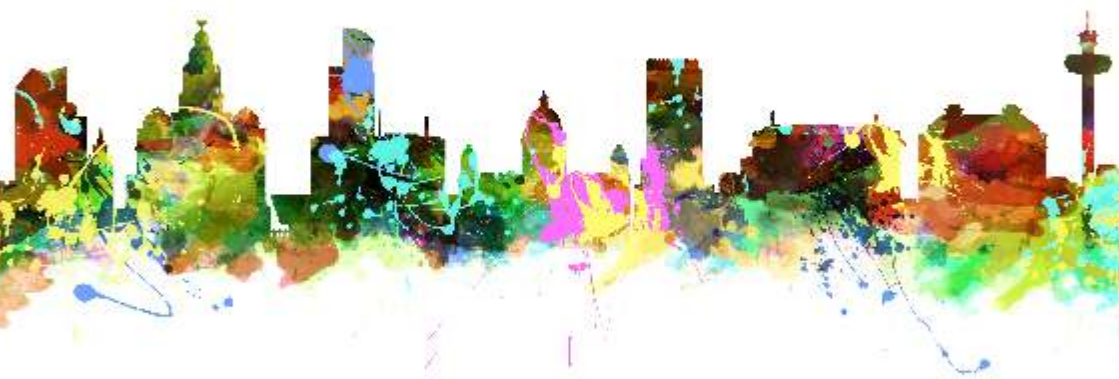


blooloopLIVERpool

29 JUNE 2016



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Welcome to blooloopLIVERpool,

Blooloop has been leading the way networking the global visitor attractions sector online for the last 10 years.

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

This year we are honoured to be part of the IFB and are delighted to be in Liverpool.

We would like to thank our sponsors and the UKTI for their support.

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

CHARLES READ
Managing Director
www.blooloop.com

YOU ARE THE ENGINE!

While sedentary lifestyle has become a megatrend amongst all ages, activity attraction is a fun way to move and be active, even without realising it!

Lappset Group has over 45 years' experience of creating outdoor solutions for children, grown-ups and the elderly.

- We design, build and create themed activity attractions for in- and outdoor usage
- Themed and functional props
- All age concepts as turnkey deliveries
- We work with respected and well known brands
- The activity attraction can be built on customer's own brand
- LappsetCREATIVE combines the knowledge of Lappset with entertainment design. In an activity attraction you become part of the activity.



CONTACT

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Tel. +358 207 750 100

creative@lappset.com

www.lappsetcreative.fi

[@lappsetcreative](https://twitter.com/lappsetcreative) * [@lappsetgroup](https://twitter.com/lappsetgroup)

**! PSST... MEET US AT THE EAS BARCELONA 20.-22.9.2016,
OUR BOOTH IS 1444**



Agenda

8:30am Registration

Richard Parry, UKTI - Welcome

9:35am Session 1: Keynotes - Sponsored by Electrosonic

Charles Read, MD Bloolooop - Future Trends

Philip Shepherd, Partner PwC - Market Overview

The Future of the Visitor Experience

Paul Moreton, Group Creative Director Merlin Entertainments

Strategy for Audience Development

Tracey McGeagh, Director of Marketing and Communications,
National Museums Liverpool

Europa-Park: Past, Present and Future

Michael Mack, CEO Europa-Park

11:15am Coffee Break

11:45am Session 2: Engagement - Sponsored by Gateway Ticketing UK

Why I Hated Museums (but Learned to Love them)

Nick Grey, Founder Museum Hack

The Escape Room Boom

Samrien Hussain and Ali Khan, founders of Tick Tock Unlock

How to Thrill: The Science Behind the Screams

Prof Brendan Walker, founder Aerial

1:00pm Lunch

2:00pm Session 3: Communication - Sponsored by Scruffy Dog Ltd

Curation Curiosities

Subhadra Das, Curator UCL Teaching & Research Collections -

Conservation Communication

Sharon Redrobe, CEO Twycross Zoo

Science for Pre-schoolers with the Octonauts

Ron Allen, SVP Commerical Silvergate Media

Blooming, Buzzing Confusion

Robin Ince, Comedian and Co-presenter of Radio 4's The Infinite
Monkey Cage

3:45pm Coffee Break

4:15pm Session 4: Northern Powerhouse - Sponsored by Continuum Attractions

Chaired by Juliana Delaney, CEO Continuum Attractions, with Jamie
Christon, MD Chester Zoo, Nick Thompson, Deputy Managing Director
Blackpool Pleasure Beach, Heritage GB, Claire McColgan MBE,
Director of Culture, Liverpool City Council and Tracey McGeagh,
Director of Marketing and Communications, National Museums
Liverpool

5:00pm Wrap Up: Charles Read & Johan Granholm, Lappset Creative

6:30pm Tour of Mattel Play! Liverpool

7:00pm Party at Studio 2 Parr Street - Sponsored by Lappset Creative



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— OUR —
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SOLUTIONS**

Exhibitionism - The Rolling Stones Touring Exhibition

Electrosonic's dedicated Entertainment team specialise in interpreting your requirements and turning audio-visual and media needs into integrated systems that engage, excite and operate reliably in every environment.

