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13-15 0CT0BER



V-Expô

THERE'S SO MUCH TO SEE - HOW NOT TO MISS OUT ...



We have an agenda packed with interesting interviews, presentations and discussions. Watch at the set times to be able to chat with attendees with similar interests.







Check out the most innovative companies in the business in our Exhibition Hall, with video chat, meetings, live demos, webinars and more ...

WATCH TOCETHER

WATCH LATER

All our sessions are on demand during the conference and the full day's sessions will be released each morning. So if you have a conflicting meeting just head over to the on demand area and watch around your schedule.

MEETINGS & LIVE CHAT

Don't miss out on live interactions. Live Q&As and discussions are marked on the Agenda. Head to the Networking Lounges and Exhibition Hall for live text, video chat and discussion. Meet our exhibitors on their booths.

EXHIBITION HALL

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ENTERTAINMENTS

HOSTED

BY

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LOBBY



German innovation in motion



WHITEWATER.

EST. 1980



EXHIBITION HALL





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THANKS TO OUR NETWORKING LOUNGE SPONSORS CHECK OUT OUR NETWORKING LOUNGES FOR DISCUSSIONS, TEXT AND VIDEO CHAT



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VISIT OUR EXHIBITORS THESE INDUSTRY INNOVATORS WILL HAVE PLENTY TO WOW YOU ON THEIR BOOTHS

accesso Alterface Blooloop **Bompas & Parr Five Four Training Immersive Arts KCC Entertainment LCI Productions Merlin Entertainments** ProSlide **Ripley Entertainment Inc** Scruffy Dog Simtec **Storyland Studios The Shipping Monster WhiteWater**

American Alliance of Museu **Atomic Smash** attractions.io Barco **BoldMove** Brogent **Comply: Amuseument Safet Creative Works Dynamic Attractions Eicher Lc** Factorr **Falcon's Creative Group** Hologate Holovis HUSS Intamin **JRA** Katapult **Kraftwerk Living Technologi** LAI Games Leisure Development Partne MAPIC

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	Microsoft
	Mobaro
	Omnico
	OpenEye Global
	Rainbow Productions
ty	Red Raion
	Sacoa
	Sally Dark Rides
	Sarner
	Severn Lamb
	Showtime Entertainment Production
	SimEx-Iwerks
	Simworx
	Teq4
	The Deluxe Group
	The Juice
	Triotech
ies	VE: Forum
	WAZA
ers	We Are Interact
	Zamperla

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JOIN THE #VEXPORUN FOR THE SEA LIFE TRUST



Taking part in the <u>#VExpoRun</u> is easy. Simply <u>sign up</u> to either a 5k or 10k. Complete your run between <u>9-12 October</u> and record with a distance tracking app.

Upload a screenshot of your app and a picture of you at your personal finish line to the Let's Do This #VExpoRun event page.

Share your run online using #VExpoRun.

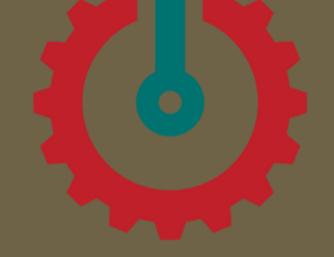
Fastest man, woman and 'runner with pet' to be announced at the blooloop V-Expo.

Not a runner? You can still donate to the SEA LIFE Trust through our <u>JustGiving page</u>.

bloo loop. V-Expon

JOIN US FOR AN EXCLUSIVE BLOOLOOP V-EXPO **EDITION OF TWO BIT CIRCUS: REMOTE**

TWO BIT CIRCUS



Two Bit Circus and Blooloop have partnered for a virtual gameshow as a finale for the V-Expo!

While Two Bit Circus has been in quarantine, they've built a platform full of fun customizable games where you can interact with your friends and have a good laugh from anywhere in the world.

Reunite with your friends and colleagues, and still be competitive from the comfort of your couch.

Register here.



