



London  
Experience  
Week 2026

# London Experience Week 2026: Speaker Entry Guide

A handy guide for proposals to speak at this  
year's London Experience Week

APRIL 20 - 24 2026

[LondonExperienceWeek.com](https://LondonExperienceWeek.com) | [Worldxo.org](https://Worldxo.org)



VENUE  
PARTNER

**LONDON**  
& PARTNERS

EVENT  
PARTNER



London  
Experience  
Week 2026

Apply to Speak:  
Entry Guide

# Apply to Speak: Entry Guide

**London Experience Week takes place on 20–24 April 2026.**

This guide is for applications to speak at the **World Experience Summit 2026 from Tue 21–Thu 23 April** at the Ministry of Sound.

Note: If you wish to host and run a session or experience during London Experience Week at a time and venue outside of the Summit, please fill in the form but use the Specific Requirements section to detail your proposal in full.

**Please submit all proposals by Friday 9 January 2026.**

Shortlisted entries are alerted on Fri 16 Jan 2026. We're opening up voting to our community between 9-23 January 2026 so they can tell us about the talks they want to see in April.

**Best of luck!**

”  
**Honestly, LXW is the best event I've  
been to in years! I've been raving  
it about it to friends and colleagues.**

**ANDREW DOBSON** HEAD OF CREATIVE TECHNOLOGY,  
MERLIN ENTERTAINMENTS

## KEY DATES

**Open for proposals:** Thurs 27 Nov 2025

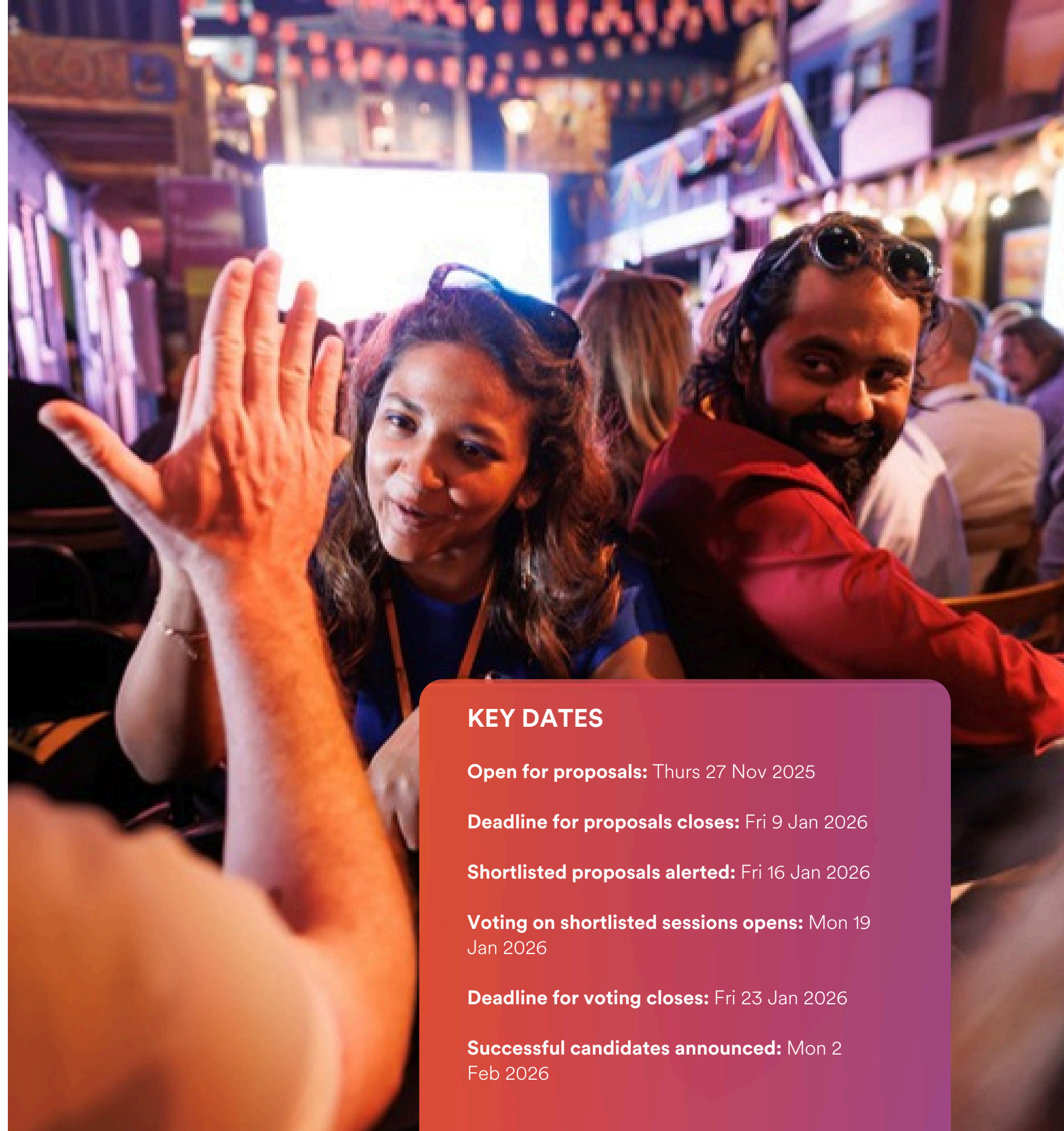
**Deadline for proposals closes:** Fri 9 Jan 2026