- Technical Design Consulting
- Audio-Visual Systems Integration
- On-site Support
- Service & Maintenance Solutions
- Full Project Management
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ELECTROSONIC

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Session 1: Keynotes

We start the day with a look at key trends and an overview of the market overview.

This will be followed by keynotes from leading figures who will share their experience and visions for the future.

Future Trends

Charles Read, MD Bloolooop

Market Overview

Philip Shepherd, Partner PwC

The Future of the Visitor Experience

Paul Moreton, Group Creative Director Merlin Entertainments

Strategy for Audience Development

Tracey McGeagh, Director of Marketing and Communications,
National Museums Liverpool

Europa-Park: Past, Present and Future

Michael Mack, CEO Europa-Park

Offer your visitors more than just a ticket.



Offer them a relationship.

Learn more about your visitors and help them make the most of what you offer, with real-time information at your fingertips. Schedule targeted events and exhibitions, create member-only events, get clear fundraising guidance - all safe in the knowledge of what your visitors really want.

Gateway Insight is an integrated Ticketing and Customer Relationship Management platform for Visitor Attractions from Gateway Ticketing Systems and Microsoft Dynamics.

Joined up thinking.

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Session 2: Engagement



In Session 2, we look at new ways to engage visitors in a variety of attractions. It would be easy to think that the future is all about VR and AR but some of the most successful new trends draw on psychology rather than technology. From subversive, personalised museum tours in New York, to the science of theme park thrills and the keys to unlocking the Escape Room phenomenon, this is a session that is guaranteed to grab your attention.

Why I Hated Museums (but Learned to Love them)
Nick Grey, Founder Museum Hack

The Escape Room Boom
Samrien Hussain and Ali Khan, founders of Tick Tock Unlock

How to Thrill: The Science Behind the Screams
Prof Brendan Walker, founder of Aerial



CREATIVE DESIGN, BUILD & INSTALLATION FOR THEMED EXPERIENCES

Theme Parks, Resorts & Attractions | Museums & Exhibits | Zoos & Aquariums
Hotels, Restaurants & Retail | Water Parks, Family Entertainments & Educational

We specialise within the themed experience design and build industry, so if it can be imagined, then we have the skills and facilities to design, create and deliver it. We believe that imagination & quality craftsmanship are key.

With one of the largest dedicated themed experience studios and best-equipped facilities in Europe with a large, multi-disciplined team that offers a wealth of experience in the international market, we strive to deliver a solid return on investment to our stakeholders & truly memorable experiences to their guests.

Services

- Dedicated design management
- Scheduling & cost analysis
- Masterplanning
- Research & brainstorming
- Guest / user experience analysis
- Concept development & design
- Storyboarding & storytelling
- Schematic design
- 3D modelling & plan elevations
- Graphic & mural design
- Character development
- Scale model creation
- IP Integration
- Attraction selection
- Theming tender package



DESIGN

CREATE



Facilities & Skills

- Dedicated project management
- 3 axis CNC & laser cutting
- 7 axis CNC robotic sculpting
- Dual-component spray systems
- GRP / FRP spraying
- Rota casting
- Spray bake & spray booths
- Joinery workshop
- Metal workshop
- Sculpting studio
- Mould making studio
- Coatings, resins & GRP
- Scenic painting
- Wide format digital printing
- On-site installation



DELIVER

Session 3: Communication

Session 3 is all about how to communicate often complex ideas and engage your audience with your message. Our speakers are from a variety of backgrounds and we hope session will entertain as well as inform. If there is humour in disease, gravitational waves and particle physics, then this is where you'll find it.

Curation Curiosities

Subhadra Das, Curator UCL Teaching & Research Collections

Conservation Communication

Sharon Redrobe, CEO Twycross Zoo

Science for Pre-schoolers with the Octonauts

Ron Allen, SVP Commercial Silvergate Media

Blooming, Buzzing Confusion

Robin Ince, Comedian and Co-presenter of Radio 4's The Infinite Monkey Cage

creating stories that live

The word 'creating' has a sunflower with green leaves and a yellow head positioned over the 'i'. The word 'stories' has a round, vintage-style compass with a needle and cardinal directions positioned over the 'o'. The word 'that' has a glass lantern with a metal frame and handle positioned over the 'a'. The word 'live' is plain white text.