TUESDAY 13 OCTOBER, 9AM - 10PM BST WEDNESDAY 14 OCTOBER, 9AM - 9PM BST THURSDAY 15 OCTOBER, 10AM - 10PM BST



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Keynote Auditorium

9:00 AM	Merlin Entertainments	UK Inno
10:00 AM	Zoo Discussion	Tower o
11:00 AM	Judge Dredd Uprising	NHM & (
12:00 PM	Analysts trends LIVE Q&A	Europa-
1:00 PM	_	-
2:00 PM	V&A East	attractio
3:00 PM	American Dream	Embed L
3:45 PM	Joe Pine LIVE Q&A	-
4:00 PM	-	CAVU LI
5:00 PM	WWII Museum	Imagine
6:00 PM	Auschwitz Museum	Christie
7:00 PM	Paisley Park	Bart Kre
8:00 PM	Royal Tyrrell Museum	Evermor
9:00 PM	-	Vantage

Innovation Auditorium

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Vantage LIVE Q&A





Showcase	—
Museum	- LIVE chat after Keynote discussion
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Keynote Auditorium

9:00 AM	Universal Beijing	Mus
0:00 AM	Puy du Fou	TOR
1:00 AM	Warner Bros. Studio Tours	Gate
2:00 PM	ALVA	Qidc
1:00 PM	Bompas & Parr LIVE Q&A	-
2:00 PM	Museum of London	We A
3:00 PM	SEVEN	Ope
4:00 PM	Philbrook Museum	Mille
5:00 PM	Merlin Midway China	Eddi
6:00 PM	Dan Hicks	Sally
7:00 PM	AAM	Ozor
8:00 PM		ARE

Innovation Auditorium

seums and Technology Systems LIVE Q&A eway Ticketing diya Are Interact LIVE Q&A enAire LIVE Q&A ennium Falcon lie Sotto y Dark Rides LIVE Q&A one Technology Live Q+A

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- Brands & IP Discussion LIVE Q&A
- FEC Discussion LIVE Q&A

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Keynote Auditorium

Innovation Auditorium

10:00 AM	Royal
1:00 AM	The Lo
12:00 PM	Disney
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4:00 PM	Chuck
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- Academy
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8:00 PM

9:00 PM

Two Bit Circus Quiz LIVE

- Mall of America Travelling Exhibitions Sharjah Museum
- accesso LIVE Q&A **Rise of the Resistance**
- Monterey Bay Aquarium
- Universal Creative



Hip Hop Hall of Fame Museum Retailtainment Discussion LIVE Q&A

Tech VR Discussion LIVE Q&A

Theme Park Blooloop 50 Reveal LIVE

TUESDAY 13 OCTOBER 9AM - 10PM BST



Tuesday 9:00 AM

FROM THE 'POWER OF TOGETHERNESS' TO 'THE RISE OF THE CONSCIOUS CONSUMER': A LOOK AT THE KEY TRENDS ESSENTIAL FOR FUTURE ATTRACTION DEVELOPMENT WITH EXCLUSIVE CASE STUDIES

Paul Moreton - Group Creative Director, Merlin Entertainments

Tuesday 10:00 AM

CONSERVATION FOR ANIMALS AND ZOOS

Elaine Bensted - CE, Zoos South Australia Jamie Christon - MD, Chester Zoo Martin Zordan - CEO, WAZA

Tuesday 11:00 AM

A MEAN STARE AND A GUN! JUDGE DREDD UPRISING: THE LIVE EXPERIENCE

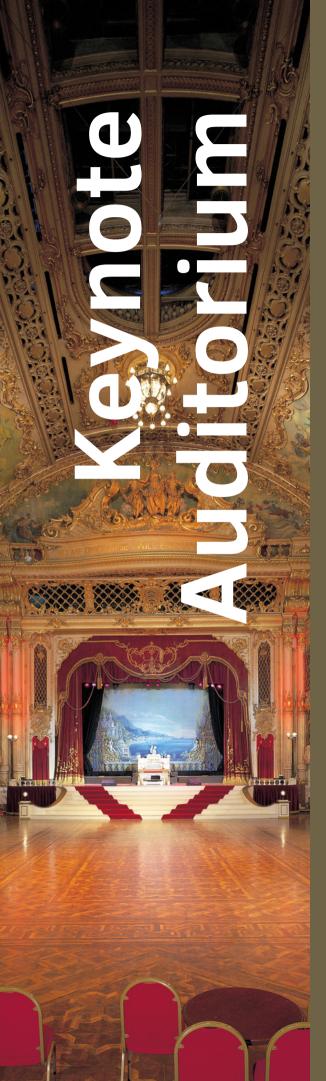
Tom Lionetti-Maguire - Founder & CEO, Little Lion Entertainment Jason Kingsley - Co-Founder, CEO & Owner, Rebellion

