



PROGRAMME

WORLD EXPERIENCE SUMMIT

JUNE 2023
LONDON

UPDATED JUNE 10, 2023

NOTE: SOME ELEMENTS MAY BE SUBJECT
TO CHANGE





Connect
EXPERIENCE EXPERTS



Learn
TALKS, WORKSHOPS, POP-UPS



Share
**INNOVATION LABS,
ROUNDTABLES**



Discover
**IMMERSIVE
EXPERIENCES**



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	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 & 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 & 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 & 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)					Innovation Introduction, <i>Tizz Raj</i>	Wander & Wonder Walk, <i>Barbara Groth</i>	Dreambox, <i>Julia Eisenloeffel</i>	Sounds of the Ocean, <i>Embodied Sounds & EDGE Sound Research</i>	Novobeing VR
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: Party Matters & The 5Ds That Bind People Together, <i>Martha Newson</i>									
14:35 - 15:05	An Introduction To Neuroaesthetics, <i>Katherine Templar-Lewis & 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 & Tristan Hupe-Guimarães</i>	Beyond Beginnings And Endings, <i>Julian Rad</i>	Innovation Workshop, <i>Tizz Raj</i>		Dreambox, <i>Julia Eisenloeffel</i>	Sounds of the Ocean, <i>Embodied Sounds & EDGE Sound Research</i>	Novobeing 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), <i>panel chaired by Joanna Bucknall</i>	Social Playing Cards, <i>Audette Philips</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</i>	Sounds of the Ocean, <i>Embodied Sounds & EDGE Sound Research</i>	Novobeing 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, <i>with Joe Pine & 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									



World Experience
Organization

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 & Anastasia Gramatchikova</i>	Sound Healing	Free	Sounds of the Ocean, <i>Embodied Sounds & 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 & 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>	Innovation Workshop, <i>Tizz Raj</i>		Free	Sounds of the Ocean, <i>Embodied Sounds & EDGE Sound Research</i>	Oizys' Labyrinth, <i>Awen</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, Transformational, And Boring Experiences, <i>Claus Raasted & 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>					
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 & Hamish Jenkinson</i>	Digital Twins Will Revolutionise Immersive Experiences, <i>Michael Libby</i>	How To Upgrade IRL Experiences With AR, <i>Steve Tiseo</i>	Innovation Workshop, <i>Tizz Raj</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 & Ollie Jones</i>	Handcuffs Help: Constraints Make Design More Intentional & Efficient, <i>Mat Duerden</i>					
17:25 - 18:00	Closing Ceremony									
EVENING	CLOSING PARTY									



The

ART

SCIENCE

BUSINESS

FUTURE

of experiences

Tools, techniques, frameworks, and
insights to stage better experiences.





ART
STORYTELLING

AUDIENCE- CENTRIC STORYTELLING

*A masterclass from a master
storyteller who's spent 39 years
working at Disney.*



Stacy Barton
Show Writer &
Experience Designer



ART STORYTELLING

STOP STORYTELLING, START STORY-DOING INSTEAD

An Experience Design
Masterclass & Workshop

*A masterclass from a company
telling stories since 1981, for brands
ranging from the LA Raiders to
Johnnie Walker.*

Brad Shelton

Vice President &
Creative Director,
BRC Imagination Arts





ART STORYTELLING

(HOW TO) ALWAYS LEAVE THEM WITH A STORY

*Lessons from a master
storyteller.*

Alain Thys
Experience Architect





ART STORYTELLING

SORRY, EVERYTHING YOU KNEW ABOUT STORY IS NOW WRONG

*New story shapes designed for
today and tomorrow's new
media landscape.*

Christopher Morrison

Founder,
Reality+



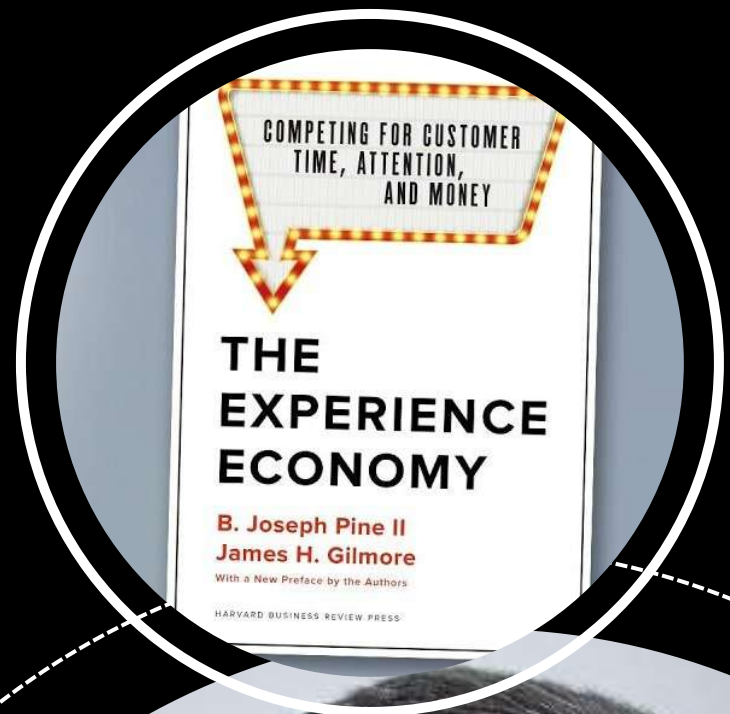


ART
TRANSFORMATION

THE TRANSFORMATION ECONOMY

The 'Godfather' of the Experience Economy on how to think about and design for transformation. Based on his article in the Harvard Business Review and latest thinking.

Joe Pine
Co-Author,
The Experience Economy





ART TRANSFORMATION

TRANSFORMATIVE IMMERSIVE EXPERIENCES

How storytelling, world building, performance, technology, and game mechanics collide in location-based experiences.



