

## Monday, September 29th

**9:30 AM:** Registration Opens at Florida Park, El Retiro -  
Open Café Networking Space

It's a perfect time to schedule your breakfast meetings before the panel starts.



### 11:00- 11:20 AM Official Opening

Kicking off the second edition of TEM in Madrid, **Hector Coronel**, Director of Tourism, Madrid City Council, will greet our international audience.

He will be joined by **Sana Ali Aamir**, Regional GM Fever, and **Tim Harvey**, Founder & Principal of Pathfinder, together with special guest DJ Morrow- an avant-garde balloon artist joining us from the US.

Expect a fast-paced outlook on TEM 2025, with a warm welcome to our sponsors and producers.

### 11:30 AM- 12:30 PM: PLENARY PANEL

#### Format Meets Footprint: Designing Smarter Partnerships Between Creators and Venues

Immersive experiences are getting more ambitious, more global—and more technically demanding. But even the most powerful creative concept depends on one thing: the right space. This session brings together leaders from across the ecosystem—touring productions, purpose-built venues, black box formats, and stadium operators—to unpack what it really takes to align creative studios and venues.

From timelines and technical specs to risk-sharing and deal structures, we'll explore the operational realities and business partnerships that underpin the global growth of the experience economy.

Chaired by James Cassidy, President, **FKP Scorpio Entertainment**

Panelists:  
Starr Jemison, SVP, Content Development & Private Events,

**Oak View Group**  
Aurélien Bosc, CEO, **Culturespaces**  
Jonathan St-Onge, Executive Director, **Moment Factory Originals**

Jelle De Jong, CEO, **MAD: Madrid Artes Digitales**  
Leisha MacDonald, Biz Dev Director Europe, **MYCOTOO**



#### 01:00-02:00 PM: Lunch break presented by **Look2Innovate**

Delegates are invited by Look2Innovate to enjoy a delicious Spanish lunch in Florida Park's main restaurant.

### 02:00- 03:00 PM: Conversation and book signing with Robin Givhan

#### Designing Cultural Gravity: How Experiences Build Identity, Value & Belonging

Taking inspiration from Make It Ours: Crashing the Gates of Culture with Virgil Abloh, Robin Givhan's new book on the creative legacy of Virgil Abloh, this panel will explore how aesthetics, authorship, and audience are transforming the way we think about venues, experiences, brands, and identity.

More than ever, audiences seek emotional, participatory, and culturally resonant moments—this session unpacks what it takes to create them at scale.

Karolina Sramlova, Marketing, **JVS Trade Group**  
Olly Bengough, Founder & CEO, **Koko London**  
Nicole SrockStanley – Co-Founder & CEO, **Dan Pearlman Group**  
Sarah Mendes, CEO & Founder, **WONDR Experience**

In conversation with **Robin Givhan**, Pulitzer Prize-winning fashion and culture critic at **The Washington Post**

#### 03:00- 03:30 PM: Coffee Break presented by **COFO Exhibitions**



Coffee is now spelled "COFO." Our friends at COFO Exhibitions invite you to enjoy coffee, and tea. Don't miss the book signing with Robin Givhan during the coffee break.

### 03:30- 05:00 PM: TEM The Flea Market: Quickfire Pitches of projects and services

#### The Deal Room: TEM's "Flea Market" Returns

**Susan Gloy-Kruse**, Lead Key Account Management Exhibition at Eventim, and **Christoph Scholz**, Director & Member of the Management Board at Semmel Concerts, will host around 30 quick-fire pitches showcasing projects and services from participating companies. Attendees can expect to discover the latest touring exhibitions, immersive attractions, and innovative service concepts spanning marketing, technology, and more. As a playful nod to past editions of TEM, this session has been affectionately titled the "Flea Market."

#### 05:00 PM- 7:30 PM Florida Park Venue Closes



Cheers to the night ahead: Welcome drink at Florida Park (7:30 PM), presented by **EFM Global**.

### 07:30 PM - 01:00 AM: TEM's Dinner Party at Florida Park ENTERTAINMENT PRESENTED BY IKII

TEM's opening night comes alive with surprise DJ sets, international performances, and immersive interventions crafted in collaboration with **ikii**—a partner redefining the future of live experiences.

**ikii** works across festivals, venues, and brands to co-design scenographic worlds, develop original IPs at the intersection of art, music, and technology, and invest in the next wave of cultural innovators. Expect the unexpected as ikii curates a night where performance, experimentation, and community collide.