**Shortlisted proposals alerted:** Fri 16 Jan 2026

**Voting on shortlisted sessions opens:** Mon 19  
Jan 2026

**Deadline for voting closes:** Fri 23 Jan 2026

**Successful candidates announced:** Mon 2  
Feb 2026





London  
Experience  
Week 2026

How to Apply

# How to Apply

**Complete and submit the online form:** title, format, description, takeaways, track(s), any requirements.

Make sure you've **read this Call for Sessions guide in detail** when crafting your submission.

**Know what's public vs private:** title, description and speakers will be public during voting. Contact details remain private.

If your submission is a joint one (e.g. you're submitting a panel or roundtables and representing multiple contributors), **appoint one Primary Contact** who will own comms and logistics if your session is shortlisted and/or accepted. Note this in the Specific Requirements section of the application form.

”  
**Great event, great community, great content. The relaxed environment, the easy networking... Loved it!**

**ANTON JERGES**  
CEO, WE ARE COLLIDER

## THE LXW26 AUDIENCE

**The LXW audience is the WXO community as well as other professionals in the Experience Economy.**

These are cross-disciplinary leaders in immersive/LBE, attractions & museums, live events, brand experiences & retail, hospitality & travel, placemaking & civic, themed entertainment, theatre, gaming & spatial media.

Whatever the sector, you are likely to be speaking to creatives, designers and tech leads plus the investors and clients who commission them.

The commonality is that the audience favour practical playbooks, credible data, peer benchmarking and new partnerships over hype.

Be specific, be factual, be inspiring.





London  
Experience  
Week 2026

Craft a Strong  
Submission

# Craft a Strong Submission

We're prioritising content sessions that...

- **Solve a real problem for experience professionals** (state the problem/challenge in the first sentence of your description).
- **Teach a repeatable method** (frameworks, canvases, KPI sets, checklists – not just inspiration or discussion).
- **Use evidence:** budgets, timelines, performance metrics, user insight, and before/after impact reports.
- **Share the messy reality:** constraints, trade-offs, failures and what you changed.
- **Fit a clear audience type and level** (Creator/Agency/Brand/Attraction/Start-up; Intro/Intermediate/Advanced).
- **Build participation** (a hands-on exercise, critique, worksheet, live poll, interactivity).
- **Avoid sales:** product demos can be fine but ONLY when they teach lessons that will improve an attendee's work life.
- **Reflect WOX values:** world-class craft, diverse voices, measurable impact, generosity to the community.
- **Include strong takeaways:** List three-five concrete takeaways people can use immediately – tools, templates, or steps. Write them to answer the “So what?” and “Why should I bother going?” question.







# Session Formats

**Presentation:** focused talk with one-two speakers. Bring data, frameworks and real examples. Be as insightful as you are inspiring.

**Fireside Chat:** a tight, story-led interview that prioritises insights and lived experience over promotion.

**Panel Discussion:** we believe there are way too many BORING PANELS in the world, so please be clear on why yours isn't boring, or a puff piece. Design for contrast of panellist each with clear perspectives. If you want to propose a moderator, please let us know too. Also – no manels. This is a pale/male/stale free zone,

**Roundtables:** a bit like a panel except built more around the topic than the speakers, with a moderator, a few pre-booked experts + the remainder of the table made up from 8-10 attendees who have signed up to join in the debate and interact. Note: roundtables can be private, just for those at the table; or public with the table placed 'in the round' and a watching audience.