Jasmin Jodry

Founder &
Executive Director,
MOTO





ART TRANSFORMATION

HOW TO MAKE EXTRAORDINARY, TRANSFORMATIONAL, AND BORING EXPERIENCES

*An educational and
fun session from two
extraordinary
experience makers,
punctuated with
real-world examples.*

Claus Raasted

Director, The College of
Extraordinary Experiences

Paul Bulencea

Co-Founder, The College of
Extraordinary Experiences





ART TRANSFORMATION

TRAVEL IS BETTER WHEN IT'S EXPERIENCE- DESIGNED

*A scintillating keynote
from an expert on
translating experience
ideas into an industry
where most of what
happens is service design.*

Victoria Taylor

groundbreaking travel
and hospitality designer





ART
TRANSFORMATION

GOLDFIRE SOCIAL

An Extraordinary Space For
Mythic & Meaningful Connection

*Engage in spirited inquiry, storied
play, thoughtful activity, deep
listening and social rituals in a
pop-up experience play-tested over
hundreds of events.*

Scott Barron Levkoff
Creative Director &
Co-Founder, Midwayville





ART
IMMERSIVE

HOW TO DO IT IN PUBLIC

The Evolving Tools Of Large-Scale Experience Design

From Montreal to Singapore, Moment Factory has been creating large-scale experiences since 2001. Their motto? "We do it in public".

Catherine Turp
Creative Director,
Moment Factory





ART
IMMERSIVE

WHY DOES IMMERSIVE WORK?

What is the DNA of experiential entertainment – and like traditional storytelling, does it need to follow a familiar arc? Why do we love moments of being physically & emotionally drawn into immersive worlds? Why do many of these experiences function in an eerily similar way?

Tom Lionetti-Maguire
Founder & CEO,
Little Lion Entertainment





ART
IMMERSIVE

THE IMMERSIVE BRITISH ARTISTS (IBAS)

A panel with leading immersive experience creators in the UK chaired by the Immersive Entertainment Network's Joanna Bucknall.

Line-up includes:

Tom Lionetti-Maguire

Founder & CEO, Little Lion Entertainment

Brian Hook

Co-Owner, Hartshorn-Hook Enterprises

Clem Garrity & Ollie Jones

Co-Founders, Swamp Motel

Andrew McGuinness

Founder & CEO, Layered Reality

Sheena Patel

Director, YonderBeyond

Josh Ford

Founder, Gameshow Studios

Sam Shearman

Founder, Inventive Productions Limited

Nick Moran

Founder, Phantom Peak





ART
IMMERSIVE

BLENDING FICTION AND REALITY

Never ask your audience to be anyone else but themselves when they come to your experiences... A unique approach to Swamp Motel's storytelling style and key to how they concept ideas and develop storytelling, plus insights into their production process.

Clem Garritty & Ollie Jones
Co-Founders, Swamp Motel





ART
IMMERSIVE

BEYOND BEGINNINGS & ENDINGS

*A challenge to see the world
differently, and our place as
creators within it.*

Julian Rad
Creative Director,
RadWorks





ART
IMMERSIVE

HOW TO BUILD A MAGIC NOSTALGIA FACTORY

From a company that's worked on exactly this for Nickelodeon, with a focus on kids and families.

Ellie Carter Ames

Creative Director,
SGA Productions





ART
FRAMEWORKS

SOCIAL PLAYING CARDS

A Low Tech, High Impact
Experience Catalyst

*Learn how to make your own
social playing card(s) from a
genius connector.*

Audette Phillips
Catalyst Arts



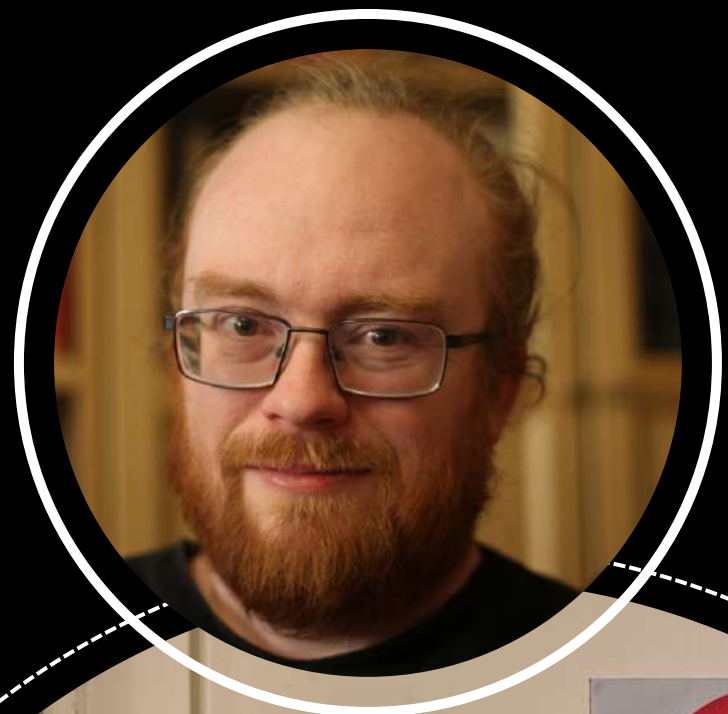


ART FRAMEWORKS

ONLY COMPUTERS SAY NO

Why decision trees are a fine place to start planning an experience, but a terrible place to stop. Techniques for creating playable worlds where the audience are not constantly pushing up against the boundaries of the world or being told they can't do something because it hasn't been planned for in advance...

