



European Centre for the
Experience Economy

SEMINAR WITH WORKSHOP
EXPERIENCE VALUE CREATION
HOW TO CREATE INTEGRATED
'OFF-LINE' AND 'ON-LINE' EXPERIENCES

WWW.EXPERIENCE-ECONOMY.COM

JOE PINE STRATEGIC HORIZONS
MARK WILLIAM HANSEN LEGO COMPANY
IGOR MILDER LOST BOYS (INPACT)
BAS BARTEN UNIVERSITEIT VAN AMSTERDAM
HANS MESTRUM TULIP COMPUTERS
THOMAS THIJSSSEN & ALBERT BOSWIJK

8th OF DECEMBER 2005

THE COLLEGE HOTEL, AMSTERDAM

INTEGRATED OFF-LINE AND ON-LINE VALUE CREATION



A major shift is currently taking place that can be characterized as a movement formerly dominated by 'tell and sell' through traditional mass media to 'ask & engage' and to personalised focus through new media. We are returning to a human scale in our thought and actions and the focus is shifting from 'the supplier' to 'the individual person'. Up until today, most activity in the Experience Economy has focused on real-world encounters. The European Centre for the Experience Economy invites you to participate in a learning by sharing workshop about the opportunities for using digital technology to enhance those experiences and for staging immersive, engaging *virtual* experiences and enhances your knowledge on Experience Design & Value Creation, both off-line and on-line. This seminar and its supplementary workshops are designed for business developers and marketing and communication executives.

- *Joseph Pine is co-founder of Strategic Horizons LLP* and co-author of the bestseller *The Experience Economy*. Like no one else, he understands the combination of off-line and on-line experiences and how they complement each other in order to create more customer value. Time and attention will be our new 'currencies'. Innovation through experiences will be made possible by continuously working together with the individual customer on new value creation. This then leads to a distinguished position, higher market share, higher cash flow and ultimately more possibilities to invest in experience value creation. Pine will describe this circle of success by giving some examples and frameworks for managers.
- *Mark William Hansen of Lego Company* and winner of the Experience Stager of the Year Award 2002 will show us how Lego Company stimulates millions of kids and adults, and how community members from all over the world are involved in product development and experience co-creation. The vision, mission, design issues, implementation and lessons learned will all be intensively addressed.
- *Igor Milder of Lost Boys* is a Strategic Partner of the European Centre for the Experience Economy and is an expert when it comes to on-line experiences and communication. Being an expert in affecting people through interactive media, he will show us how companies and organisations understand its profitability and therefore keep increasing their budgets on online-experiences, by using examples from the field.
- *Hans Mestrum of Tulip Computers* and corporate weblogger on www.hansonexperience.com is one of the major self-discovering, self-learning, self-steering individuals who conquered his own place into the weblog community. He will show us his on-line experiences.
- *Bas Barten* is in the process of finishing his thesis on virtual communities in de Travel Industry at the Universiteit van Amsterdam.
- *The facilitators of this seminar* and the workshops are Joe Pine, Mark William Hansen Lego Company, Thomas Thijssen, European director of Research of EE who is also connected to the University of Amsterdam and Albert Boswijk., Managing Director of EE. They will guide the workshops and bring in the most recent knowledge from a Experience Value Creation point of view. The program will be mainly held in English because of the foreign speakers. The concurrent sessions will be in dutch.