”  
**My clients who came to LXW enjoyed being in the mix of the creative side of the experience world.**

**BRENT TURNER** EXECUTIVE VICE PRESIDENT OF  
STRATEGY AND SOLUTIONS, OPUS AGENCY

**Experiences:** If you are working on an experience (whether already live or WIP) and wish to talk about it – why not show as well as tell? Can you bring a small activation to the Ministry of Sound? It could be a finite chapter, a tech demo, a playtest or a work in progress – simply detail the relation of the experience to the full version and detail what tech/equipment/AX support you would need plus any other requirements (light and sound bleed, wifi, space etc).

**Case Study:** a deep dive into one real project: the brief, constraints (time/cost/tech), team, process, what worked, what didn't, and outcomes (KPIs, guest sentiment, revenue, ops). In your description, detail how you will illustrate what you'd do differently next time (journey maps, floor plans, dashboards, footage). Even better if your case study: features a failure & the learnings; includes the (brand) client, the creator, and the ROI/stats.

**Workshops:** intimate hands-on learning sessions (from prototyping to ritual design) with clear structure and outcomes. You will be guiding smaller groups, taking them through a learning process with tangible outcomes.

**Clinics:** offer your time and expertise in one-to-one 'walk up' sessions for attendees to sit with you and get advice on a specific topic or challenge.

**Something Else Entirely:** Gameshow? Ask Me Anything? Business Model Brainstorm? PlayTest? Quiz? Yoga session? This is the Experience Economy so why not suggest something... experiential!





London  
Experience  
Week 2026

Programme  
Tracks

# Programme Tracks

These are the broad themes that the London Experience Week content programme will fall into.

See our recent trend report ['The 10 Big Battles Experience Professionals Are Fighting Now'](#) for more detail on these themes.

In your application, choose ONE theme from:

1. **Technology & IRL Experiences**
2. **Belonging & Community**
3. **Creativity & Craft**
4. **ROI, ROX, And How to Prove Impact**
5. **Funding & Investment**
6. **Designing for Impact**
7. **Scale-Up & Expansion**
8. **Sustainability**
9. **Creativity On A Budget**
10. **Get Clients & Business**

See the following pages for details on each track plus suggested topics to cover and challenges to address.





# 1. Technology

**How do we harness tech to make better experiences - whether virtual or real life? How can we move beyond sizzle, towards substance?**

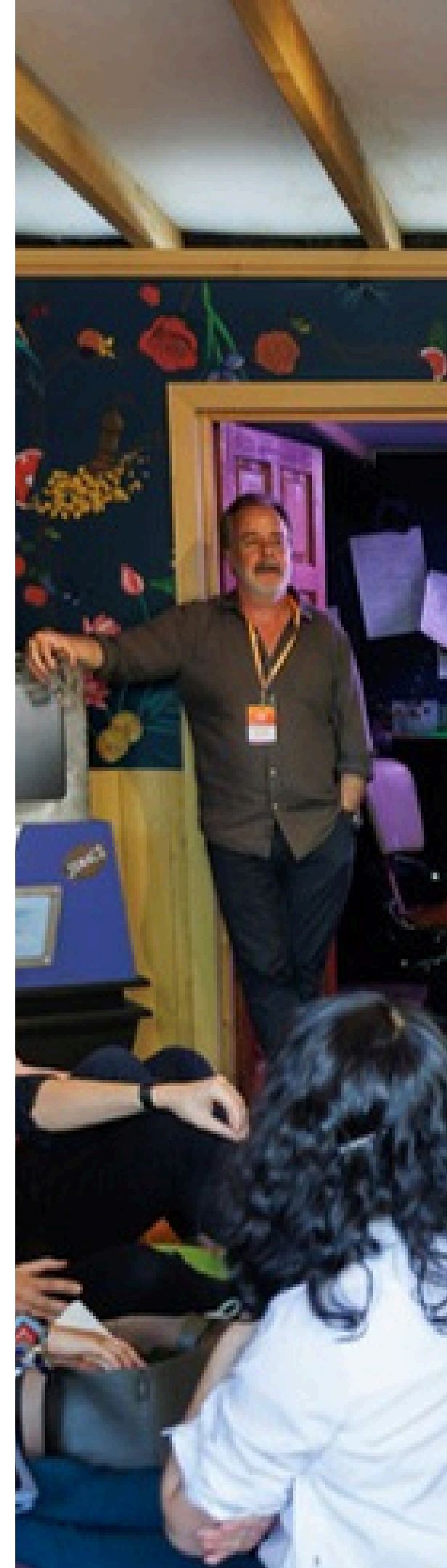
How can we deploy Spatial, AI and XR in ways that improves guest experience and operations – without adding risk, latency or cost bloat. How do we wield these tech tools to deepen the experiences we create – not distract from them?