Owen Kingston
Artistic Director,
Parabolic Theatre





ART FRAMEWORKS

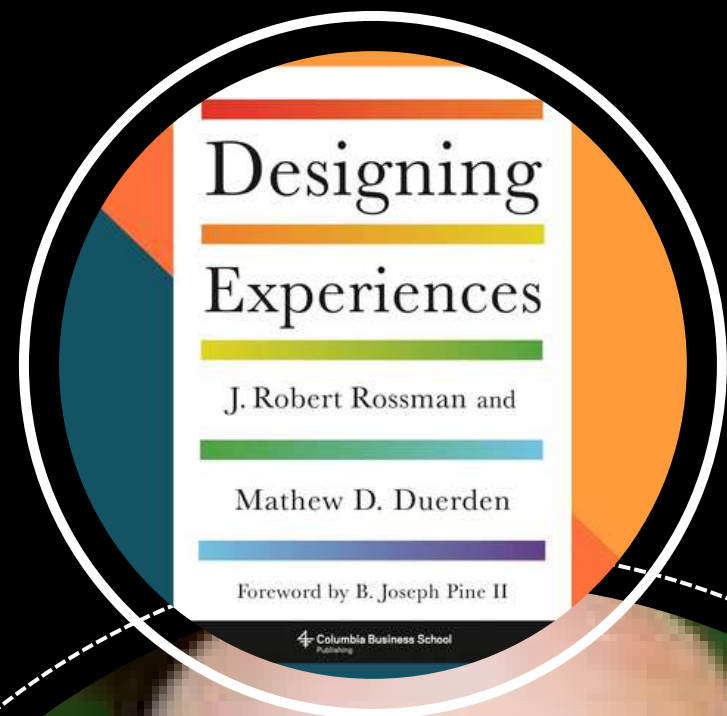
HANDCUFFS HELP

How Constraints Make
Design More Intentional
And Efficient

The co-author of Designing Experiences on how to leverage constraints to stimulate the creative process and generate innovative ideas.

Mat Duerden

Experience Design Professor,
Brigham Young University





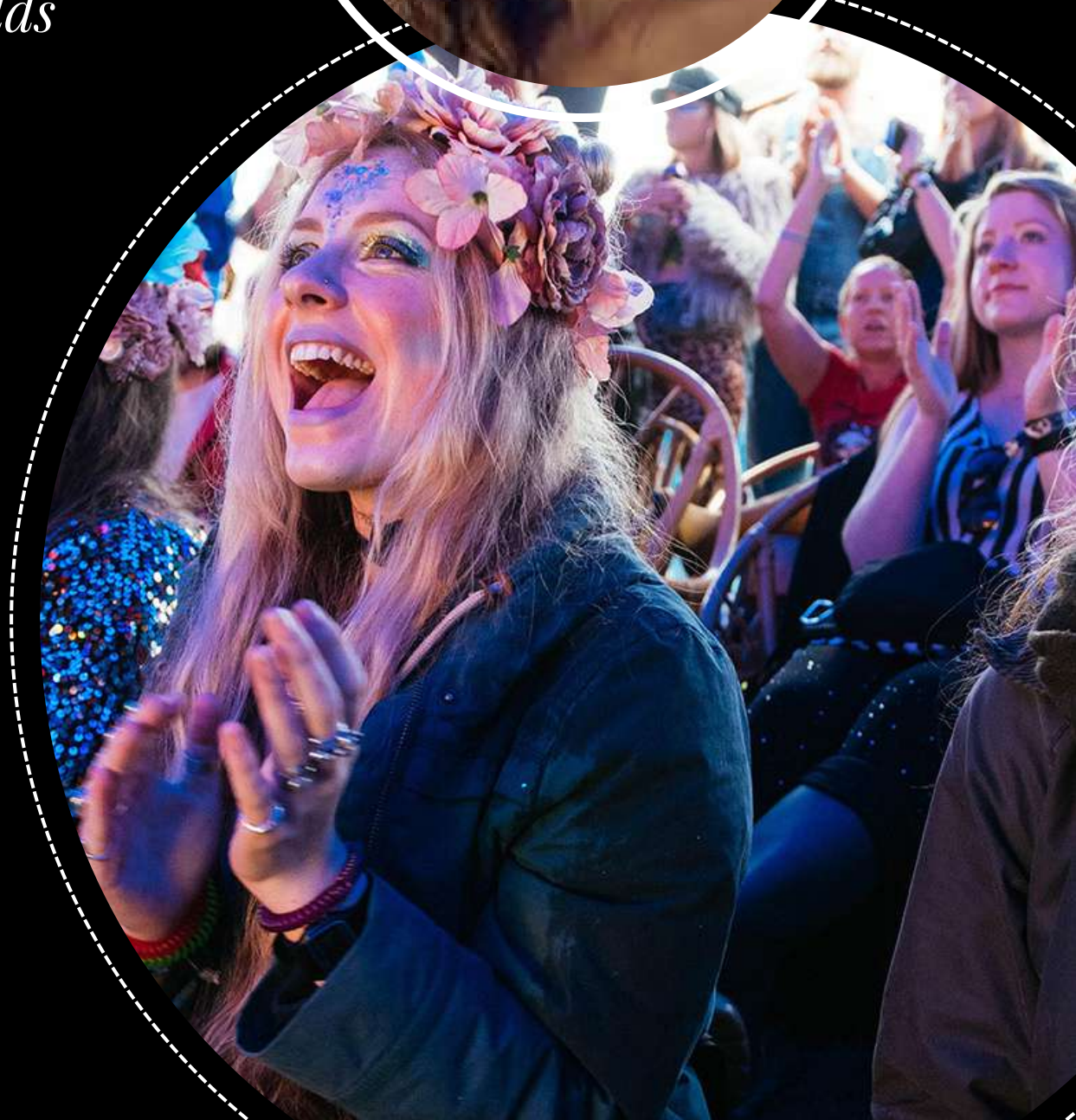
ART
FRAMEWORKS

THE ART & SCIENCE OF ACTIVATING IMAGINATION

*10 original models for designing
transformative experiences to
help adventurers cross the
threshold of their known worlds
and discover new lands.*

Pigalle Tavakkoli

Founder,
The School Of Experience Design





ART FRAMEWORKS

UNLEASH INNOVATION WITH THE POWER OF P.L.A.Y.