PROGRAM

- 09.00 INTRODUCTION BY ALBERT BOSWIJK
Managing Director of the European Centre for the Experience Economy.
- 09.15 THE WORLD OF DIGITAL EXPERIENCES
To date, most activity in the Experience Economy has focused on real-world encounters. Learn about the opportunities for using digital technology to enhance those experiences and for staging immersive, engaging *virtual* experiences. By Joe Pine, Partner of Strategic Horizons, co-author of the best selling book *The Experience Economy*.
- 10.15 SHORT COFFEE BREAK
- 10.30 EXPERIENCE CO-CREATION AT LEGO COMPANY
On-line experience-creation by Mark William Hansen Chief Experience Officer Lego Company.
- 11.30 TWO WORKSHOPS FACILITATED BY MARK WILLIAM HANSEN AND JOE PINE
How to implement the presented ideas and principles into your own businesses.
- 12.30 LUNCH
- 13.30 THREE CONCURRENT SESSIONS
- Interacting on the Web by Igor Milder Lost Boys (Inpact)
 - The Art of Web logging: how to create a community by Hans Mestrum. Sr. strategic business developer/trendwatcher of Tulip Computers and corporate weblogger on hansonexperience.com
 - Virtual Communities in the Travel Industry.
Research study by Bas Barten Universiteit van Amsterdam.
- 14.30 'ON-LINE' RESEARCH APPROACH
Research initiated on interactive gaming on the web by Prof. Ed Peelen and the European Centre for the Experience Economy, presented by Thomas Thijssen, European Director of Research of EE.
- 14.50 TEA BREAK
- 15.30 SECOND ROUND OF WORKSHOPS
Two workshops facilitated by Igor Milder & Thomas Thijssen and Albert Boswijk.
- 16.30 SUMMARY AND LESSONS LEARNED.
Review from workshops by Albert Boswijk Managing Director of the European Centre for the Experience Economy.
- 17.00 DRINKS

PLEASE FAX THIS REGISTRATION FORM TO +31 (0)346 212029 OR
MAIL THE FORM ON OUR WEBSITE WWW.EXPERIENCE-ECONOMY.COM
TO BARBARA@EXPERIENCE-ECONOMY.COM



REGISTER TO SEMINAR/WORKSHOP

- I would like to register to the seminar & workshop 'How To Create Integrated Off-line and On-line Experiences' on thursday December the 8th, and authorize irrevocably once-only the European Centre for the Experience Economy to charge my account for the amount of € 495,00 excl. VAT p.p. including lunch & drinks. If you would like to register a colleague please use another registration form. Professional members receive a 10% reduction on the workshop fee.

REGISTER FOR PROFESSIONAL MEMBERSHIP

I would like to register also as a professional member of the European Centre for the Experience Economy for one year and receive the membership program. Please invoice me for the amount of € 450,00 excl. VAT.

REGISTER FOR FRIENDSHIP

I would like to become a friend of the European Centre for the Experience Economy and have free access to the expert section of the website of the European Centre for the Experience Economy with the latest business cases, articles, reports, white papers, and book descriptions. Please invoice me for the amount of € 100,00 excl. VAT for one year. This service is for free for the first two months until January 1st 2006.

Company Name

Name

Position

Address

Postal code

City

Bank accountnumber

Telephone

Fax

E-mail

Signature

CONDITIONS FOR REGISTRATION AND CANCELLATION

Registration occurs in the order of receipt of registration form and the signed authorisation for payment. Cancellation policy; if you are unable to attend, please notify us and you can send a colleague. Written cancellation will be accepted without any charge up to November 20th. After the 28th of oktober the full workshop fee of € 495,00 excl. VAT will be charged.

MEMBERSHIP

Become a Professional Member of the European Centre for the Experience Economy. Investment: € 450 excl. VAT per year, from June 1st to the 31st of May.

Benefits, for professional members only:

- Two network meetings per year, with thought provoking lectures for free.
- Two Experience Top Lectures for a reduced fee.
- Two visits for free behind the scenes of minimal two experience providers. Visits on site including lectures by companies that will present their business case and are heavily involved in the experience economy.
- Free access to the expert section of the website of the European Centre for the Experience Economy with the latest business cases, articles, white papers, and book descriptions.
- Priority registration for the Executive Course '*Creating Unique Value through Meaningful Experiences*'. Exclusive contact to our teachers, practitioners and guest lecturers.
- Priority registration and a 5% discount at the annual Think About workshop organized by Strategic Horizons by Joseph Pine II and James Gilmore.

MORE INFORMATION

Further information on the European Centre of the Experience Economy and on membership, you will find on the website www.experience-economy.com. The European Centre of the Experience Economy is associated with the Prima Vera Research Group, Faculty of Economics and Econometrics of the University of Amsterdam.

STRATEGIC PARTNERS

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