

A photograph of St Paul's Cathedral in London, viewed from a high vantage point. The cathedral's large dome and classical architecture are prominent on the left. In the background, modern skyscrapers of the London skyline are visible under a cloudy sky. In the foreground, a blurred crowd of people is walking on a glass-enclosed walkway, suggesting a high-rise observation deck.

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5 December 2019

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Welcome to blooloopLIVE UK 2019.

Blooloop has been leading the way networking the global visitor attractions sector online for over a decade.

We have put together for you today what we hope will be an interesting and memorable programme, featuring leaders from the visitor attractions industry and beyond. They will be sharing experiences and strategies from across the sector to inspire, educate and entertain.

A huge thank you to our platinum sponsor Teq4, our gold sponsor DOF Robotics and our silver sponsors TOR Systems, Gateway Ticketing UK, accesso, Scruffy Dog Global Creative Services and Electrosonic.

We would also like to thank Bompas and Parr, The Department for International Trade, Strategic Horizons and Boo Productions for their support, Katapult for providing their video expertise, Picsolve for providing their excellent photography services and PwC for hosting us again this year.

We have a great networking app for you to use. If you haven't already done so, please download the Whova app and use b00i00pLIVE19 to access the event.

Thank you very much for attending and supporting this event. We hope you enjoy it!

Charles Read
Managing Director
blooloop.com

Agenda

8:45 Registration

9:45 Experience Economy 2.0

Charles Read - MD, Bloolooop

B. Joseph Pine II - Co-founder, Strategic Horizons and co-author of *The Experience Economy - Competing for Time, Attention, and Money in Today's Experience Economy*

PY Gerbeau - Chief Executive, London Resort - *The London Resort - Mission Possible*

10:50 Coffee

11:30 UK Innovators

Euan Cameron - UK AI leader, PwC – *Artificial Intelligence 101 and future impacts*

Sharon Ament - Director, Museum of London - *A New Museum for London*

Dr Sharon Redrobe OBE - CEO, Twycross Zoo - East Midland Zoological Society Limited - *The Future of a Modern Zoo*

Sam Bompas & Harry Parr - Founders, Bompas & Parr - *Cave of Wonders: Your Radical Palate, Culture and Commerce*

12:40 Lunch



13:55 Brands

Paul Carty - Managing Director, Diageo Irish Brand Homes - *GUINNESS* - *How to create a world class brand experience*

Fiona Eastwood - MD - Midway Attractions, Merlin Entertainments - *Great Leisure Brands* - *much more than just a logo*

Greg Lombardo - Head of Experiences, Netflix - *Brands, Netflix and LBE*

Xavier López Ancona - Founder & President, KidZania - *The KidZania Story*

15:05 Coffee

15:45 Creatives

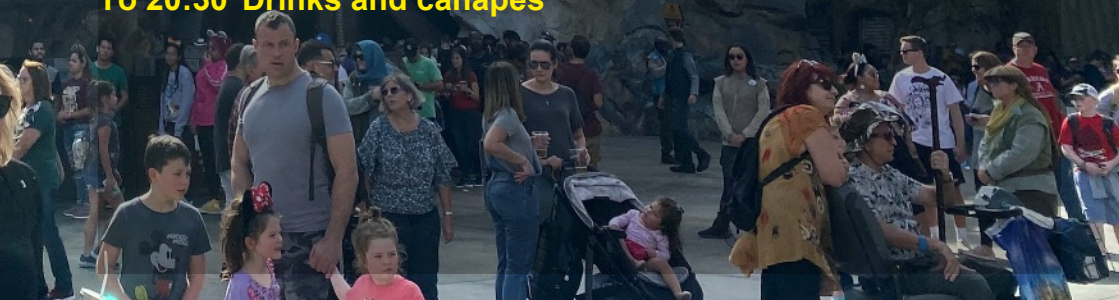
Vince Kadlubek - Co-Founder Meow Wolf - *The Meow Wolf Story and Philosophy*

Sarah Gibbon - Vice President-Executive Producer for Universal Creative in Orlando - *Preparing to create Epic Experiences*

Joe Rohde - Portfolio Creative Executive, Walt Disney Imagineering - *A Brief History According to Joe*

17:05 Wrap up

To 20:30 Drinks and canapes



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B. Joseph Pine II

Co-founder, Strategic Horizons and
co-author of *The Experience
Economy*

Joe is an internationally acclaimed author, speaker, and management advisor to Fortune 500 companies and entrepreneurial start-ups alike. He is cofounder of Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings.