Good musicians can take even the most dissonant sounds and turn them into transformative performances. So take a page from their playbook and delve into a framework of P.L.A.Y., a scientifically proven tool for overcoming uncertainty and fostering innovation.

Anastasia Gramatchikova
Creative Leadership Coach





ART FRAMEWORKS

WXO PLAYLAB

P.L.A.Y. To Innovate Workshop

Embark on a journey of discovery where the boundaries of art and science blur to unleash your creativity. Follow our P.L.A.Y process to find your Purpose, gain insights through Learning, experiment in an Agile way, and apply a "Yes-and!" mindset.

Pigalle Tavakkoli

Founder, The School Of
Experience Design

Anastasia Gramatchikova

Creative Leadership Coach





ART
RITUAL DESIGN

RITUAL DESIGN 101

How To Make Moments Of
Meaning

*Dive into rituals around birth,
death, grief, becoming an elder, and
activating flow states, among others.*

Tiu de Haan
Ritual Designer





ART
RITUAL DESIGN

PARTY MATTERS

The 5Ds That Bind
People Together

*On the powerful rituals of raving.
When we dance, drum and party
together, for instance, we're more
likely to protect — or kill for — each
other.*

Martha Newson

Cognitive Anthropologist





The
ART
SCIENCE
BUSINESS
FUTURE
of experiences

Using trends in neuroscience to create experiences that are more fulfilling, resonant, and better for our wellbeing.





SCIENCE
WELLBEING

DESIGNING FOR HAPPINESS

The co-founder of the multi-billion dollar wellbeing app Calm will share his latest thinking (and projects) to make the world a happy and calm place.

Michael Acton Smith
Co-Founder,
Calm





SCIENCE
WELLBEING

VIRTUAL TOOLS FOR REAL-WORLD HEALTH

A clinical psychologist and entrepreneur present their vision of the future of mental health, via a VR wellbeing app which is on the way to FDA approval.



Sid Desai

Co-Founder & CEO,
Novobeing





**SCIENCE
WELLBEING**

ROLE-PLAY TO IMPROVE RELATIONSHIPS

Borrowing tools from the world of LARPing such as “bleed”, when the emotions from a character affect the player outside the game. Plus, how to design for “sensation goals”.

Carnelian King
Coach & Narrative Designer





SCIENCE
WELLBEING

JUST CLOSE YOUR EYES

The Power Of Audio-
Immersive Experiences

*The producer of the London 2012
Cultural Olympics on the world's
largest study of consciousness,
and the radical “Dreamachine”
opening people's minds.*

Jennifer Crook
Director,
Collective Act





SCIENCE
WELLBEING

SOUNDS OF THE OCEAN

A 360° Immersive Experience

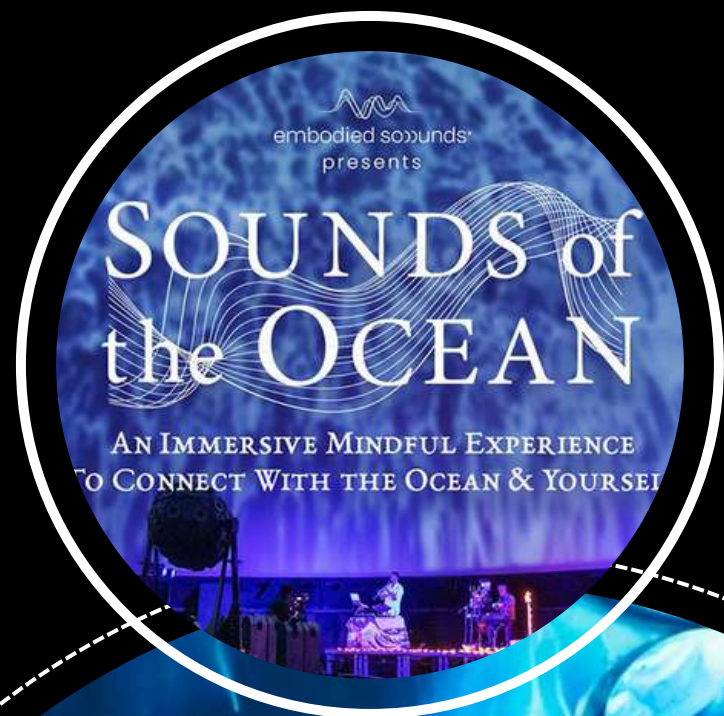
*A performance and pop-up
experience seen around the world,
including at the UN, that invites
you to re-connect with yourself and
the ocean.*

Joshua Miller

Founder & Director,
Embodied Sounds

Vincent Zhang

Industrial Design Engineer,
EDGE Sound Research





SCIENCE
WELLBEING

DREAMBOX: A PLACE FOR YOU

*An early prototype of the
“Dreambox”: a safe space
to detach from the outside
world and dive into a
dream-like journey.*

Julia Eisenloeffel
Experience Designer





SCIENCE
WELLBEING

OIZYS' LABYRINTH

Navigating Anxious Futures
Through Mythic VR Innovation

Introducing Awen, a groundbreaking startup born out of the Waldorf Project that combines cutting-edge virtual reality technology with the science of Awe to transform mental health.

