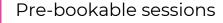
TIMETABLE: WEDS 28 JUNE



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, Joe Pine									
15:10-15:40	Storyliving: Transformative Immersive Experiences, Jasmin Jodry	Audience-Centric Storytelling, <i>Stacy Barton</i>	GOLDFIRE Social, Scott Levkoff	Spatial Audio: Your Scalable Immersive Superpower, <i>Cuillaume Le Nost</i>	The Future Of Branding In The Experience Economy, <i>Mike Lai</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 Al, Tom Marchant, Peter Syme & Jenny Southan, chaired by Olivia Squire	Ritual Design 101, <i>Tiu de Haan</i>	Diversity of Thought, Community & Understanding, <i>Nichole Garza</i>	This Is Wan Chai, Richard Parry & Jevan Chowdhury	WXO PlayLab, Pigalle Tavakkoli & Anastasia Gramatchikova				
16:25-17:00	Speed Dating with Bernd Gibson, Closing Ritual									
17:00-18:00	NETWORKING DRINKS									
18:00-22:00	PHANTOM PEAK EXPERIENCE	E								

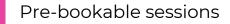




TIMETABLE: THURS 29 JUNE



	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House	Offsite	Pop-Up1	Pop-Up 2	Pop Up 3
15 - 10:45	Opening Ceremony & Live Performance, Joshua Sam Miller									
45 - 11:15	Live Campfire									
20 - 11:45	Plenary: How To Do It In Public, <i>Catherine Turp</i>									
5 - 12:10	COFFEE BREAK (INCLUD	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)							Sounds of	
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, Barbara Groth	Julia Eisenloeffel & Dorchess		Nova bein VR
40 - 13:00	Unconference Session 2a	Unconference Session 2b	Unconference Session 2c	Unconference Session 2d	Unconference Session 2e					
00 - 14:00	LUNCH								Research	
00 - 14:25	Plenary: Party Matters & The 5Ds That Bind People Together, <i>Martha Newson</i>									
35 - 15:05	An Introduction To Neuroaesthetics, Katherine Templar- Lewis & Robyn Landau	Designing For Happiness, Michael Acton Smith in conversation with James Wallman	Excellence For Your Experience, Carolene Méli	The Rise & Fall Of Hotel Wonderland, Gunnar de Jong & Tristan Hupe- Guimarães	Beyond Beginnings And Endings, Julian Rad	loperation				n, d Nov
15 - 15:45	The Social Revolution, Kevin Williams	Why Does Immersive Work? Tom Lionetti- Maguire	The Body Tells Our Stories, Veronica Rodriguez	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>	Innovation Workshop, <i>Tizz Raj</i>			Sounds of	
									the Ocean, <i>Embodied</i>	
45 - 16:10	COFFEE BREAK (INCL	UDING SONIC CO	OFFEE, CAROLINE	HOBKINSON)		67 		Eisenloeffel & Dorchess	Sounds & EDGE	bei VR
	Virtual Tools For Real- World Health, <i>Sid Desai</i>	The Immersive British Artists (IBAs),	Social Playing Cards, Audette Philips	A Playful Mind: The Art & Science Of Activating	Only Computers Say No, <i>Owen Kingston</i>			de Koning So	Sound Research	VR
0 - 16:40		panel chaired by Joanna Bucknall		Imagination, P <i>igalle Tavakkoli</i>						
						Innovation				
;0 - 17:20	Game Engines Are Your Future, <i>Louis Alfieri</i>	URX (Under- represented In Experience) Launch	J	Innovation With The Power of P.L.A.Y.:	The Wild (Immersive) East, <i>Muso Fan</i>	Workshop, Tizz Raj				
25 - 18:00	Matchmaking + Closing Ritual									



TIMETABLE: FRI 30 JUNE



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