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Tuesday 12:00 PM

KEY TRENDS IN THE ATTRACTIONS INDUSTRY: COVID AND BEYOND LIVE Q&A

Christian Aaen - Principal/Partner, ECA Yael Coifman - Senior Partner, LDP Michael Collins - Senior Partner, LDP Philip Shepherd - Chairman, International Venue Management

Tuesday 2:00 PM

V&A EAST: A CRUCIBLE OF POSSIBILITIES

Gus Casely-Hayford - Director, V&A East Tim Reeve - Dep. Director & COO, Victoria and Albert Museum

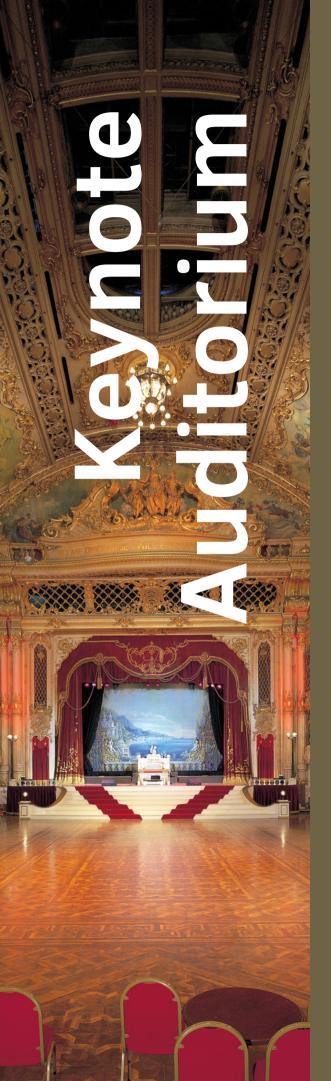
Tuesday 3:00 PM

REVOLUTIONISING RETAIL: BUILDING THE NEXT DISNEYLAND OUTSIDE OF MANHATTAN Mark Ghermezian - Co-CEO, American Dream





AMERICANWAVEMACHINES



Tuesday 3:45 PM

HOW CAN THE EXPERIENCE ECONOMY **RESPOND TO THE CORONACRISIS? LIVE Q&A**

Joe Pine - Co-Author of The Experience Economy In conversation with Eddie Kemsley, CEO, Dreamland

Tuesday 5:00 PM

MANAGING THROUGH CRISES: HURRICANES, OIL **SPILLS AND A PANDEMIC**

Stephen Watson - President & CEO, The National WWII Museum

Tuesday 6:00 PM

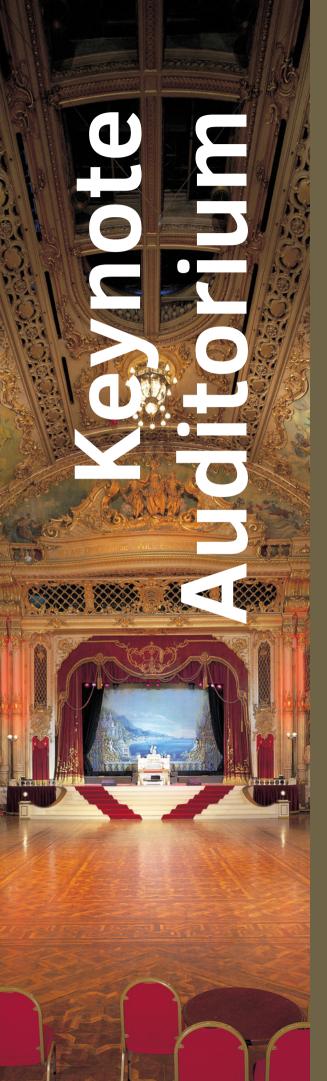
AUTHENTICITY AND REMEMBRANCE IN THE VIRTUAL SPACE

Dr. Piotr M. A. Cywiński - Director, Auschwitz-Birkenau State Museum

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Tuesday 7:00 PM

PRINCE'S PAISLEY PARK: EXPERIENCE THE LEGACY!

