i>Jennifer Crook</i>	From Storytelling To Story-Doing: An Experience Design Masterclass, <i>Brad Shelton</i>	How To Make Extraordinary, And Boring Experiences, <i>Claus Raasted &amp; Paul Bulencea</i>	Experiential Retail Innovation At Macy's, <i>Matthew Waller</i>	How To Build A Magic Nostalgia Factory, <i>Ellie Carter Ames</i>	Innovation Workshop, <i>Tizz Raj</i>		Free	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Oizys' Labyrinth, <i>Awen</i>
15:45 - 16:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)									
16:10 - 16:40	The Future Of World-Building, <i>Jorge Narvaez</i>	From Storytelling To Story-Doing: An Experience Design Masterclass, <i>Brad Shelton</i>	Designing Seriously Kick-Ass B2B Experiences, <i>Mark Slade &amp; Hamish Jenkinson</i>	Digital Twins Will Revolutionise Immersive Experiences, <i>Michael Libby</i>	How To Upgrade IRL Experiences With AR, <i>Steve Tiseo</i>					
16:50 - 17:20	The Future Of Psychedelics In Experience Design, <i>Dr David Luke</i>		How To Use Role-Playing To Improve Relationships, <i>Carnelian King</i>	Blending Fiction And Reality, <i>Clem Garritty &amp; Ollie Jones</i>	Handcuffs Help: Constraints Make Design More Intentional & Efficient, <i>Mat Duerden</i>	Innovation Workshop, <i>Tizz Raj</i>				
17:25 - 18:00	Closing Ceremony									
EVENING	CLOSING PARTY									