What principles, stacks and safeguards turn the tempting novelty of new tech into reliable creative advantage? Whether working in museums or malls, on stages or in streets, what tools should earn their place in the creative journey?

Ditch the showreels and showcase road-tested examples: credible, repeatable examples where a tech stack has genuinely improved creativity, performance and scale. Bring case studies with budgets, timelines, failure modes and outcomes – not just highlight reels.

**Typical challenges:** Picking a platform, engine or tech stack that teams can actually support; proving ROI for tech spend beyond “wow”; avoiding simple ‘demo theatre’; data consent and provenance; software upgrade planning; making digital spaces feel as engaging and human as physical ones (and physical spaces as dynamic and interactive as digital)

**Topics to consider:** AI-assisted ideation/production; end-to-end pipeline case studies (Unity > Unreal > WebXR); real-time audiences & digital twins; hardware lifecycle planning; safety playbooks for AR/VR experiences; audience consent; disability and accessibility considerations in the digital space; digital twins for crowd flow and capacity





## 2. Belonging & Community

**Experience should build belonging, not just an audience or network.**

Designing programmes that turn first-time visitors into repeat members, advocates and collaborators. How can you transform your loyal audience to a true collective of superfans? What do your audiences care about – and how can you measure it? How can you better understand them - and when do you need to keep a distance?

**Typical challenges:** Converting one-off attendance into memberships; safe, inclusive participation and moderation; picking the right platform (Discord/WhatsApp/custom) and integrating with your CRM; defining depth metrics beyond NPS (repeat, referrals, contribution); staffing and training community hosts

**Topics to consider:** Onboarding rituals; tiered memberships and benefits; ambassador/host models; co-creation formats (clubs, maker nights, fandom programming); UGC guidelines and IP; event/community data model; retention dashboards and benchmarks

## 3. Creativity & Craft

**Tools, techniques, standards, learnings...**

Experience creators want – need – a portable toolkit of adaptable frameworks, templates and examples proven to work across theatre, games, retail, culture and LBE. What benchmarks can you apply, irrespective of topic? In times when budgets are tight, how can we meet rising audience expectations without reinventing from scratch at the start of every project? What processes and methodologies – clear briefs, prototyping, documentation, QA – can travel across sectors? Bring your proven example and stories of your success and failure to the stage

**Typical challenges:** Reinventing the wheel on every project; weak briefs and scope creep; poor handover between creative and ops; inconsistent documentation; accessibility/inclusion addressed too late; finding new voices and new ways of working

**Topics to consider:** Journey maps and beat charts; playtesting protocols; how to scale with retaining creative quality; run-of-show templates; multisensory design basics (light/sound/scent/haptics) that work in real venues; asset libraries and naming conventions; QA/acceptance criteria for live environments; standards and measurements with shared KPIs and metrics





## 4. ROI, ROX, + How to Prove Impact

**Experience professionals no longer just want to make great experiences – they need to prove they work.**

Whether to clients, CFOs, sponsors or city funders, the measurement and evidence of impact is what converts stakeholders into experience advocates. The challenge isn't enthusiasm, it's translation: how to turn the emotion, engagement and memory of experiences into agreed metrics that decision-makers trust. Whether it's ROI or ROX, our audience needs to measure experiences in a way that unlocks budgets.