Alan Seiffert - Executive Director, Prince's Paisley Park Fri Forjindam - CDO, Mycotoo

Tuesday 8:00 PM

DINOSAUR STORIES FROM THE ALBERTA BADLANDS Lisa Making - Director, Royal Tyrrell Museum of Palaeontology







Tuesday 9:00 AM

UK INNOVATION SHOWCASE

A round up of UK innovators at the blooloop V-Expo

Tuesday 10:00 AM

JERUSALEM THE GOLDEN: BRIDGING COMMUNITIES WITH CUTTING-EDGE TECHNOLOGY

Eilat Leiber - Director, Tower of David Museum

Tuesday 11:00 AM

PIVOTING VISITOR EXPERIENCE STRATEGIES DURING COVID

Carolyn Royston - Chief Experience Officer The Cooper Hewitt Smithsonian Design Museum Clare Matterson - Exec. Director Engagement The Natural History Museum In conversation with Rachel Kuhn, Co-Founder Visitor Experience Forum & Senior Consultant at BOP Consulting

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Tuesday 12:00 PM

INNOVATION AT MACK SPEED AT EUROPA-PARK Michael Mack - CEO, Europa-Park

Tuesday 2:00 PM MOBILE APPS AND THE ART OF THE POSSIBLE - GUEST **EXPECTATIONS HAVE CHANGED LIVE Q&A** Mark Locker - Founder and CEO, attractions.io

Tuesday 3:00 PM

SERVING UP GOOD, CLEAN FAMILY-FRIENDLY FUN LIVE Q&A Renee Welsh - CEO, Embed

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Tuesday 4:00 PM

REDEFINING INTERACTIVITY - HOW TECHNOLOGIES CAN CREATE AN EMOTIONAL CONNECTION LIVE Q&A

Mark Stepanian - Chief Experience Officer, CAVU Designwerks Inc Terry Sanderson - Product Development, DreamCraft Attractions

Tuesday 5:00 PM

COVID-19, THE SAVIOUR OF THE LEISURE INDUSTRY LIVE Q&A

Carolien Nederlof - Co-Founder, Imagine Leisure Raymond Oude Groen - Co-Founder, Imagine Leisure

Tuesday 6:00 PM

RGB PURE LASER PROJECTION: A LEAP FORWARD IN **COLOR LIVE Q&A**

Larry Paul Executive Director - Technology and Custom Solutions Enterprise and Entertainment, Christie Digital

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Tuesday 7:00 PM

A MASTER PROJECTION DESIGNER ON CREATING TRANSFORMATIVE IMMERSIVE EXPERIENCES

Bart Kresa - Founder/ Master Projection Designer, Bart Kresa Studio In coversation with Martin Howe - CEO, Teq4 and Human 2.0

Tuesday 8:00 PM

READY PLAYER 2: NEXT GEN ENGAGEMENT AT EVERMORE AND BEYOND

Ken Bretschneider - Founder/CEO, Evermore and The Grid & Founder, The VOID

Tuesday 9:00 PM

THE MODERN VENUE'S HIDDEN SUPERPOWER LIVE Q&A

Philip Edgell, President Vantage, Franceen Gonzales, EVP of **Business Development at WhiteWater**

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Tuesday 5:00 PM | RETAILTAINMENT NETWORKING LOUNGE

LOUNGE SPONSOR: AMERICAN WAVE MACHINES

RETAILTAINMENT TRENDS LIVE Q&A

Nicole Srock.Stanley - CEO/Founder, dan pearlman Group Howard Samuels - President, Samuels & Co Claude Coudry - President, Oasis Surf In conversation with Eddie Kemsley - CEO, Dreamland

Tuesday 6:00 PM | WATER PARK NETWORKING LOUNGE

LOUNGE SPONSOR: AMERICAN WAVE MACHINES WATER PARK TRENDS LIVE Q&A

Franceen Gonzales - EVP of Business Development, WhiteWater Ray Smegal - Chief Commercial Officer, ProSlide Rob Kelly - Pro-surfer & Communications Officer, American Wave Machines

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WEDNESDAY 14 OCTOBER 9AM - 9PM BST