In 1999 Joe and his partner James H. Gilmore wrote the best-selling book *The Experience Economy: Work Is Theatre & Every Business a Stage*, which demonstrates how goods and services are no longer enough; what companies must offer today are experiences - memorable events that engage each customer in an inherently personal way. An updated version has been re-released in Fall 2019.

Joe consults with numerous companies around the world, helping them embrace the ideas and frameworks he writes about, develop concepts for creating more economic value, and see those concepts become reality.

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PY Gerbeau

Chief Executive, London Resort

PY Gerbeau arrived as CEO of the London Resort in June 2019. The project has transformed, a 'bulletproof business plan', underpinned by a true partnership with Paramount Studios, being driven forward by the team with a new energy and determination.

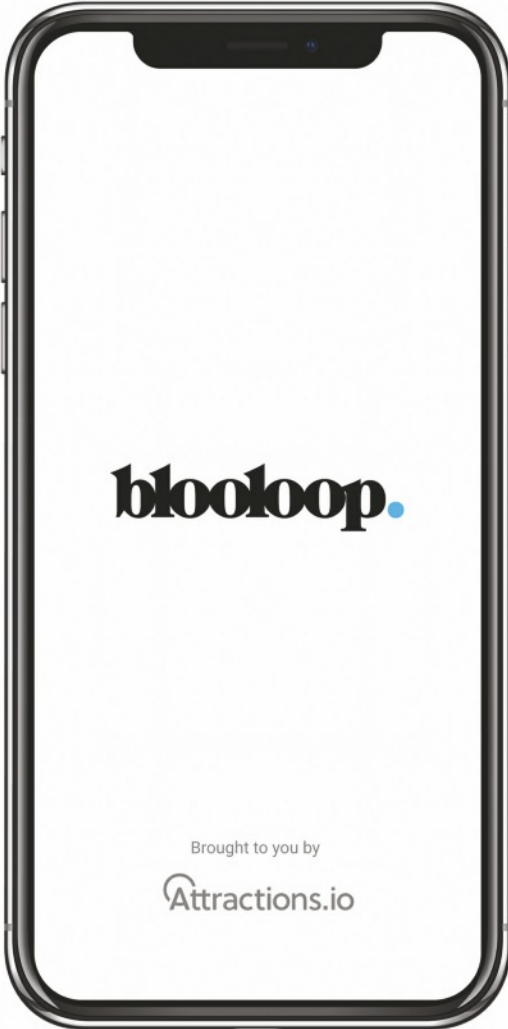
This planned global resort is a first for the UK and promises to bring a two gate theme park, hotels, water park, convention centre and, in short, create a world class tourist destination on the River Thames in North Kent just 17 minutes from London St Pancras.

The 'next generation' resort promises to be the most sustainable in the world - fueled either by onsite or offsite renewable energy provided by EDF. It will deliver innovative, immersive and authentic experiences combining IP from Paramount Studios, the BBC and ITV Studios.

With plans to open the first gate in 2024, the benefits to UK Plc are clear. The commitment to a multi-billion investment, the creation of nearly 10,000 direct jobs, and the delivery of a world class, sustainable global resort marks the London Resort out as ambitious, aspirational and truly inspirational.



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Euan Cameron

**UK Artificial Intelligence leader,
PwC**

Euan is the AI leader for PwC UK. He runs our data science centre of excellence, focusing on machine learning, deep learning, NLP, optimisation and simulation. His team is responsible for the development and deployment of AI capabilities across the firm, in both a client-facing and internal capacity.

Prior to this role, Euan held a leadership role in PwC's global Deals analytics team and also has 20 years experience in corporate strategy development, commercial due diligence and independent business reviews.

During his time in the deals business, he worked on over 100 strategy and M&A assignments specialising in the business services sector.

Euan holds an MEng from Cambridge and MBA from Insead.





Sharon Ament

Director, Museum of London

Sharon Ament is Director of the Museum of London. Since joining the Museum in 2012, Sharon has been steering the next phase of the organisation's development to more fulsomely reflect the energy and dynamism of London itself. In 2015 she announced plans to build a new museum for London in West Smithfield, which is due to open in 2024. Public consultation on the design scheme of the new museum was launched in July 2019.