**Typical challenges:** Building CFO-grade business cases; mapping ROX to ROI; instrumenting measurement (POS, dwell, repeat, retail/F&B attach); attribution across channels; running tests without hurting ops; real time data (and what to do with it); practical methodology that show how to define outcomes, gather baselines, measure emotion, and link results to business or societal value

**Topics to consider:** Emotional and brand impact; economic impact for civic/cultural funders; proven pitching that works; brand expectations; dealing with the knowledge gap; measurement beyond footfall or revenue - physical and psychological wellbeing; adjacent revenue streams; dealing with local economy

## 5. Funding & Investment

**Access to capital remains one of the biggest hurdles in the Experience Economy.**

Many strong ideas stall between pilot and permanence. Founders and creators are asking for clearer routes to finance, investors who understand experiential models, and frameworks that show how experiences generate reliable returns – not just buzz. Show people how to get their experiences financed – give them the pitch documents and the spreadsheets, the successes and the failures.

**Typical challenges:** Access to capital; structuring evenue shares between IP, operator and landlord; venue deals and business rates; forecasting attendance; cashflow through build, launch and seasonality; insurance and risk; finding investors who understand

**Topics to consider:** CapEx vs OpEx; real estate partnerships and pop-up-to-lease paths; sponsorship that adds value to the experience; investor education decks for experiential models; complementary revenue streams to explore (F&B, merch); finance vocabulary for creators



## 6. Designing for Impact

**Experience professionals don't just want to delight their audiences – they want to change what they feel, think, and do.**

They're asking how to design experiences that shift behaviour, build understanding, and leave lasting emotional and social impact. Help them to build, launch and sustain experiences that change what people do, know and FEEL. Whether it's culture, learning, health and/or civic life, help them deliver and prove the impact they want their experiences to have.

**Typical challenges:** Translating intent into behaviour change; setting “do/know/feel” outcomes and metrics and collecting valid data; ethics, safeguarding and consent; doing impactful work on limited budgets

**Topics to consider:** Theory-of-change templates; simple evaluation kits (pre/post, follow-ups, diaries); partnership models with schools, health and civic orgs; inclusive participation by design; reporting that stakeholders will fund; transcending gimmickry to deliver genuine value; sector-specific challenges, from hospitality to education to beyond; practical template to design with simple accompanying metrics to capture short- and long-term change

## 7. Scale-Up & Expansion

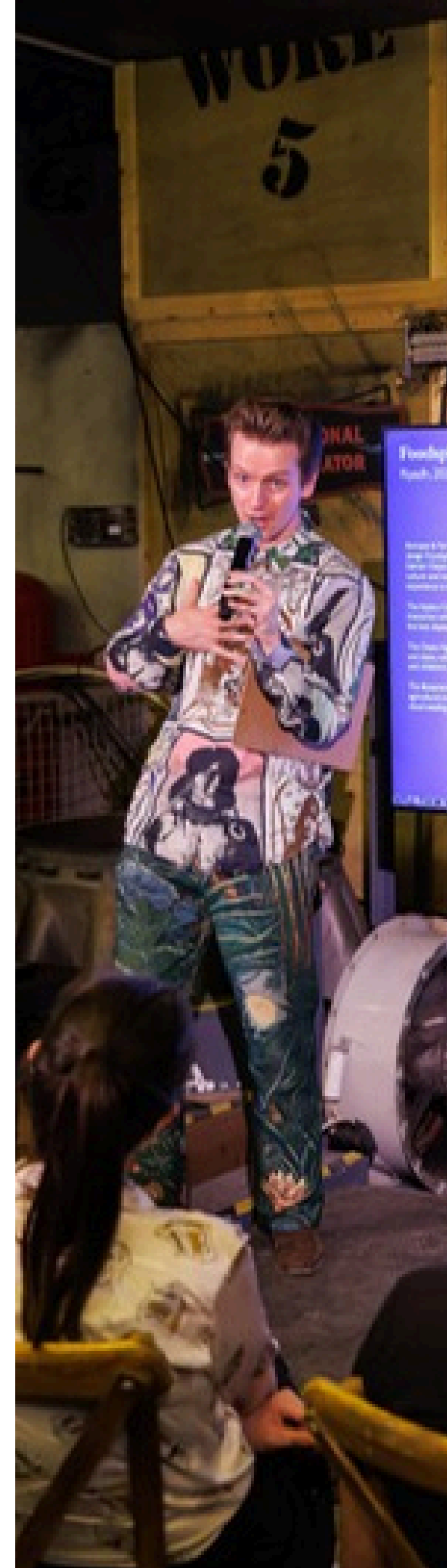
**Growth takes many forms – replication, touring, franchising, entering new markets. Scaling is, of course, a different job from invention.**

Members want to know how to grow without diluting creative integrity or overextending operations. Show them how to replicate the magic at new sites or markets without diluting quality (or burning out teams).