Sean Rogg
Founder, Waldorf Project





SCIENCE

NEUROSCIENCE, PSYCHEDELICS
& THE SENSES

AN INTRODUCTION TO NEUROAESTHETICS

*A whistle-stop tour of the newest,
coolest branch of neuroscience:
neuroaesthetics. Hear how
aesthetic experiences impact our
brain and body.*

Katherine Templar-Lewis

& Robyn Landau

Co-Founders,
Kinda Studios





SCIENCE

NEUROSCIENCE, PSYCHEDELICS
& THE SENSES

HIGH TIME: THE FUTURE OF PSYCHEDELICS IN EXPERIENCE DESIGN

*Insights from an academic
who's collaborated on various
VR immersive experiences as
ritual/altered state and is a
patron of the first chain of
ketamine clinics in Scotland
that uses VR psychedelic
experience therapy.*

Dr David Luke

Associate Professor of Psychology,
The University of Greenwich





SCIENCE

NEUROSCIENCE, PSYCHEDELICS
& THE SENSES

THE BODY TELLS OUR STORIES

*Open drawers in your
subconscious mind, segregate
each of the senses using fun
games, and notice what
effects you feel in your body
when you deepen your
relationship with the senses.*

Veronica Rodriguez

Creative Director
& Theater Director





SCIENCE

NEUROSCIENCE, PSYCHEDELICS
& THE SENSES

WONDER & WANDER WALK

A walk is about wandering, wondering and the art of noticing, using our full palette of senses. A brief intro on wonder and walking and sensory awareness activity will be followed with a walk, wander, and sharing what we noticed.

Barbara Groth

Founder, The Nomadic
School of Wonder





SCIENCE

NEUROSCIENCE, PSYCHEDELICS
& THE SENSES

SOUND HEALING

Sound Bath Session

*Sound baths are
transformative experiences
where sound frequencies
nurture your vital cellular
processes, restore a healthy
flow of life force energy in
your body and bring back
harmony to your system.*

Sandi Sharkey

Yoga & Mindfulness Teacher





SCIENCE

NEUROSCIENCE, PSYCHEDELICS
& THE SENSES

SONIC COFFEE

Think Punchdrunk, but with coffee. A tasty coffee break that brings to life the relationship between sound and flavor using the latest gastrophysical research into sensory perception.

Caroline Hobkinson

Multisensory Artist
& Creative Director,
Cogs & Marvel





The
ART
SCIENCE
BUSINESS
FUTURE
of experiences

How to create experiences that are more profitable, sustainable, measurable and successful.





BUSINESS BRANDING

SELLING CRAZY

The Critical Importance Of
Communications In The
Immersive Industries

*A one-size-fits all approach to
comms doesn't work in experiences.
Learn techniques, psychology and
approaches to launch a new
concept from the pros*

Meri Mance

CEO

Mance Communications

Marie-Pier Veilleux

Director of Public Relations
Moment Factory

Carla Prat

Artistic Director
Acciona Cultural Engineering





BUSINESS BRANDING

THE FUTURE OF BRANDING IN THE EXPERIENCE ECONOMY

A new way of branding and a new style of customer relationship is emerging in the Experience Economy. Instead of customer-centric, in the future we'll see the emergence of "User Brands".

Dr Michael Lai

Senior Partner, TANG Consulting
Dean, X Thinking Institute, Shanghai





BUSINESS BRANDING

THE FUTURE OF WORLD- BUILDING

*The exciting evolution of how one of
the world's oldest experience firms
builds worlds.*



