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UK

14 september 2018 london



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Welcome to blooloopLIVE UK 2018.

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 Immotion, our gold sponsors Gateway Ticketing UK and Triotech and our silver sponsors TOR Systems and Picsolve.

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

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

Charles Read
Managing Director
blooloop.com

Agenda

9:00 Registration

9:55 Welcome: **Charles Read** - MD, Bloolooop

10:00 Landscape

Keynote: Mark Fisher - Chief Development Officer,
Merlin Entertainments plc
Consumer Futurology – ‘A View’

Market overview:

UK - Lesley Morisetti, Director, Morisetti Associates
Middle East - Philip Shepherd, Partner, PwC

11:00 Coffee

11:30 Evolution

Alistair Gosling - CEO & Co-Founder, Extreme Int
Extreme and Adventure Sports - The untapped opportunity

David Harland - CE, Eden Project International
Eden Project International - Transformation Beyond Cornwall

Jane Finnis - CEO, Culture24
A Culture of Lates: how do museum Lates build audiences & generate income?

12:40 Lunch

13:40 Retailtainment

Eddie Kemsley - CEO, Kidzania UK
What's new in Retailtainment?

Nicole Srock.Stanley - CEO & Founder, dan pearlman Group
The Evolution of Experiential Shopping

Barry Cox - Head of Leisure & Entertainment, Pradera Retail Asia
Leisure is not the answer... a landlord's view

14:50 Coffee

15:20 Technology

Mark Maitland - Partner, Head of TMT Strategy and Transaction Services, PwC
Convergence 3.0 - Latest developments in Media and Tech

Gabi Salabi - Chief Commercial Officer, Triotech
Industrial Revolution 4.0

Andy Miah - Chair in Science Communication & Future Media, University of Salford
eSports opportunities

Sarah Jones - Head of the Birmingham School of Media, Birmingham City University
Future of VR

16:35 Belugas

James Burleigh - Divisional Director Conservation, Welfare & Engagement , Merlin Entertainments plc

16:50 Wrap up

To 21:00 Drinks and canapes



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Mark Fisher

Chief Development Officer, Merlin Entertainments Plc

Mark manages the company's creative and development organisation: Merlin Magic Making (MMM). MMM works alongside Merlin's three Operating Groups - LEGOLAND Parks, Resort Theme Parks and Midway Attractions - and brings together New Business Development, Acquisitions, Creative, Production, Project Management and Group Engineering.

A graduate in Recreation Management, Mark joined The Tussauds Group in 1991 and Merlin in 1995. He has been a senior member of the management team throughout its impressive growth period, playing a key role as part of the original management buyout in the ongoing organic development which has been at the heart of the company's success.

Originally a marketing specialist, he has been Managing Director of Merlin and latterly Resort Theme Parks.





Lesley Morisetti

Director, Morisetti Associates

Lesley launched Morisetti Associates in 2010 to provide economic and strategic business planning consultancy services to the attractions and entertainment industry, based on over 30 years of operational and consultancy experience.

Client work includes studies for Merlin Entertainments, Universal Studios, the National Trust, ITV plc, Pernod Ricard, LEGO, Silverstone Race Circuits, the Natural History Museums of London and Copenhagen and membership bodies such as the Association of Leading Visitor Attractions and IAAPA Europe.

Morisetti



Philip Shepherd

Partner, PwC

Philip is a Partner in PwC's Hospitality & Leisure practice where he focuses on the Hotels and Attractions sectors. He has over 25 years of experience advising companies and financiers on their strategies covering the commercial, operational and technology risks and opportunities of their growth strategies and transactions.

Philip has extensive experience in the Middle East where he was deeply involved with the substantial recent leisure developments in the region. He has been the strategic and commercial adviser to the leading theme park and family entertainment centre developments in the UAE and has more recently been involved with the substantial growth plans for the leisure sector in Saudi Arabia.