The leading name for cultural visitor experiences in the UK, Continuum operates and manages numerous global attractions; from the Emirates Spinnaker Tower to The Royal Mint Experience. Specialising in themed entertainment brands and Intellectual Property, we are seeking to double our global portfolio in the next five years.

To experience our expertise for yourself,
visit: www.continuumattractions.com



Session 4: Northern Powerhouse

To mark our first blooloopLIVE *Up North* we finish the day with a Northern Powerhouse panel discussion. Leaders of iconic attractions in the region discuss the opportunities, challenges and strategies for success.

Juliana Delaney, CEO Continuum Attractions (*Chair*)

Jamie Christon, MD Chester Zoo

Nick Thompson, Deputy Managing Director Blackpool Pleasure Beach

Heritage GB

Claire McColgan MBE, Director of Culture Liverpool City Council

Tracey McGeagh, Director of Marketing and Communications, National Museums Liverpool

MATTEL Play!

Liverpool

Amazing
birthday party
packages from just
£15 per child

Inspirational Play for Active Kids.



Welcome to Mattel Play! Liverpool, a brand new indoor activity attraction located at the Albert Dock. Based on the popular TV series that children know and love – Thomas & Friends,[™] Bob the Builder[™] and Fireman Sam,[™] inspire your child's imagination with over 13,000 square feet of interactive play across three uniquely themed zones.

Non-adventurers can enjoy free entry to our on-site café and shop for a spot of lunch and to browse our comprehensive range of Mattel[®] toys, games and merchandise.

Book online for guaranteed entry.

mattelplayliverpool.com

Mattel Play! Liverpool, Albert Dock, Liverpool L3 4AA



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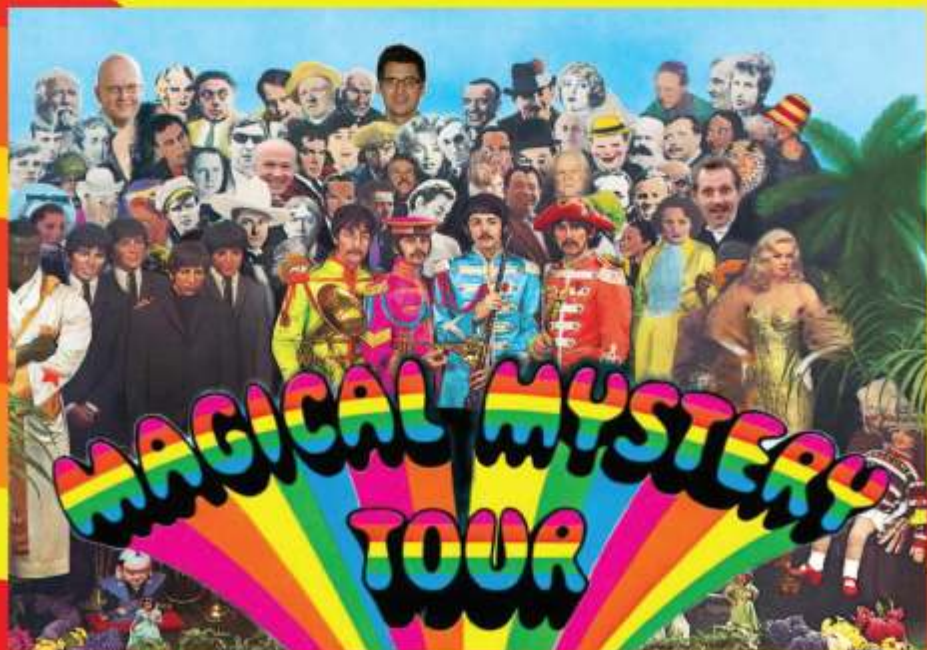
THEMED ACTIVITY ATTRACTIONS

Blooloo and Lappset Creative invite you to join them at ...