Sharon is a cultural ambassador for the Mayor of London and member of the Mayor's Cultural Leadership Board; on the London Area Council of Arts Council England, Chair of the London Screen Archives and Co-Chair of the Women Leaders in Museums Network. She is a Noyce Leadership Fellow, a member of the Conseil Scientifique of Universcience in Paris and on the International Advisory Board of the ArtScience Museum in Singapore.





Dr Sharon Redrobe OBE

**CEO, Twycross Zoo - East Midland
Zoological Society Limited**

Sharon has over 25 years' experience working in academia, the charity sector and business. She has had a life-long fascination with wildlife and a belief in the role modern zoos must play in conservation, whilst remaining relevant and supported by the public. In a rapidly changing world, Sharon believes in science-led solutions to saving wildlife whilst engaging the public are essential to the success of a 'One World' future.

Since her appointment as CEO of Twycross Zoo in 2013, Sharon invigorated this traditional business by positioning as a conservation charity that runs a zoo and launched an ambitious 20-year £55m development plan. The first five years have seen visitor numbers increase by 25% transforming Twycross Zoo from a loss-making charity into one investing over £10m in new science-based animal habitats.

Twycross Zoo's vision is to be an International Centre of Excellence for ape conservation and science with an ambition to attract over 1million visitors a year is well on the way with a further investment programme planned for 2019-2030 as TZ 2030 Vision.

Sharon's efforts have been recognised through various awards, including Business Woman of the Year 2015. Sharon was also appointed an Officer of the Order of the British Empire (OBE) in the Queen's New Year Honours List 2017 for her services to Skills, Science and the Economy.





Sam Bompas & Harry Parr

Founders, Bompas & Parr

Bompas & Parr is globally recognised as the leading expert in polysensory experience design. The studio works with commercial brands, artistic institutions, private clients and governments to deliver emotionally compelling experiences to a wide variety of audiences.

Sam Bompas and Harry Parr first came to prominence through their expertise in jelly-making, but the business rapidly grew into a fully-fledged creative studio offering food and drink design, brand consultancy and immersive experiences across a diverse number of industries.

The multi-disciplinary studio now consists of a team of creatives, designers, chefs, specialised technicians, producers and film-makers and also contracts externally with structural engineers, scientists, artists and psychologists - in fact, any other discipline that facilitates a particular response to a creative brief - to experiment, develop, produce, and install projects, artworks and exhibitions.

Genre-defining projects include Alcoholic Architecture, an inhabitable cloud of gin and tonic; the world's first Multi-Sensory Fireworks display for London New Year's Eve; and the Taste Experience for the Guinness Storehouse in Dublin. The studio is based in south London but in the past year has realised projects on practically every continent.

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Paul Carty

Managing Director, Diageo Irish Brand Homes

Paul Carty is Managing Director, Diageo Irish Brand Homes which include the Guinness Storehouse, Guinness Open Gate Brewery, Roe & Co Distillery & Smithwick's Experience Kilkenny. The Guinness Storehouse is Ireland's No. 1 visitor attraction, welcoming over 1.7 million visitors pa.

Paul began his career at the Storehouse in 1999 when he returned to Dublin to spearhead the opening of the Guinness Storehouse after 20 years as a GM for the Forte Hotel Group and Le Meridien Hotels in Dublin, London, Bahrain, Singapore and Saudi Arabia.

Paul is particularly proud of the positioning of the Guinness Storehouse as a world class brand experience whilst being fully aligned to tourism. Guinness Storehouse has a 50% market share of all leisure visitors to Dublin. Paul has lead on the continued investment in Guinness Storehouse over the years which includes the recent €17m investment in the expansion of the Gravity bar.

Paul has recently been appointed to the Board of Failte Ireland. Paul played a central role on the steering group behind the successful Titanic Visitor Centre in Belfast. In 2016 Paul was awarded the prestigious Irish Hotels Federation Presidents award for his contribution to Irish tourism





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Fiona Eastwood

MD - Midway Attractions, Merlin Entertainments

Fiona Eastwood was appointed Managing Director, Midway Attractions in 2019.