Wednesday 9:00 AM

BUILDING A THEME PARK DESTINATION IN BEIJING Tom Mehrmann - President & GM, Universal Beijing

Wednesday 10:00 AM

THE SHOW GOES ON: PUY DU FOU'S EXPANSION Nicolas de Villiers - President, Puy du Fou

Wednesday 11:00 AM

SPELLBINDING SUCCESS: THE MAGIC FORMULA FOR A **GLOBAL IP**

Sarah Roots - EVP, Warner Bros. Studio Tours & Retail

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Wednesday 12:00 PM

10 POSITIVES TO EMERGE FROM THE PANDEMIC Bernard Donoghue - CEO, ALVA

Wednesday 1:00 PM

TEN THOUSAND ARE THEIR TONGUES, BUT ALL THEIR JOYS ARE ONE. BOMPAS & PARR PRESENT FUTURE OF FOOD FOR ATTRACTIONS

Sam Bompas, Co-Founder Danny Cheetham, Development Chef Alix Hope, Creative Strategist

Wednesday 2:00 PM

FATBERGS AND CARCASS CORRIDORS: EXCLUSIVE **UPDATE ON THE £300M NEW WEST SMITHFIELD SITE**

Sharon Ament - Director, Museum of London Chris Bonner - Future of Smithfield Market Lead, City of London Corp

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BOMPAS & PARR



Wednesday 3:00 PM

EXCLUSIVE UPDATE: CREATING ENDURING ENTERTAINMENT DESTINATIONS IN SAUDI ARABIA

Damien Latham - Head of Attractions, SEVEN in conversation with Philip Shepherd - Chairman, International Venue Management

Wednesday 4:00 PM

PUSHING THE BOUNDARIES IN MUSEUM LEADERSHIP Scott Stulen - Director/President, Philbrook Museum

Wednesday 5:00 PM

AHEAD OF THE CURVE: LESSONS IN RECOVERY, TRENDS AND OPPORTUNITIES FROM CHINA

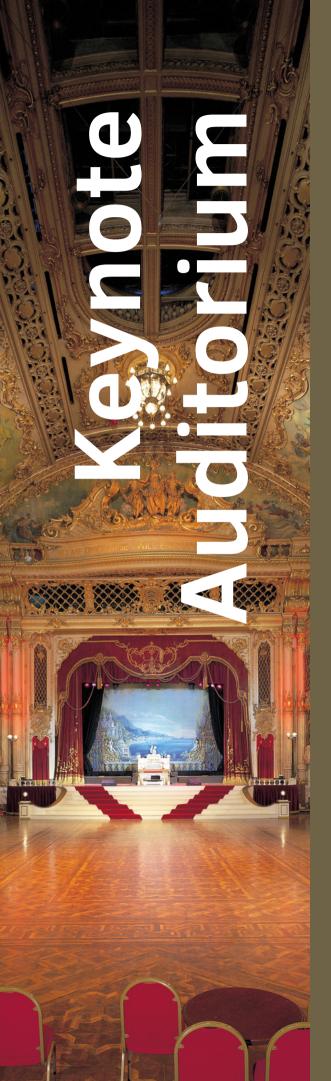
Qi Zhang - Regional GM, Midway China, Merlin Entertainments in conversation with Wonwhee Kim, Co-Founder/Director, The Park Database

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Wednesday 6:00 PM

DETOXIFYING MUSEUMS - THE ROLE OF A WORLD CULTURE MUSEUM IN THE 21ST CENTURY

Dan Hicks - Professor of Contemporary Archaeology, University of Oxford

Wednesday 7:00 PM

SUPPORTING INNOVATION AND SHAPING TOMORROW'S **MUSEUMS**

Laura Lott - President & CEO, AAM

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Wednesday 9:00 AM

MUSEUMS AND TECHNOLOGY: THE FUTURE FOR EXPLORATION, INSPIRATION AND LEARNING

Jane Alexander - CDIO, Cleveland Museum of Art Martin Howe - CEO, Teq4 and Human 2.0

Wednesday 10:00 AM

MANAGING VISITOR FLOW AND MAXIMISING REVENUE **POST-COVID LIVE Q&A**

Daniel Jordan - Managing Director, TOR Systems

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Wednesday 11:00 AM

COFFEE AND COVID CONVERSATIONS: HIGHLIGHTS FROM AN AWARD-WINNING WEBINAR SERIES

Matthew Hoenstine, Principal- Destinations Gateway Ticketing Systems and Randy Josselyn, Prinipal- Wildlife & Conservation Gateway Ticketing Systems - a summary of their work.