Jorge Narvaez
SVP, George P Johnson





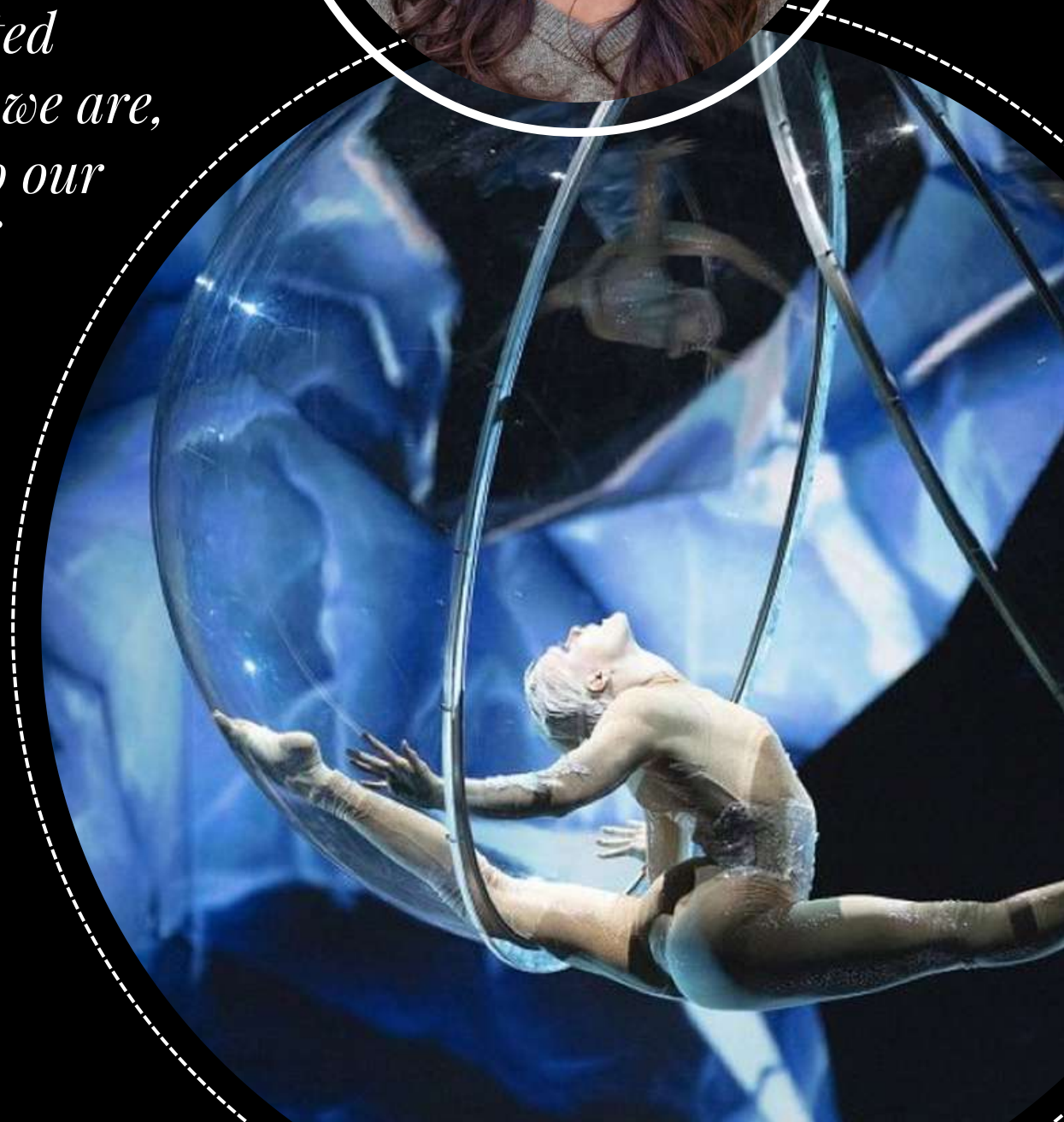
BUSINESS OPERATIONS

OPERATIONAL EXCELLENCE FOR YOUR EXPERIENCE

*From circus tents to cruise ships,
how to create operations around an
experience that can be executed
consistently no matter where we are,
what our team looks like, who our
partners are, or what kind of
customers we serve.*

Carolene Méli

Operational Experience
Strategist, Cirque du Soleil





BUSINESS OPERATIONS

DESIGNING SERIOUSLY KICK-ASS B2B EXPERIENCES

Exploring how creative innovators in the traditionally vanilla B2B finance world are using experience design – inspired by immersive entertainment, theatre, theme parks and festivals – to reimagine the delegate experience.

Mark Slade

Global VP Creative, Money 20/20

Hamish Jenkinson

CEO, The Department





BUSINESS OPERATIONS

WHAT JOB DOES YOUR JOB DO FOR YOU?

A radical idea for how to approach work, looking at it the same way we do a puzzle. Our problems with work lie deep in a relic of the industrial age: the mistake of thinking of employees as things.

Dart Lindsley

Head of Process Excellence,
Google





BUSINESS

ENVIRONMENT & SUSTAINABILITY

CLIMATE FITNESS

How Events Can Step Up For
The Planet

Discover the exciting steps the events industry is taking to put people, planet and profit in the same sentence from the events industry sustainability body isla.

Anna Abdelnoor

CEO & Founder, isla





BUSINESS
INNOVATION

EXPERIENCE INNOVATION

Coaching Sessions With An
Innovation Expert

What is Innovation? The process broken down, some tools shared and how it can help direct your business goals and plans in the experience sector.

Tizz Raj

20+ years Innovation, Brand
Strategy & Brand Storytelling
Expertise





BUSINESS
INNOVATION

EXPERIENTIAL RETAIL INNOVATION AT MACY'S

*Building the next generation:
Matthew will present his concept for
the future of experiential retail built
for the US retailer.*



Matthew Waller

Former President of Georgia
Tech Theme Park
Engineering and Design,
Georgia Tech





BUSINESS
INNOVATION

THE RISE & FALL OF HOTEL WONDERLAND

*Are we truly ready for
transformation?
Lessons learned from
an ambitious project
in the Netherlands.*

Gunnar de Jong

Co-Founder, Gradual

Tristan Hupe-Guimarães

Creative Business
Development, Tellart





BUSINESS

REAL ESTATE, URBAN PLANNING
& PLACEMAKING

THIS IS WAN CHAI

*A brilliant placemaking case
study from Hong Kong.*

Jevan Chowdhury

Founder,
The Moving Cities Project

Richard Parry

Head of Experience Economy,
Department for International
Trade (DIT), UK Government





BUSINESS

RETURN ON EXPERIENCE

HOW TO PROVE THE VALUE OF EXPERIENCES

Roundtable

Hosted by W XO CEO James Wallman, a roundtable discussion on how best to measure the impact of experience and transformation design.





BUSINESS DIVERSITY & INCLUSION

THE GREATEST MISSED OPPORTUNITY IN EXPERIENTIAL

*One-to-one accessibility
consulting from one of the
world's leading immersive
audio-description experts.*

Beth Rypkema

Cultural Accessibility
Consultant,
Meow Wolf





BUSINESS DIVERSITY & INCLUSION

DIVERSITY OF THOUGHT, COMMUNITY & UNDERSTANDING

*What 8 years on the road
with Ringling Bros and
Barnum & Bailey Circus
taught a producer about
embracing and harnessing
all elements of diversity.*

Nichole Garza
Senior Producer, THG





BUSINESS
DIVERSITY & INCLUSION

THE CULTURE INSCAPE

*Experience cultural discomfort
and develop strategies to
cope better with it.*

Bernd Gibson

Learning Experience Designer





BUSINESS
DIVERSITY & INCLUSION

UNDERREPRESENTED IN EXPERIENCE

A discussion about how to improve diversity within the experience industry as the WXO launches the URX (Underrepresented in Experience) group.





The
ART
SCIENCE
BUSINESS
FUTURE
of experiences

What's new and next in the world of experiences, from new technologies to emerging trends.