She was previously Managing Director, Resort Theme Parks, a role to which Fiona was appointed in 2018. Before this, Fiona was Global Marketing Director for Midway Attractions since 2015, responsible for driving all aspects of brand strategy and marketing as well as having commercial oversight across a global portfolio of Midway brands, including Madame Tussauds, SEA LIFE and Legoland Discovery Centres.

Prior to joining Merlin, Fiona was with BBC Worldwide where she was responsible for global strategic planning, brand management, market research, and delivery of ancillary revenues and branded partnerships.



PICSOLVE INTRODUCES THE EPIC SELFIE

INNOVATIVE CAPTURE TECHNOLOGY THAT CREATES THE PERFECT, SHAREABLE MOMENT.

Debuted at this years IAAPA Expo Asia in Shanghai, Picsolve's new Epic Selfie takes visitors from the world's best visitor destinations and superimposes them into a video, that starts with

a 'selfie' and zooms out to reveal a panoramic backdrop. As the visitors are superimposed into pre-made content, the Epic Selfie allows anything beyond the real world to be captured,

whether that is being stood above the city skyline in an observation wheel capsule or diving into an underwater adventure.



THE EPIC SELFIE starts with a 'selfie' of the visitors and zooms out to reveal a panoramic backdrop.

OUR EPIC SELFIE OFFERS A RANGE OF GREAT BENEFITS FOR OUR PARTNERS.

- Ideal for brand activation and sharing on social media.
- The Epic Selfie is something visitors cannot capture themselves.
- The content of the Epic Selfie can be created using any IP.
- It can be executed against Picsolve's Green Screen or Experience Wall for a greater range of shareable moments.

The Epic Selfie has been developed by Picsolve Lab, our centre of capture innovation. They are the visionaries that create inspiring new and inspiring ways to capture moments of fun at the world's best visitor destinations.

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Greg Lombardo

Head of Experiences, Netflix

Greg currently serves as Head of Experiences at NETFLIX. Netflix is the world's leading streaming content network with over 158 million members in 190 countries enjoying original shows like The Crown.

Prior, Greg was CEO, OffShore Surf. Combining an authentic surfing experience with food, beverage and retail, OffShore Surf provides a wave type for every level of surfer.

Previously Greg was SVP/ Head of the Global LBE group at 20th Century Fox. He spearheaded projects including, the first 20th Century Fox World Theme Park - under construction in Malaysia, The Simpsons "SpringField Lands at Universal Studios, Avatar: Discover Pandora global exhibition, Ice Age: Live and Aliens: Descent VR attraction.

Before joining Fox, Greg led the development of branded entertainment projects at BRC Imagination Arts for clients including Bacardi, GE, Pepsi, Abbey Road Studios, Guinness, Swarovski and GM,

Greg is the writer, producer and director of award-winning independent feature films, including Macbeth in Manhattan and Knots. He has managed large advertising campaigns and produced over 40 commercial spots. His work earned him a Summit Award for Innovation and a Mobius Award.

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, set against a black rectangular background.



Xavier Lopez Ancona

Founder & President, KidZania

Xavier Lopez Ancona is the founder and current president of KidZania, company that developed a successful family edutainment concept, which joins learning with entertainment through role-play. Ever since its creation in Mexico City, back in 1999, KidZania was founded with a very strong sense of community, with the idea to build safe venues where kids could get close to values and qualities such as creativity, independence, responsibility, and solidarity.

Currently, KidZania has 28 operating facilities and 10 more under development in countries like the United States, France, Japan, and South Africa.

Mr. Lopez Ancona previous professional experience includes the consulting company, Booz Allen & Hamilton, and GE Capital Mexico, where he was appointed Vice President of Equity for two years.

Xavier studied a Management Bachelor's Degree at Anahuac University. Afterwards, he started his Master's studies at IPADE and obtained an MBA from the J. L. Kellogg Graduate School of Management of the Northwestern University in Chicago, Illinois.

Xavier participates as a member of the board of the School of Management of the Anahuac University in Mexico, the Make-A-Wish Foundation, and the Ronald McDonald House Charities.