Wednesday 12:00 PM THRILLS AND DISCOVERY IN AN EPIC NATURAL LANDSCAPE: QIDDIYA EXCLUSIVE UPDATE Don Potts - President, Parks & Attractions, Qiddiya

Wednesday 2:00 PM

6 TRENDS THAT WILL CHANGE ATTRACTION PHOTOGRAPHY FOREVER LIVE Q&A Dan Strang - CEO, We Are Interact SPONSORED BY





WE ARE INTERACT.

Wednesday 3:00 PM

A RETRACTABLE ROOF IS THE BEST INVESTMENT IN WATERPARKS! LIVE Q&A

Nancy Patterson - Design and Business Director, OpenAire Daryl Matzke - VP and Director of Aquatics, Ramaker & Associates

Wednesday 4:00 PM

THE TECH INSIDE THE MILLENNIUM FALCON - THE 'HUNK OF JUNK' AT DISNEY'S STAR WARS: GALAXY'S EDGE

Asa Kalama - Executive Creative Director, Walt Disney Imagineering In conversation with Martin Howe - CEO, Teq4 and Human 2.0

Wednesday 5:00 PM

EDDIE SOTTO IMAGINEERS A DIGITAL COVID SOLUTION Eddie Sotto - Director, Sotto Studios

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Wednesday 6:00 PM

THE POWER OF DARK RIDES LIVE Q&A

Lauren Wood Weaver - VP Marketing and Business Development from Sally with guests Amanda Thompson, Managing Director Blackpool Pleasure Beach, Andreas Andersen, Group Chief Executive Officer, Liseberg and Chris Lange, Creative Consultant

Wednesday 7:00 PM SILVER-SCREEN-QUALITY CHARACTER ANIMATION. ANY PLATFORM, ANY DEVICE, REAL-TIME LIVE Q&A

Rich Hurrey - President of Kitestring and Pixar veteran Clifford Champion - Chief Technology Officer, Storyland Studios

Wednesday 8:00 PM

A WONDEROUS MASH-UP OF EXPERIENCES: AREA15 IS **REINVENTING RETAILTAINMENT IN VEGAS AND BEYOND** Winston Fisher - CEO, AREA15

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OZONE FROM KITESTRING

BARTKRESA^{studio}

Wednesday 5:00 PM | MUSEUM NETWORKING LOUNGE

LOUNGE SPONSOR: MICROSOFT

BLOOLOOP 50 MUSEUM INFLUENCER LIST 2020 REVEAL FOLLOWED BY LIVE DISCUSSION

LIVE announcement of the Blooloop 50 Museum Influencer List 2020 followed by discussion and Q&A

Wednesday 6:00 PM | BRANDS & IP NETWORKING LOUNGE

LOUNGE SPONSOR: KATAPULT

BRANDS & IP TRENDS LIVE Q&A

Ngaio Harding-Hill - Head of Attractions & Live Experiences, Aardman Simon Foulkes - MD, Rainbow Productions Javier Martinez Garcia - Senior Advisor, Manchester City FC In conversation with Lisa Welch - LBE, Hasbro

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Wednesday 7:00 PM | FEC NETWORKING LOUNGE **LOUNGE SPONSOR: CREATIVE WORKS**

SILVER LININGS? FEC LEADER DISCUSSION LIVE Q&A

Brent Bushnell - CEO, Two Bit Circus Fernando Eiroa - CEO, Circustrix David McKillips - CEO, Chuck E. Cheese In conversation with Bob Cooney - MC at ShowUp Events