FUTURE
MIXING PHYSICAL + DIGITAL

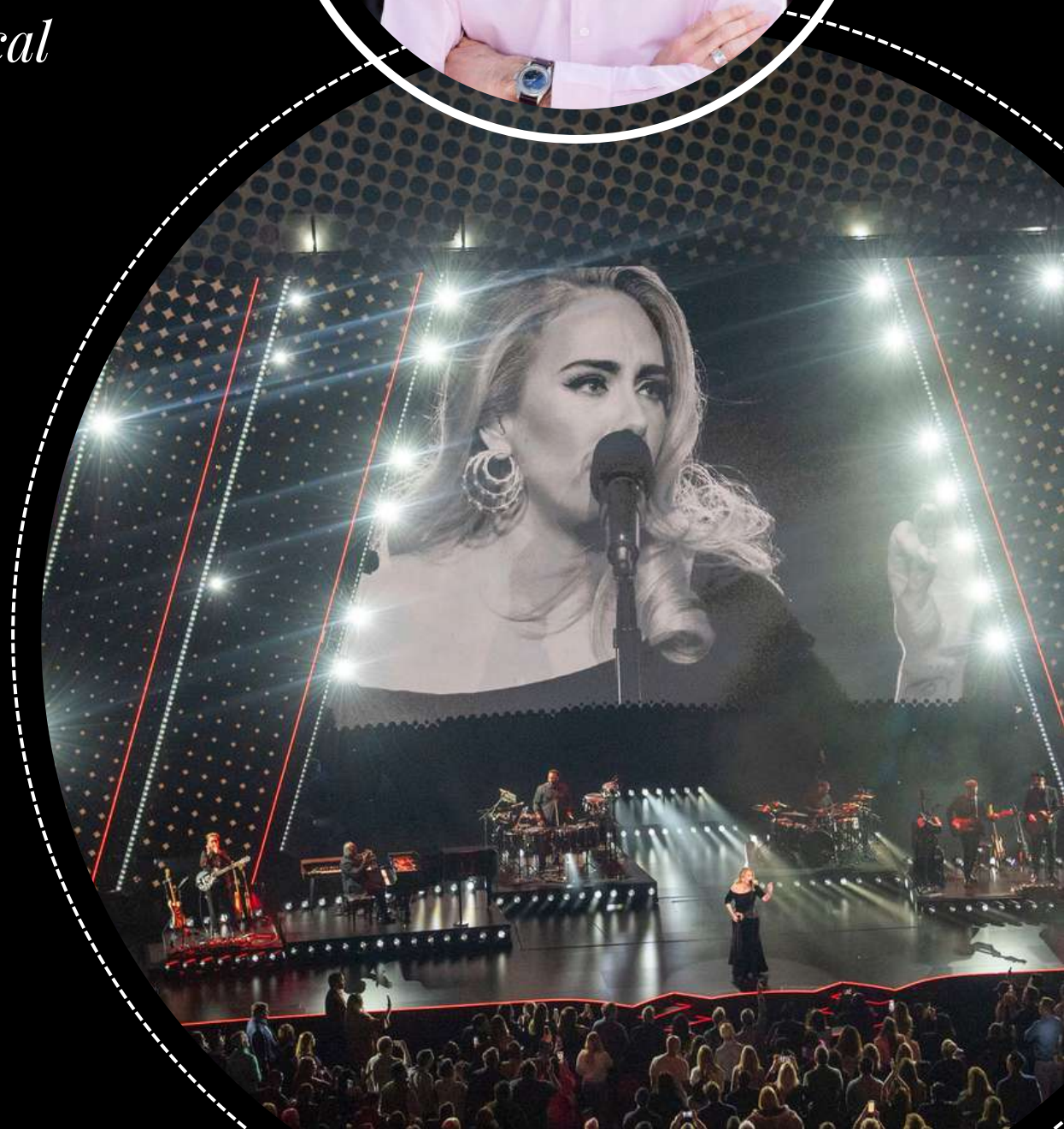
SPATIAL AUDIO

Your Scalable
Immersive Superpower

The ability of spatial audio to deliver different experiences to different people offers a radical new future for immersive experiences.

Guillaume Le Nost

Executive Director of
Creative Technologies,
L-Acoustic





FUTURE

MIXING PHYSICAL + DIGITAL

DIGITAL TWINS WILL REVOLUTIONIZE IMMERSIVE EXPERIENCES

This cutting-edge virtual technology can be used to create more realistic and immersive experiences, as well as save designers' time and resources.

Michael Libby

Founder & CEO,
Worldbuildr





FUTURE

MIXING PHYSICAL + DIGITAL

GAME ENGINES ARE YOUR FUTURE

Game engines aren't just for games and movies. They'll power the metaverse, support crypto currency, and underpin Web3.

Louis Alfieri

Chief Creative Officer,
Raven Sun Creative





FUTURE
MIXING PHYSICAL + DIGITAL

HOW TO UPGRADE IRL EXPERIENCES WITH AR

*How can AR and mixed reality be
deployed meaningfully to unite the
physical and digital worlds?*