**9:30- 10:30 AM: Breakfast & Open Networking Café**  
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### 10:30-11:40 AM: Plenary Session

#### Inventing the Familiar: IPs and Original Worlds

As audiences continue to seek out live, emotional, and meaningful experiences, creators face a growing challenge: how to develop formats that resonate, scale, and stand out in a fast-evolving landscape.

This session brings together leaders behind some of the world's most recognisable IPs and fastest-scaling original formats to explore what's working—and why.

From immersive storytelling to strategic partnerships, we'll look at the mechanics of building worlds that connect with audiences, spark fandom, and deliver commercial results.

Chaired by Marc Zachary, President, **Experiential Advisors**

Panelists:  
Harris Dourous, Executive Director, **Paradox Museum**  
Ryan Amstad, Creative Director, **Pophouse Entertainment**  
Matthew B. Adams, Manager, Exhibitions, **The Walt Disney Archives**  
Tom Zaller, CEO, **Imagine**  
Nicolas Renna, CEO, **Proactiv Entertainment**

### 12:00- 01:00 PM Plenary Session

#### Selling to Emotions: Marketing in the Age of Experiences

Campaigns, content, and the new conversion funnel

Forget impressions—what converts today are stories and feelings. This panel dives into the new metrics, tools, and approaches that drive sales in live and immersive experiences. We'll unpack content-led campaigns, influencer pipelines, community engagement, and the platforms that move the needle.

Chaired by Dr Marc Schumacher, SVP, **EVENTIM Media House**

Panelists:  
Laurian Osborne, Client Partner, Entertainment Industry, **Meta**  
Jihane Boukou, Head of EUI Creative Product, **TikTok**  
Javier Vitores, Head of Youtube Advertising, **Youtube**  
Dr. Nepomuk Schessl, CEO, **Alegria Exhibition**



**01:00-02:00 PM: Lunch break presented by Look2Innovate**  
Hungry for more? Look2Innovate invites all delegates to a lavish Spanish lunch, served in Florida Park's main restaurant.

### 02:30-03:30 PM: Plenary Session

#### Beyond the Ticket: Building Revenue-Driven Experiences That Last

In today's crowded experience economy, emotional connection isn't enough—formats must deliver commercial results, scale across regions, and create sustained revenue opportunities. This session explores how the most successful producers, studios, and operators are building business models around impact, not just spectacle.

From ticketing strategy to sponsorships, merchandise, upsells, and brand collaborations, this conversation looks at what sells, how to sell smarter, and how to future-proof formats with layered value streams.

Chaired by Tim Harvey, Principal, **Pathfinder**

Panelists:  
David Hutchinson, Founder & CEO, **The Path Entertainment Group**  
Mariano Otero, SVP, **Fever**  
Marcelo Flores, CEO & Founder, **Businessland**  
Elisabeth Ramm, Lead Concept Design, **ATELIER BRÜCKNER**  
Amanda Lewis, Managing Director, **Neon Global**

**03:30- 04:00 PM: Coffee Break**  
*presented by COFO Exhibitions*



Known for bringing Banksy to the world, COFO Exhibitions are also bringing the coffee on Day 2 of TEM- to keep the conversations flowing.

### 04:00-05:00 PM: Plenary Session

#### From Culture to Capital: How Experiences Are Reshaping Cities, Tourism & Global Exchange

Large-scale cultural events and experiences are now central to how cities generate capital, attract global attention, and shape long-term urban strategy. This session brings together public and private sector leaders to explore the infrastructure, partnerships, and investment models that make these events viable—and the policies needed to ensure their cultural and economic impact is both scalable and sustainable.

From venue development to cross-border touring, the conversation unpacks how creative industries are becoming engines of global exchange.

Chaired by James Drury, **IQ Magazine**

Panelists:  
Simon McCaugherty – Director of Destination, **London & Partners**  
Hamza El Azhar – Co-Founder & CEO, **Exhibition Hub**  
Daniel Martinez, Executive Vice-President, **IFEMA**

### 06:00 PM: OFFICIAL PROGRAM CLOSING

Special Invitation 8:00 PM– **Disney: The Exhibition – A Century of Magic**

We're excited to share that TEM delegates are invited to a private VIP opening of *Disney: The Exhibition – A Century of Magic* at **Fundación Canal** at 8:00PM. An exhibition by **The Walt Disney Archives** and **Semmel Exhibitions**, presented by **Sold Out**—this special evening celebrates a century of imagination, storytelling, and cultural impact.  
[RSVP here](#) by Saturday27th - limited spots

