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loop.  
V-Expo

04-06  
OCTOBER  
PROGRAMME



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loop.**

V-Expo

## Thanks to our sponsors

**GOLD**



DESIGNWERKS



*Storyland*  
STUDIOS

**CONVIOUS**  
Connecting venues to visitors

**SILVER**



FRANK **N**  
**DESIGN**  
*monstrous capabilities*®

**OCEANEERING**

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V-Expo

Thanks to our speakers

Speakers

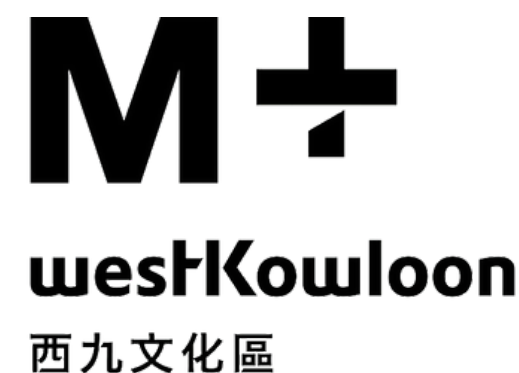
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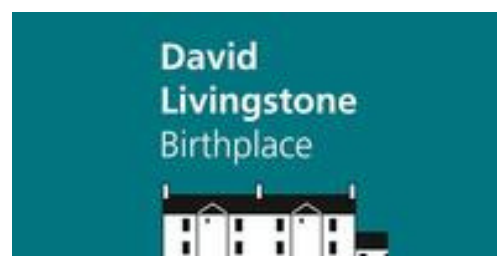
AREA15



Dolly Wood



Smithsonian  
National Museum of African Art





# AGENDA





# Monday 4th

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BST

10:00 PY Gerbeau : An update with the London Resort



11:00 Nick King: Transforming Saudi tourism with The Red Sea Project

12:00 Waleed Abdel-Fattah: The Grand Egyptian Museum



13:00 Suhanya Raffel: M+ : A world class landmark for Hong Kong

14:00 *Speed Networking*

15:00 Niagara Palace of Power Day and Night

16:00 Steve Tatham: Cheating death through creativity



17:00 Storyland Studios Design Challenge winner announcement



18:00 Brent Strong: Creating the Avengers Campus



18:45 The impact of Augmented Reality on theme parks and attractions





# Tuesday 5th

BST

9:00 Mohamed Abdalla Al Zaabi : Drivers of change at Miral



9:30 Doug Gurr: The Natural History Museum, London



10:15 Expo 2020: Connecting minds, creating the future

11:15 5 ways Pleasurewood Hills optimises guest experience & revenue

**convious**

12:00 Innovation Award Roundtables & Innovation Awards Walkaround

15:00 Speed Networking

16:00 Looking at the scale of opportunity in China for Merlin



16:45 Simworx: How Dark Rides have Evolved



17:00 Blooloop Innovation Awards winners revealed **AREA15**

18:00 Area15 and Meow Wolf talk immersive entertainment

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# Wednesday 6th

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BST

10:00 Scotland's new showstopping museums

10:45 Who's doing what, where and why: Attractions trends



11:45 The SPREE launch announcement



12:00 Net Zero 101: How to get started with sustainability

13:00 *Speed Networking*

14:00 Dollywood and more: Looking beyond the horizon

15:00 Creating the first theme park you can play | Storyland & Ubisoft



16:00 Inspiring dialog and fostering understanding

17:00 Shaking up social at museums

18:00 Speed Networking

18:30 Blooloop 50 Influencer Lists 2021 revealed

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# blooloop

## Innovation Awards



2021

presented with

# AREA15



**blooloop**  
**Innovation**  
**Awards**  **20**  
**21**

presented with

**AREA15**

**CELEBRATING  
THE MOST  
INNOVATIVE  
COMPANIES IN  
VISITOR  
ATTRACTIONS**



# Blooloop Innovation Roundtables

Tuesday 5th | 12-3pm BST

accesso  
ATTRAKTION! GmbH  
BoldMove Nation  
Christie  
Convius  
Cooperative Innovations  
Dapper Labs Ltd  
Express da Vinci Group  
HOLOGATE  
Louis Alfieri  
Moment Factory  
Showtime Pictures  
Valo Motion  
Vantage Technology  
Wētā Workshop  
WhiteWater  
Worldbuildr



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**ATTRACTION! GmbH**  
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**Cooperative Innovations**  
**Dapper Labs Ltd**  
**Express da Vinci Group**  
**HOLOGATE**  
**Louis Alfieri**  
**Moment Factory**  
**Showtime Pictures**  
**Valo Motion**  
**Vantage Technology**  
**Wētā Workshop**  
**WhiteWater**  
**Worldbuildr**

**Aardman**  
**Alterface**  
**Attractions.io**  
**Avolites**  
**BoldMove Nation**  
**California Academy of Sciences**  
**Christie**  
**Clear Comfort**  
**Cocolab International**  
**Dama Dreams**  
**Drone Interactive**  
**Farah Experiences**  
**Float4**  
**FrankNDesign**  
**Frontgrid**  
**GHESA Water & Art**  
**Grande Experiences**  
**Greener Guest**  
**Hello IO**  
**Historical Royal Palaces**  
**Immersive Arts**  
**Infinity Experiences**  
**Jakob Fagerstrom Design**

**Josef Wiegand GmbH & Co. KG**  
**Kraftwerk Living Technologies**  
**LCI Productions**  
**LEGOLAND & Zappar**  
**Meow Wolf**  
**Nomad Exhibitions**  
**Oasys**  
**Powered by Yonoton**  
**Omnico Group**  
**ProSlide Technology Inc.**  
**RocketRez**  
**SENSCAPE**  
**Simworx**  
**Smart Monkeys, Inc.**  
**SPREE Interactive**  
**Swamp Motel**  
**T3 Creative Agency**  
**TEQ4 Limited**  
**The Experience Ticket.com**  
**Thinkwell Group**  
**Vekoma Rides Manufacturing B.V.**  
**Antonio Zamperla Spa**





# WATCH LIVE ANNOUNCEMENTS

Theme Park  
Influencer List  
in association with  
**convious**



Museum  
Influencer List  
in association with  
**imagine**  
exhibitions

We will be announcing the results of both the Blooloop 50 Museum Influencers 2021 and the Blooloop 50 Theme Park Influencers on **Wednesday 6th October at 6:30pm BST.**

**blooloop**  
**Innovation**  
**Awards** 2021  
presented with

**AREA15**

We will be also announcing the results of our first Blooloop Innovation Awards, presented with AREA15. Winston Fisher will also be revealing the winner of the AREA15 Rise Award (\$20,000) and the runner up (\$10,000). All on **Tuesday 5th October at 5pm BST.**

*Storyland*  
DESIGN CHALLENGE

Blooloop is delighted to host the announcement of the winner of the \$20,000 Storyland Design Challenge on **Monday 4th October at 5pm BST.**



# BLOOLOOP V-EXPO IS SUPPORTING WWF'S CLIMATE CRISIS FUND



The blooloop V-Expo was conceived in 2019 as a sustainable alternative to in-person events. As part of our commitment to becoming greener, we will be donating £5 from every ticket sold to support WWF's Climate Crisis Fund.

"There are four core pillars to the Climate Crisis Fund that will help fight climate change – protecting the Amazon, conserving and building resilient polar regions, protecting and restoring natural habitats, and advocacy and calling for change."