Steve Tiseo
CEO
Friendly Vengeance





FUTURE

MIXING PHYSICAL + DIGITAL

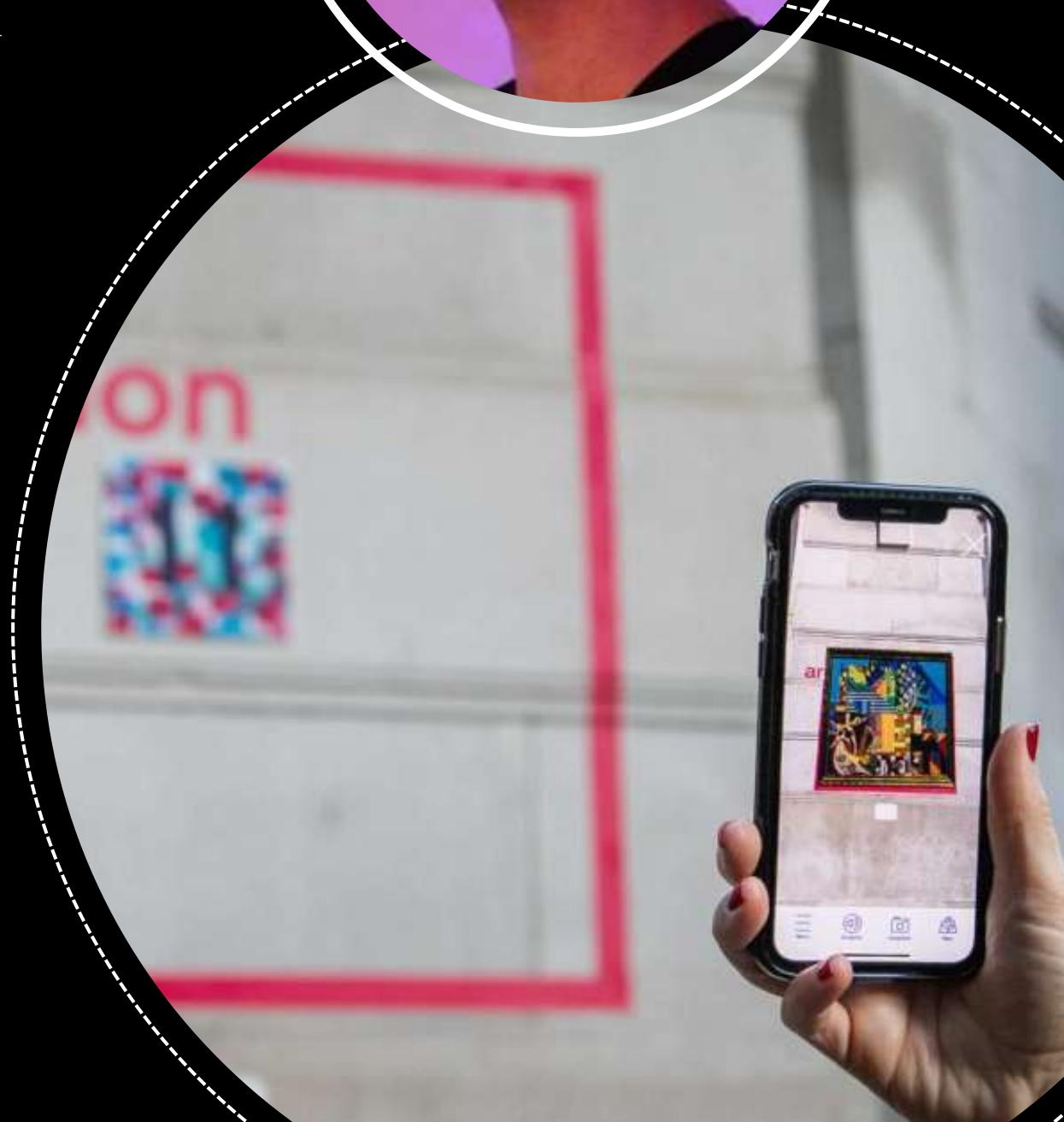
SECRETS & SELF-CONSCIOUSNESS

How To Turn A Player
Into A Protagonist

*In AR storytelling, the most
important reality to augment
is the player.*

Rob Morgan

Founder & Creative Director,
Playlines





FUTURE
AI & CREATIVITY

ANTICIPATING THE FUTURE NORMAL

10 Non-Obvious Insights From
Other Industries (That Will
Transform The Experience
Economy)

*One of the world's great
futurists on which new
technologies and behaviors
experience creators should
be mindful of.*

Henry Coutinho-Mason
Trend Forecaster & Author,
The Future Normal





BUSINESS
AI & CREATIVITY

HUMAN VS MACHINE?

The Future Of Travel
Experiences Created By AI

*A creative panel hosted by
the W XO's Editor Olivia
Squire and featuring:*

Peter Syme

Partner,
Tourpreneur Travel

Tom Marchant

Owner & Co-Founder,
Black Tomato

Jenny Southan

Founder & CEO,
Globetrender





FUTURE KEY & EMERGING TRENDS

THE WILD (IMMERSIVE) EAST

The Experience Economy In China

*What's going on in the fast-growing
Chinese Experience Economy, from
the organizer of China's first major
Immersive Industry Conference.*

Muso Fan
Founder & CEO,
NeXT SCENE





FUTURE

KEY & EMERGING TRENDS

THE SOCIAL REVOLUTION

*From Swingers to TopGolf
and Immersive Gamebox,
why competitive socializing is
a key trend – from the man
who coined the term.*

Kevin Williams

Co-Founder &
Technology Director,
Spider Entertainment





BUSINESS

FUTURE PROOFING

HOW TO BECOME AN EXPERIENCE-FIRST ORGANIZATION

Roundtable

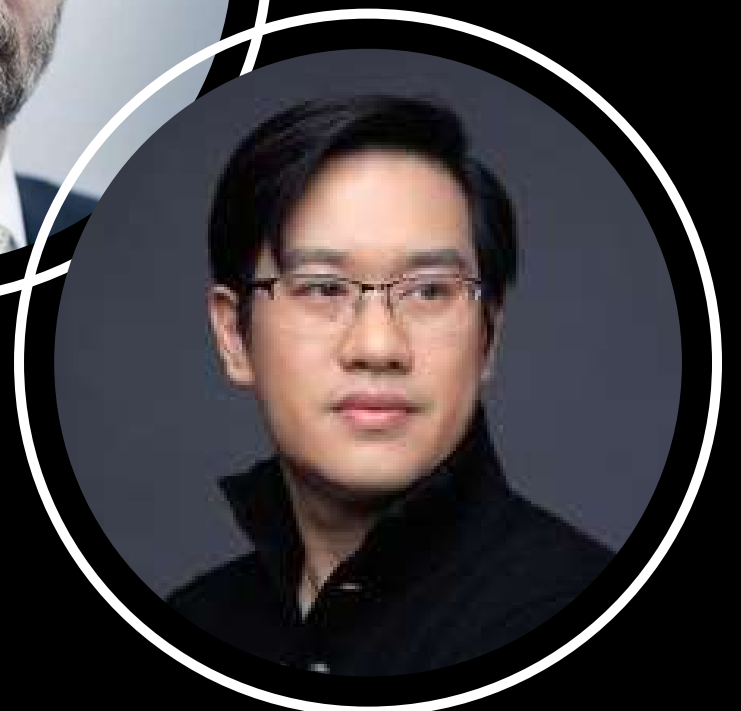
*Hosted by Experience
Economy Godfather Joe
Pine and Dean of the X
Thinking Institute, Mike
Lai.*

Joe Pine

Co-Author,
The Experience Economy

Dr Michael Lai

Senior Partner, TANG
Consulting
Dean, X Thinking Institute,
Shanghai





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