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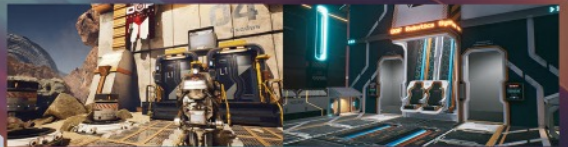
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Sarah Gibbon

Vice President-Executive Producer for Universal Creative in Orlando

Sarah is Vice President-Executive Producer for Universal Creative in Orlando. Sarah joined Universal in 2018 and is responsible for leading the creative development and show quality teams in the design, development and delivery of Universal's immersive guest experiences. In her role she designs and inspires fast growing teams, fosters an engaging work environment, develops strong relationships with business partners, and manages and delivers world class creative concepts.

Prior to joining Universal Creative, Sarah began her career working for the Aldeburgh Festival of Music and the Arts. Her attraction and theme park career began at LEGOLAND, where she was Director of Global Entertainment developing parks in Denmark, California and Germany. Her experience as the CEO/Creative Director of SGA, enabled her to 'bring to life' brands such as Aardman Animations, the BBC, the City of London, LEGO, Haribo and Sanrio in attraction experiences across Europe and the USA. Her role as VP, Design and Production at DXB Entertainments provided further experience with the opening of the four theme parks, resort hotel and RD&E that make up Dubai Parks and Resorts.

Sarah has a BA with honors in Music, Drama, Film and Television from the University of Leeds and has won awards for her work with the Society for the Promotion of New Music, the London Science Museum, and the 2012 London Olympics.





Vince Kadlubek

Co-Founder, Meow Wolf

Vince is a Co-founder of Meow Wolf, an art collective that has transformed into an award winning Arts Production Company.

After leading Meow Wolf to win the inaugural startup competition from Creative Startups, Kadlubek, created the business plan for Meow Wolf's House of Eternal Return and led the team towards its completion in March of 2016. In January of 2017 Kadlubek formed Meow Wolf, Inc as a full fledged arts production company and creative studios. Kadlubek has been a force of vision for the company announcing new projects in Las Vegas, Denver, Washington DC, and Phoenix.

Vince is most interested in co-creating alternative realities and bringing unique, indescribable, transformative art experiences to the world through immersive storytelling.



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**Theme Park
Influencer
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Joseph M. Rohde

**Portfolio Creative Executive,
Walt Disney Imagineering**

Joe Rohde is a Creative Executive at Walt Disney Imagineering, the branch of the Disney Company that creates everything from cruise ships, to theme parks, to hotels and infrastructure systems, consumer products, and beyond.

Joe started his career in 1980 as a model designer on Epcot, and continued with projects at Disneyland in California, Walt Disney World, Paris Disneyland Resort, and Hawai'i.

Joe led the team that conceptualized, designed and built Disney's Animal Kingdom at Walt Disney World.

He is also responsible for the creative design and content of Aulani, A Disney Resort and Spa, in Hawaii and the Villages Nature Eco-Resort adjacent to Paris Disneyland.

Joe recently led the team that designed "Pandora: The World of Avatar" at Disney's Animal Kingdom, and the "Guardians of the Galaxy, Mission: Escape" attraction at Disney's California Adventure.

He is currently involved with the new cruise ship destination in the Bahamas at Lighthouse Point on Eleuthera.

The challenge of creating Disney's Animal Kingdom, a park with a strong wildlife conservation message, involved years of research and negotiation with constituents from the scientific community, the world of zoos, and representatives of communities involved in the stories created in the park. In the process of developing the park itself, Joe was instrumental in the development of the Disney Conservation Fund, which has allocated over seventy five million dollars to projects around the world.

Joe's work at Aulani involved extended cultural collaboration with representatives of the Hawaiian community to develop the content and artistic interpretation. The unique content and collaborative nature of these projects has led Joe to develop an intensive story exploration discipline which helps his diverse unfamiliar partners to discover the common stories that unite them and to create unexpected means of revealing these stories.

He speaks regularly on the art of cultivating creative innovation through narrative framing, and has spoken at NASA, the Association of Zoos and Aquariums, the TED conference, and been the keynote speaker at Siggraph in Boston and Yokohama, as well as many other venues.

Joe is a graduate of Occidental College in Los Angeles and lives in Altadena, California. He is also a Fellow of the renowned Explorer's Club, and has participated in expeditions in the Himalayas and Mongolia. His personal adventures have taken him to many of the most remote corners of the world. He wears a collection of earrings from these adventures in his left ear, which has become very large indeed.