Philip authors reports on the hospitality and leisure sector including the PwC Annual Hotels Forecast, 'UAE's transformation into a world class Leisure & Entertainment destination', The Digital Sandstorm - the impact of digital technology on operators and its follow up The Digital Mindset.





Alistair Gosling

Founder and CEO, Extreme International

Alistair Gosling, Founder and CEO, Extreme International is a global leader and expert in the development of extreme and action sports, leisure and entertainment resorts and centres.

As the creator of The Extreme Sports TV Channel, Alistair has more than 25 years of experience advising innovative governments on adventure sports tourism development, and pioneering global marketing campaigns for brands and destinations through athletes, events and media.





David Harland

Chief Executive, Eden Project International

David is Chief Executive for Eden Project International which aims to have an Eden Project on every habited continent by 2025.

David leads Eden Project International, as well as UK commercial and consultancy developments including projects in China, Australia, USA and Europe.

eden project



Jane Finnis

CEO, Culture24

Culture24 is an independent charity who are leading the thinking around the development of Lates in the UK and exploring the potential of Lates events to be a powerful catalyst for change to support the diversification of the night time economy.

Otherworld is a new festival of night-time events, Lates, in museums, galleries, historic houses, archives and libraries brought to market Culture24. It is a game-changer for the museum and gallery sector, a one-off world class showcase moment delivering social value through a sustainable festival model, piloted in London and scaleable to fit almost any town/city giving the business substantial scope to expand and develop.

Culture24's CEO, Jane Finnis will talk this new festival model Otherworld, how it is spearheading a Lates revolution and how expectations of what museums are like and who they are for, are turned upside-down, creating new social value for audiences, communities and venues.

Jane is an entrepreneurial, collaborative and persuasive digital expert with over 25 years' experience at a senior level leading new thinking and practice in the convergence of arts, culture and technology.





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Eddie Kemsley

CEO, KidZania UK

Eddie Kemsley is the CEO & Board Director of Longshot Kids Ltd & Longshot Entertainments Ltd, who own and operate KidZania UK, the fastest-growing education & entertainment franchise in the world, welcoming over 1 million visitors in the first two years of opening.

Before joining KidZania, Eddie held senior positions within in the hospitality & leisure industries where she focused on sourcing investment to build and launch new visitor attractions, working with a range of global brands to deliver world class visitor experiences. Eddie has worked with BA, H&M, Cadburys, Renault to name but a few.





Nicole Srock.Stanley

CEO & Founder, dan pearlman Group

Nicole Srock.Stanley is co-founder of the dan pearlman group and CEO of the dan pearlman Markenarchitektur GmbH. dan pearlman is a Berlin-based group of owner-managed creative agencies with about 120 international and interdisciplinary employees, which was founded in 1999.

Whenever the focus is on branding, retail, leisure, and destination development, Nicole Srock.Stanley is the expert to consult. Therefore she is a sought-after advisor for start-ups, SMEs or big corporations, retail brands, and shopping centers. Nicole Srock.Stanley applies the concept of "Experience per Square Metre" to enable stationary businesses to align themselves with the modern leisure industry. At conferences, she speaks about the future of retail destinations focusing on how stationary trade can be successfully revolutionized by involving mechanisms of the modern leisure industry.

In addition to her work at dan pearlman, Nicole Srock.Stanley is the co-founder of several innovative companies such as the Climate Education GmbH and Senior Fellow of the IPM, Institute of Place Management, at University of Manchester.





Barry Cox

**Head of Leisure & Entertainment,
Pradera Retail Asia**

Barry is a professional with nearly 20 years' experience in the commercial property sector, of which over 10 years have been spent living and working on leisure developments across the Asian region with projects in China, Hong Kong, South Korea, Japan, Thailand, Singapore and Australia.

Barry has been with Pradera Retail Asia for two years and is responsible for leading the focus on international branded leisure operators within the portfolio. He has been recently instrumental in agreeing the opening of Merlin Entertainments first "DUNGEON" attraction in Asia at Mosaic Shanghai.

Prior to Pradera Retail Asia, Barry held senior roles at Merlin Entertainments and DTZ.