Simply put, studios want to scale without losing their soul. They're asking for replicable business models, operational standards, local-supplier strategies and financial planning tools that support growth – but without sacrificing quality.

**Typical challenges:** Touring costs and customs; local requirements - audience, community and economy; accessibility compliance; training and retaining staff at multiple sites; supplier/tech swap-outs; changing audience expectations over time

**Topics to consider:** Modular scenic and “tour-ready” kits; franchise and licensing models; localisation (language, culture, regulations); centralised vs local show control; SOPs and training academies



## 8. Sustainability

**Sustainability is now a design consideration, not a postscript.**

WXO members are focused on how experiences are made and run sustainably – think materials, energy, waste and travel – while keeping creative ambition high. Cut your footprint while improving audience experience and margins.

Apply the right materials, energy, logistics and end-of-life. Think about your tech footprint as well as physical. Move from principles to practice: carbon-lite sets, reusable systems, circular material planning, and transparent footprint reporting. Show (not tell) the audience how sustainability and creativity co-exist.

**Typical challenges:** Sourcing low-impact materials at scale; waste from builds and activations; energy-hungry AV; carbon from touring and freight; balancing cost vs sustainability; the eco cost of AI

**Topics to consider:** Circular fabrication and rental/reuse pools; low-carbon touring and local-supplier swaps; energy monitoring for AV and HVAC; sustainable adhesives/finishes; transparent footprint reporting

## 9. Creativity on a Budget

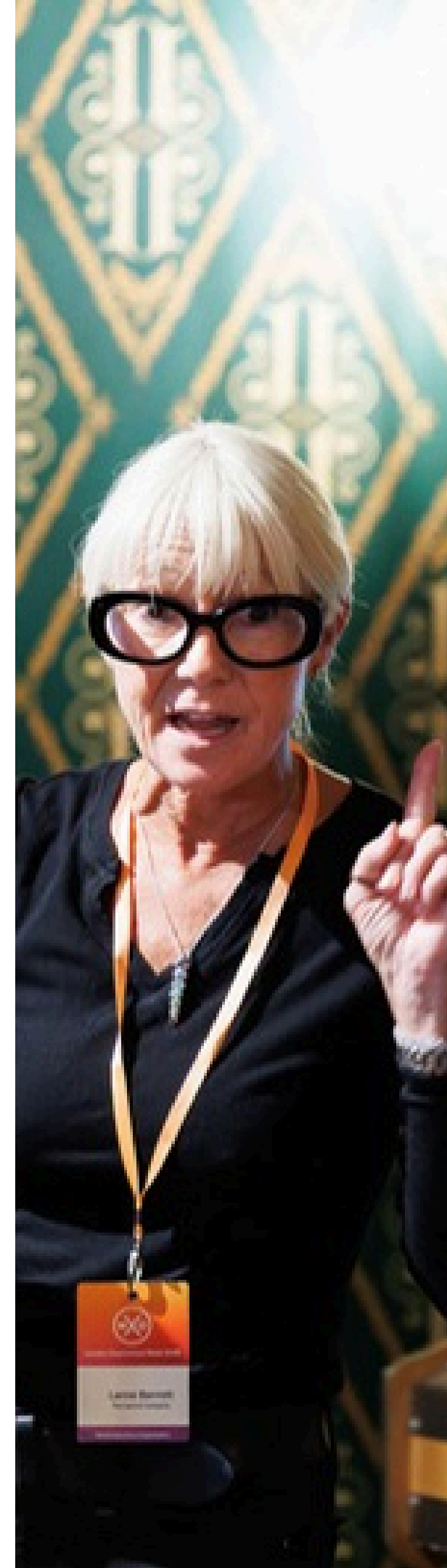
**Budgets are shrinking, spaces are awkward, timelines are tight...**

For most teams, constraint isn't a temporary setback – it's the norm. The best creators are learning to turn limits into leverage. Help our audience deliver high-impact work with tight time, space and money – premium outcomes, less-than-premium budgets.