*Mattel Play! Liverpool
5.30-6.30pm*



*Studio 2 Parr Street
7pm until late*



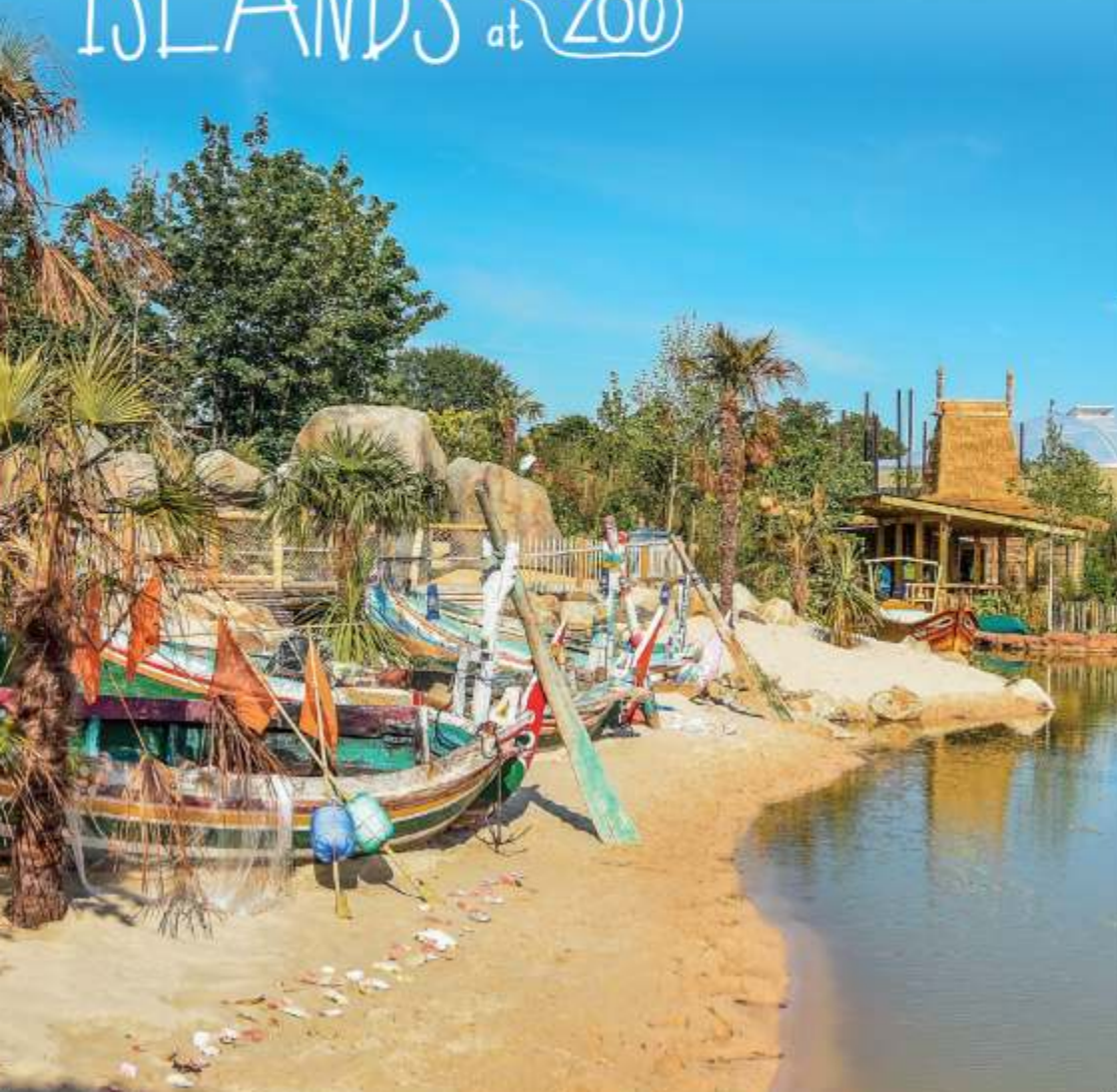


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blooloop

“Without a doubt, Blooloop is the best online news source for the attractions industry. If you want to know what’s going on in the world of attractions, you simply have to read Blooloop.”

Shawn McCoy, Vice President Marketing & Business Development, Jack Rouse Associates

“I use Blooloop to keep up to date with the industry and also it’s the first place I look to source suppliers for products.”

Abby Cronje, Head - Marketing Leisure & Entertainment, Meraas Holdings

“Blooloop is the best online source for this industry. The news and features are superb and the whole site’s worldwide scope is invaluable to us.”

Peter van Bilsen Sr. V.P. Marketing & Sales, Vekoma Rides Manufacturing BV

“Blooloop has been our best and most consistent source for generating international visits to our website. They have also been an excellent partner in showcasing our press releases in a very timely way!”

Mike Konzen, Principal, PGAV Destinations

“It’s the themed entertainment industry’s Bloomberg.”

John Hogg, Sr. Production Designer at Universal Creative

Networking the attractions industry

www.blooloop.com

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Bristol*

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