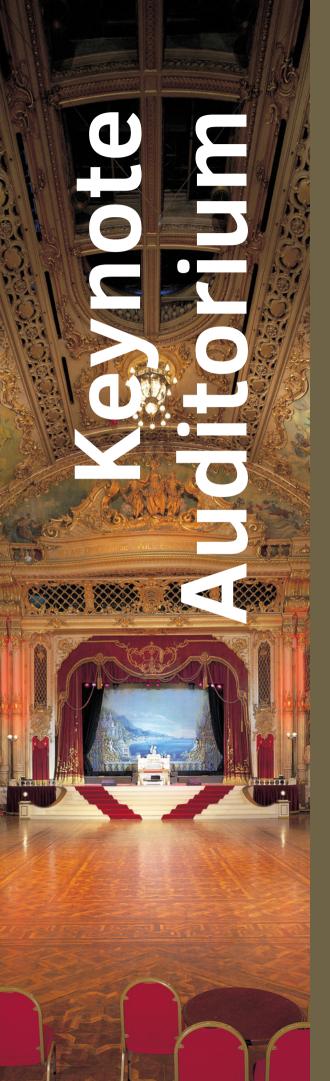
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THURSDAY 15 OCTOBER 10AM - 10PM BST





Thursday 10:00 AM

A CHALLENGING FIRST YEAR AT THE RA

Axel Rüger - Secretary and Chief Executive, Royal Academy

Thursday 11:00 AM

EXCLUSIVE UPDATE: THE LONDON RESORT - MORE THAN JUST A THEME PARK

PY Gerbeau - Chief Executive, The London Resort

Thursday 12:00 PM

DESIGNING DISNEY MAGIC

Tracy Eck - Art Director, Disneyland Paris

Thursday 2:00 PM EXCLUSIVE UPDATE ON BELFAST'S AMBITIOUS NEW AQUARIUM

Keith Thomas - MD, reefLIVE Ltd Tanya Griffiths - Director, Kay Elliott Architects

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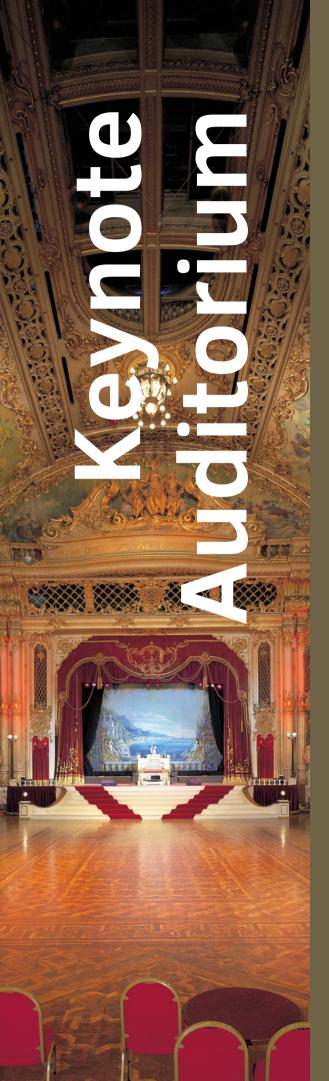
Atomic Smash.











Thursday 3:00 PM

CREATING CUTTING-EDGE IMMERSIVE IP EXPERIENCES Jenefer Brown - EVP & Head of Global LBE, Lionsgate

Thursday 4:00 PM

SETTING OUR MINDS AT CHEESE: COVID-SAFE STRATEGY AS HALLOWEEN LOOMS David McKillips - CEO, Chuck E. Cheese

Thursday 5:00 PM

INTERPRETING, REMEMBERING, UNDERSTANDING

Matthew Naylor - CEO & President, National World War I Museum

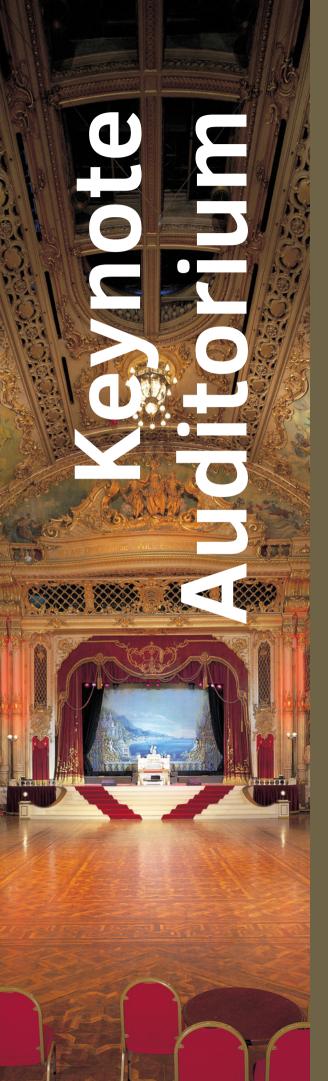
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Thursday 6:00 PM