Creators and producers want proven design and production strategies that achieve impact without overspend – think streamlined workflows, re-use systems, and smarter material choices.

**Typical challenges:** Shrinking budgets and short build windows; cost of skilled labour; client expectations and stakeholder management

**Topics to consider:** Value-engineering without killing the idea; modular scenography; open-source and no-code tools; operations-first design; prioritisation frameworks and “cut lists”; audience expectation; big brief, small budget





London  
Experience  
Week 2026

Session Formats

# 10. Get Clients & Business

**From portfolio to pipeline: win work, price it right, deliver it well, and get rehired.**

Beyond funding, many creators want steady pipelines, visibility and trusted routes to paid work. The challenge here is less about inspiration and more about conversion – how to package, pitch and sustain opportunity.

There's demand among members for commercial enablement, not just inspiration: ways to reach buyers, package offers, build case assets, and repeat success. LXW will connect members with clients, collaborators with brands – show them how to do it successfully.

**Typical challenges:** Finding buyers and navigating procurement; weak credentials that don't travel across sectors; pricing, scope creep and IP; references and case assets; winning the big pitch; how to keep and grow a client; Turing short-term deal into long-term relationship

**Topics to consider:** Productised services and packaged offers; finance 101; investor decks; proposal and SOW templates; when to use rev-share vs fixed; referral systems and partnerships; contracting essentials (IP, warranty, insurance)







London  
Experience  
Week 2026

FAQ

# Frequently Asked Questions

## **Q. When do these speaking sessions occur?**

A. All 'traditional' speaking sessions occur during the World Experience Summit 2026, Tue 21–Thu 23 April, held at the Ministry of Sound. If you are proposing a session at a venue or time outside the Summit but during London Experience Week (20-24 April), please note that in your application.

## **Q. I'd also like to propose something for the WXO Experience Safari 2026 – how?**

A. Great! For Safari concepts (site visits, tours, hosted experiences), please email [hello@worldxo.org](mailto:hello@worldxo.org) with the subject line 'Safari Enquiry for LXW26.'

## **Q. My session idea involves an activation – can we do it?**

A. We'd love to try! Put any time, tech or space requirements in the application form and we'll take it from there. Any questions, please email [hello@worldxo.org](mailto:hello@worldxo.org) with the subject line 'Activation Enquiry for LXW26.'

## **Q. How many proposals can I submit?**

A. There's no limit.

## **Q. Can a speaker appear in multiple sessions?**

A. Yes - whether they've submitted a successful proposal, been included in other proposals and/or invited by the WXO.

## **Q. Can I edit my proposal after submitting?**

A. Sorry, but we can't accept amends – we receive hundreds of entries and are working to a specific deadline. If you really need to change your entry, simply resubmit.

## **Q. Can I submit on behalf of a client?**

A. Yes. Just include all the details on the form – make it clear who is speaking and who our primary contact would be.

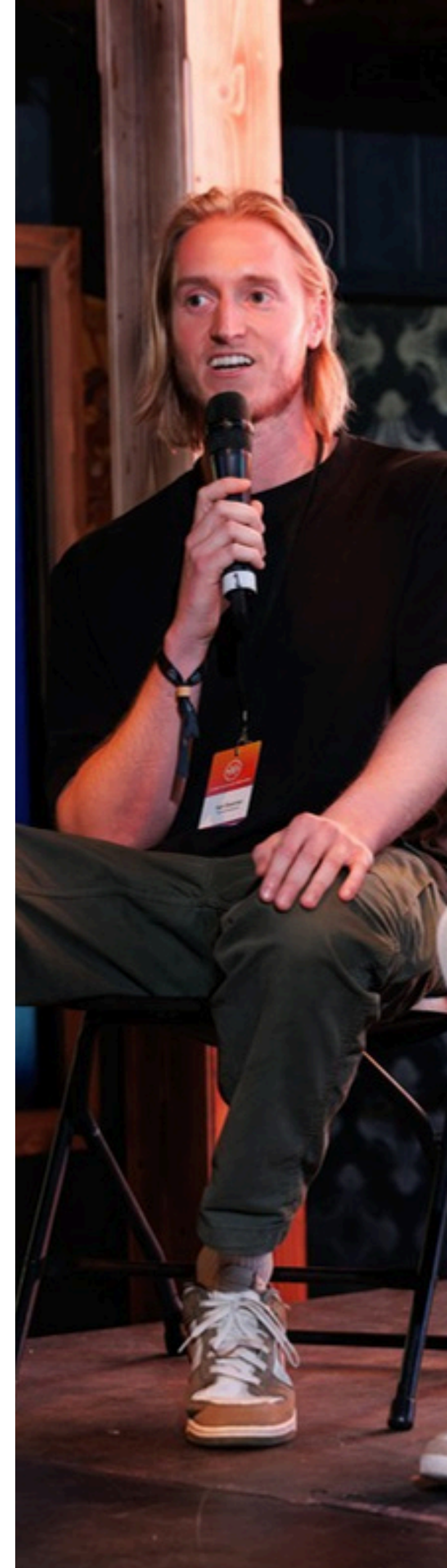
## **Q. Do speakers need to meet specific criteria?**

