

# TEM

THE EXPERIENCE  
ECONOMY  
MEETING 2024

WEDNESDAY

06 NOV

FULL PROGRAMME AT  
WWW.TEM-CON.COM

9:30 AM–12:00 PM

## THE GET-IN CAFÉ

Schedule your own meetings: ABC Serrano is open for registration, serving coffee, tea and breakfast pastries.

1:00 PM–2:00 PM

## LUNCH

2:00 PM–3:30 PM

## CONFERENCE OPENING

### MEGA PANEL: Immersive Is Here for Good

**Hosts:** **Serge Grimaux** | Promoter & Co-Host  
**Sana Ali Aamin** | Fever – Regional General Manager  
Northern Europe

**Panelists:** **Erika Lust** | ERIKA LUST FILMS – Chief Creative Officer & Founder  
**Charles Read** | Blooloop – Managing Director  
**Lars Hinrichs** | UBS Digital Art Museum & Cinco Capital – CEO  
**Eric Albert** | PHI Group – CEO

4:00 PM–5:00 PM

## EXPERTS' PANEL: Marketing

### The Art of Hype. How to Ignite Fan Frenzy

**Hosts:** **Finn Regenhold** | Semmel Concerts – Head of International  
Marketing  
**Jessica Bush** | Fever – Global Head of Acquisition

**Panelists:** **Teba Lorenzo** | TikTok Southern Europe – Sales Country Manager  
**Ugo Ceria** | Meta – Head of Creative Shop in Southern Europe  
**James Cassidy** | FKP Scorpio Entertainment – President  
**Karolina Sramlova** | JVS Holding Group – Marketing Specialist

5:00 PM–7:45 PM

## INTERMISSION: Venue closed

Take a break at the hotel to freshen up for the evening, enjoy the Spanish afternoon sun or take a walk and discover Madrid.

7:45 PM

## DOORS OPEN

8:00 PM–9:00 PM

fever presents

# Candlelight

9:15 PM

## DINNER

### CURFEW BAR: Drinks before Midnight

# TEM

THE EXPERIENCE  
ECONOMY  
MEETING 2024

THURSDAY

07 NOV

FULL PROGRAMME AT  
WWW.TEM-CON.COM

9:30 AM–11:00 AM

## THE GET-IN CAFÉ

10:00 AM–11:00 AM

## EXPERTS' PANEL: Withholding Tax Don't Get Taxed Twice!

**Hosts:** **Debbie Donohue** | Imagine – COO & VP of Sales  
**Tania Esparza** | Fever – VP Legal GRC & Policy

**Panelists:** **Dr. Dick Molenaar** | All Arts Tax Advisors – Specialist Tax Lawyer  
**Dr. Harald Grams** | Grams und Partner – Specialist Tax Lawyer

11:30 AM–1:00 PM

## MEGA PANEL: The Audience Experience

**Hosts:** **Christoph Scholz** | Semmel Exhibitions – Director  
**Susan Gloy-Kruse** | CTS Eventim – Lead Key Account Management Exhibitions

**Panelists:** **Adrian Hon** | Writer & Founder of Six to Start  
**Julien Baron** | llllllllll – Director, Co-Founder & CTO  
**Verónica Casas** | Blanco y Negro – CEO  
**Béchara Yared** | Look2Innovate – CEO

1:00 PM–2:00 PM

## LUNCH

2:30 PM–3:30 PM

## THE TEM TALK SHOW: The Painful Venue Business

**Hosts:** **Serge Grimaux** | Promoter & Co-Host  
**Stefanie Ziegler** | Explorado Group – COO & Brand Licensing Director

**Guests:** **Matt Wiener** | Jett Capital & Jett Sports – Founder & CEO  
**Marc Bruix** | FC Barcelona – Director of Partnerships Americas & APAC  
**Hamza El Azhar** | Exhibition Hub – Co-Founder & CEO

4:00 PM–5:00 PM

## THE TEM LATE SHOW: State of the Union

**Hosts:** **Christoph Scholz** | Semmel Exhibitions – Director  
**Nicolás Renna** | Proactiv Entertainment – CEO

**Guests:** **James Drury** | IQ Magazine – Special Projects Editor  
**Juancho Carrillo** | Meta – Senior Product Lead Reality Labs  
**Dane O'Donnell** | RWS Global – VP Sports

5:00 PM

## END OF CONFERENCE – Transfer to Espacio Delicias

6:00 PM–9:30 PM

## CLOSING COCKTAIL Hosted by LetsGo

free entry to "Harry Potter™: The Exhibition" & "Squid Game: The Experience"