



attractions**TECH**
by **blooloop.**

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February 14th 2020



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attractionsTECH

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Welcome to attractionsTECH by blooloop at ISE 2020.

Blooloop has been leading the way networking the global visitor attractions sector online for over a decade. With over 150,000* unique visitors a month, Blooloop is the most read and trusted online resource for attractions professionals.

Technology in attractions has never been more exciting, opening up the possibilities for ever more immersive, personalised and shareable experiences.

We have put together for you today what we hope will be an interesting and memorable programme, featuring technology leaders from the visitor attractions industry.

A huge thank you to our event partners ISE, our speakers and our sponsor Barco.

Thank you very much for supporting this event.

We hope you enjoy it!

Charles Read
Managing Director
blooloop.com

**Google analytics Jan 2020*

Agenda

9:00

Registration

9:30

Welcome: **Charles Read** - MD, Blooloop

Bart Dohmen - CEO, Unlimited Snow

Key trends in attractions technology

Leander Werbrouck - Segment Manager,
Pro/Events at Barco

*Big-screen immersion: Inclusive immersive
experiences for large audiences*

Arnold van de Water - General Manager of the
Meet Vincent van Gogh Experience for the Van
Gogh Museum

*Meet Vincent: Cutting-edge cultural concepts and
impactful experiences*

10:50

Coffee

11:30

Renee Welsh - CEO, Embed

*Family entertainment & the attractions of the
future: Disruptive technologies transforming the
industry*

Dennis Gordt - Head of Development at Mack Rides
& CTO at VR Coaster

*The challenges and future of integrating AV and
multimedia with coasters*

Peter Cliff - Creative Director at HoloVis

Designing digital attractions- LIVE!

13:00

Lunch



Bart Dohmen

CEO, Unlimited Snow

Bart Dohmen is active in the high-end themed entertainment world and has worked on many projects in different executive roles. After a start in the technology side of the business, Bart joined BRC Imagination Arts as their Managing Director for Europe and the Middle East. In this role he improved his skills in business strategies, feasibility and design.

Bart is CEO of Unlimited Snow and is senior consultant for investors, governments and operators via his own consultancy business TDAC International. Bart is a frequent speaker at conferences and enjoys writing observations about the themed entertainment industry.





Leander Werbrouck

Segment Manager, Pro/Events at Barco

Leander has worked in the events, out-of-home advertising, digital signage and manufacturing industries, making him a tech-savvy entrepreneur with product management and strategic marketing experience. His Masters degree in Engineering is complemented by studies in projection management and business administration. His focus is on interfacing between technology and the markets it serves.

At the start of his career, Leander was engaged with the incubation of start-ups and new ventures, capturing market and technology transitions in a timely manner, understanding customer needs and addressing them with value-add solutions. He has been at the forefront of the digitization and transformation of the out-of-home industry, with the introduction of programmatic content management systems and data analytics for large retail and advertising networks.

In 2018, Leander joined Barco's Entertainment market team, taking the lead on the professional AV segments with a clear mission to enable venue owners and industry partners to easily operate and more efficiently create stunning immersive experiences and visitor attractions. Building great experiences is about what technology can enable and how it creates impact for your guest!





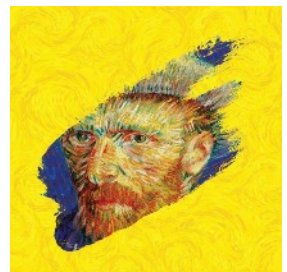
Arnold van de Water

General Manager of the Meet Vincent van Gogh Experience for the Van Gogh Museum

Arnold van de Water, General Manager of the Meet Vincent van Gogh Experience for the Van Gogh Museum, has over 15 years of experience in the arts and culture and touring exhibitions sectors.

Arnold combines his insights in venue development and impactful entertainment production to create cutting-edge cultural concepts for iconic museums and international brands. He believes in using technology to create more personalised and immersive storytelling.

In addition, Arnold is also a Managing Partner of FACTORR- a leading consulting firm working with parties in the retail real estate and experiential content markets on placemaking.





Renee Welsh

CEO, Embed

1 part executive, 1 part entrepreneur, Renee's passion lies in the grit and glory of business. Starting her own business at 27, she's a true innovator, a natural self-starter and born leader, who believes in the power of discipline and hard work. A CEO that other CEOs aspire to be, Renee's extraordinary vision and sharp business acumen has brought entire organisations together to transform industries.

After her stints with prominent start-ups across the world: lastminute.com, wotif, Monster, and Redballoon, Renee founded businesses, but she decided to focus on Booking Boss, which she built and sold to Helix Leisure in 2017.

Not surprisingly she's won many awards and recognitions, most notably being named one of the top 30 Australian Female Entrepreneurs, Entrepreneur of the Year at the Women in Tourism Awards, and named one of 10 Tech Innovators at Phocuswright in the U.S. and then a judge of the innovation awards in 2016. She's spoken at countless global tourism technology conferences.





Dennis Gordt

Head of Development at Mack Rides and Chief Technical Officer at VR Coaster

With 230 years in the business and a unique position as both an operator (Europa Park) and manufacturer, Mack Rides is one of the leading influencers of theme park rides in the world today.

Dennis joined Mack Rides in 2008, after graduating from university with a mechanical engineering degree. He took up his role with VR Coaster at the founding of the company in 2015.

Dennis' roles at both Mack Rides and VR Coaster help him bring together both companies' expertise in physical engineering and multimedia technology.

He has worked on more than 30 rides worldwide including Space Fantasy (Universal Studios Japan), Manta (Sea World San Diego), Arthur (EuropaPark), Helix (Liseberg), Dragons (Motiongate), Slinky Dog (Disney Hollywood Studios) and Time Traveller (Silver Dollar City).





Peter Cliff

Creative Director, Holovis

Peter Cliff is the Creative Director at Holovis. Prior to joining Holovis, he was Creative Lead at Alton Towers and has worked in theme parks since he was 16.

Peter plans to take the audience on a fast paced, fun and interactive adventure as together we will design a unique themed attraction experience live.

He will guide attendees through key decisions in the creative process; from themes and IP through to cultural considerations, storytelling metrics, operational requirements, budgetary elements, technology innovation and delivery.

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