9 WAYS TO ACHIEVE OPERATIONAL EXCELLENCE Shaun McKeogh - Founder & President, Attractions Academy

Thursday 7:00 PM

DIGITAL STORYTELLING AND INTERPRETIVE EXPERIENCES AT THE MET

Sofie Andersen - Head of Digital, Metropolitan Museum of Art

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Thursday 10:00 AM

CURATING RETAILTAINMENT MOMENTS AT MALL OF AMERICA

Chris Grap - Lead Storyteller and Experience Designer, Mall of America In conversation with Louis Alfieri - Principal/Chief Creative Officer at **Raven Sun Creative**

Thursday 11:00 AM

THE ACCELERATED EVOLUTION OF TRAVELLING EXHIBITIONS

Nathanja van Dijk - Director, Kunsthal Rotterdam Amanda Mayne - Head of International Touring Exhibitions, The British Museum Arnold van de Water - GM, Meet Vincent Van Gogh Experience at the Van Gogh Museum

Thursday 12:00 PM

THE POWER OF CULTURE: LOWERING THE BARRIERS TO ACCESS

Manal Ataya - Director General, Sharjah Museums Authority

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Thursday 2:00 PM

EMPATHIZING WITH GUESTS IN A COVID-19 WORLD: HOW TO ANTICIPATE THE NEEDS OF YOUR CUSTOMERS IN THE 'NEW NORMAL.' LIVE Q&A

Jeremy Gray - European and Middle East Sales Director, accesso George Hambleton - Senior Sales Director, accesso

Thursday 3:00 PM

UPDATE ON THE HIP HOP HALL OF FAME MUSEUM & HOTEL JT Thompson- Founder & Chairman, The Hip Hop Hall of Fame

Thursday 4:00 PM

HOW TO BUILD THE WORLD'S BEST THEME PARK RIDE

Paul Bailey - Principal Technical Director, Walt Disney Imagineering In conversation with Martin Howe - CEO, Teq4 and Human 2.0

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Thursday 6:00 PM

CONNECTING WITH YOUR AUDIENCE WHERE THEY HANG OUT: TWITCH, ANIMAL CROSSING AND CREATING AN AUTHENTICALLY AWESOME LIVE STREAM Emily Simpson - Social Media Specialist, Monterey Bay Aquarium

Thursday 8:00 PM

VOICE & VISION IN CREATIVE LEADERSHIP

Steve Tatham - VP, Executive Creative Director, Universal Creative

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Thursday 3:00 PM | RETAILTAINMENT NETWORKING LOUNGE

LOUNGE SPONSOR: AMERICAN WAVE MACHINE

REINVENTING RETAIL DESTINATIONS WITH LEISURE AND ENTERTAINMENT. WINNING STRATEGIES AND **BUSINESS MODELS.**

Francesco Puppillo - Director, LeisurUp Yael Coifman - Senior Partner/Owner, LDP Thomas Rose - Co-Founder, P-Three Gilles Devendille - Founder, REAL Consulting Ashley Blake - CEO, Otium Real Estate Limited

Thursday 5:00 PM | THEME PARK NETWORKING LOUNGE LOUNGE SPONSOR: THE SHIPPING MONSTER **BLOOLOOP 50 THEME PARK INFLUENCER LIST 2020 REVEAL FOLLOWED BY LIVE DISCUSSION**

LIVE announcement of the Blooloop 50 Theme Park Influencer List 2020 followed by discussion and Q&A

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Thursday 7:00 PM | TECHNOLOGY NETWORKING LOUNGE LOUNGE SPONSOR: BARCO

TRENDS IN LOCATION BASED VR LIVE Q&A

Sean Griffin - President, Nomadic Leif Arne Petersen - CEO & Founder, HOLOGATE Joanna Popper - Global Head of VR for LBE at HP In conversation with Bob Cooney - MC at ShowUp Events SPONSORED BY

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