A. WXO curates London Experience Week content for diversity of expertise and background. We may request speaker substitutions to proposals for panels and other multi-speaker sessions to improve balance.

## **Q. Do accepted speakers receive complimentary registration?**

A. Accepted speakers get a complimentary Day Pass for the day they are speaking with the option to upgrade to a full Event Pass for 50% off. If you are flying in from abroad, you get a full Event Pass.

If you bought a ticket and are later invited to speak / perform, your original ticket stands – the speaking opportunity as added value, not a replacement. Speaking at LXW gives you added visibility, access, and authority.





London  
Experience  
Week 2026

FAQ

# Frequently Asked Questions (cont.)

## **Q. What's your age policy for speakers?**

A. Applicants must be 16+. Under-18s may need an accompanying adult depending on venue licensing.

## **Q. How are proposals judged?**

A. Proposals are whittled down to a shortlist by James Wallman (CEO/Founder) and Mike Goldsmith (Head of Content) with input from the World Experience Council. A shortlist is then shared for public vote. Final decision is based on total votes cast with a final review by James Wallman.

## **Q. I've entered my session proposal – what happens next?**

A. See the timeline at the front of this guide..

## **Q. Who can vote in the Community Voting?**

A. Everyone! Community Voting is open to all. Share your proposal on your social networks, send people to the voting page and that's it. Voters will need to register to prevent vote stuffing but that's it.

## **Q. My proposal was shortlisted – what happens next?**

A. Congratulations! The next step is shortlisted sessions are made available for public voting. We'll distribute digital assets for you to share on your social media accounts – it's now time for you to drum up support from your networks and get people voting!

## **Q. My proposal was successful – what happens next?**

A. Well done! We'll be in touch to discuss the content, programme timings, tech requirements, accessibility needs etc plus review the line up of any group session against our speaker criteria. We'll also work with you on your session's title and description.

## **Q. My proposal was rejected – can you tell me why?**

A. We get hundreds of proposals and thousand of votes so can't reply individually. The reason would be:

- Replicating other content sessions already booked
- We have enough sessions against the theme you've chosen
- It's a topic we've previously covered on the WXO that is either 'talked out' or hasn't engaged an audience
- Not meeting the proposal requirements
- The session has run at another event. We do accept 'repeat' sessions but they must be significantly updated for LXW26
- Note: If we see a session that is promising but needs work, we'll contact you and help you rework and/or resubmit.
- Note: We understand you'll be disappointed – but wait! Part of the World Experience Summit is the Unconference. This is a purposely unprogrammed DIY period of Days Two and Three where attendees can suggest and – if selected by their fellow attendees – run their own sessions. These sessions are on the same stages as the main content programme and are some of the most popular.





# Your final checklist

- ☐ I **selected a content track** that best reflects my session.
- ☐ I **selected a suitable format**, meeting the entry criteria.
- ☐ My proposal is clear. It **opens with the challenge or problem** and describes how the session will address them head on.
- ☐ I've included **three-five practical takeaways**.
- ☐ I've **named and checked any data, artefacts and frameworks** I plan to use.
- ☐ I've considered and listed any **technical requirements** or request for an activation/demo.
- ☐ **All my speakers are available** on Tue 21–Thu 23 April 2026.
- ☐ If I'm shortlisted, I'm ready to **publish my public-facing description** on social media and share with my audience when Community Voting opens on Mon 19 Jan 2026.

That's it... Good luck!