He is a Member of the Royal Institution of Chartered Surveyors, has a Masters in Commercial Real Estate and a BSc in Rural Estate Management from the University of Reading, UK.



Mark Maitland

Partner, Head of TMT Strategy and Transaction Services, PwC

Mark manages the company's creative and development organisation: Merlin Magic Making (MMM). MMM works alongside Merlin's three Operating Groups - LEGOLAND Parks, Resort Theme Parks and Midway Attractions - and brings together New Business Development, Acquisitions, Creative, Production, Project Management and Group Engineering.

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Gabi Salabi

Chief Commercial Officer, Triotech

Gabi Salabi is a seasoned sales, marketing and international business development executive who spent the first 15 years of his career in the high tech and semiconductor industry. For the last eight years, Gabi has visited hundreds of parks and leisure destinations around the world and worked closely with international clients and operations as Chief Commercial Officer at Triotech, a leader in media-based interactive attractions. Gabi has visited over 45 countries and worked/lived on 3 continents.

Gabi's talk will center around the challenges facing our industry as we enter the Industrial Revolution 4.0 and take part in a world more and more dominated by digital and software platforms.

On the whole, he will look at the opportunities and challenges that come from the immersion of disruptive technologies and its effects on the status quo.

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Professor Andy Miah

Chair in Science Communication & Future Media, University of Salford

Professor Andy Miah, PhD (@andymiah), is Chair in Science Communication & Future Media and leads the #SciComm Space at the University of Salford. He is also a Fellow of the Institute for Ethics and Emerging Technologies, USA and an Advisory Board Member for the Museum of Science and Industry, Manchester, and Executive Committee member of the British Interactive Group (BIG).

Professor Miah's research discusses the intersections of art, ethics, technology and culture and he has published broadly in areas of emerging technologies, particularly related to human enhancement. He has published over 150 academic articles in refereed journals and books, along with writing op eds for magazines and newspapers, such as the Washington Post and the Independent. He has also given over 300 major conference presentations over the last decade at which he is often invited to speak about philosophical and ethical issues concerning technology in society.

Professor Miah regularly interviews for a range of major media companies, which have included BBC's Newsnight and Start the Week with Andrew Marr, ABC's' The 7:30 Review and CBC's The Hour. He is author of 10 books with his most recent MIT book 'Sport 2.0' being translated into Japanese for September 2018, ahead of the Tokyo 2020 Olympic Games.



Sarah Jones

**Head of the Birmingham School of
Media at Birmingham City
University**

Sarah Jones is the Head of the Birmingham School of Media at Birmingham City University. Sarah is an immersive storyteller, using 360 degree technology and virtual reality to bring together new forms of narrative.

Sarah explores immersive experiential films as an art form to understand an environment and culture through being someone else in a virtual world. Sarah is listed within the top 15 of female global influencers within virtual reality and has been called a "virtual warrior explorer" after spending 48 hours living in VR.



James Burleigh

**Divisional Director Conservation,
Welfare & Engagement, Merlin
Entertainments Plc**

After graduating from Huddersfield University, James first worked for Trafalgar House. He joined Vardon plc in 1993, and became general manager of SEA LIFE Weston-Super-Mare in 1995. He then moved to Weymouth managing the attraction and also serving as area manager. Five years later, as a key part of the new Merlin team, James was made head of commercial services and business support at head office. In 2005, he returned SEA LIFE, as Divisional Director, before his promotion to Divisional Director of all Merlin's 'midway' attractions in mainland Europe.

James now heads up Merlin's Conservation, Welfare and Engagement division and leads on all the work and activity that underlines SEA LIFE's strong ethical stance, and the campaigning and conservation activities which are at the heart of everything it does. He is also a Board member of the SEA LIFE Trust, Merlin's partner marine conservation charity and in this role champions the work that the Trust does across the world and its most recent project, the SEA LIFE Trust Beluga Whale Sanctuary - creating the world's first whale sanctuary in partnership with Merlin.





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