

# Innovating the Experience Economy

Design, consumption and concepts



## VENUE

The conference is held at Roskilde University Centre at the Cinema (Biograf) in Building 41 and in conference rooms in Building 42 and 43. A map of the University can be found at <http://www.ruc.dk/en/about-the-university/directions-to-ru/map-over-ru/>.

## PROGRAMME

### Monday, June 11

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|---------------|--|
| 9.30 – 10.00  | Registration – the desk can be found by the Cinema.<br>Coffee, tea and a small snack will be served  |
| 10.00         | Welcome<br>Jon Sundbo, Roskilde University<br>The Cinema   |
| 10.15 - 11.00 | Keynote speech<br>Christian Jantzen, Aalborg University: Experiences from a<br>Psychological Perspective<br>The Cinema                                   |
| 11.00 - 12.30 | Parallel Sessions I<br>Track 1.1 Innovation and experience design<br>Track 2.1 Regional and spatial development<br>Track 3 Digital experiences           |
| 12.30 – 13.30 | Lunch<br>The Foyer by Building 00  |
| 13.30 – 15.00 | Parallel Sessions II<br>Track 1.2 Innovation and experience design<br>Track 4.1 Business models and concepts   |
| 15.00 – 15.15 | Coffee break<br>By the Cinema  |
| 15.15 – 16.00 | Keynote speech<br>Jon Sundbo, Roskilde University: Economic development and<br>innovation – is the experience economy a growth locomotive?<br>The Cinema |

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- 16.00 – 17.00      Parallel Sessions III  
Track 2.2 Regional and spatial development  
Track 4.2 Business models and concepts
- 19:30              Dinner at *Il Dona* – Nordic food inspiration  
Magstræde 12, 1204 Copenhagen K ([www.ildona.dk](http://www.ildona.dk))

## Tuesday, June 12

- 9.00 – 10.30      Parallel Sessions IV  
Track 1.3 Innovation and experience design  
Track 5.1 Consumption and market  
Track 6 Festivals and volunteers
- 10.30 – 10.45      Coffee break  
By the Cinema
- 10.45 – 11.30      Keynote speech  
Lena Mossberg, Gothenburg University: Consumer immersion in a  
tourism context  
The Cinema
- 11.30 – 12.30      Parallel Sessions V  
Track 2.3 Regional and spatial development  
Track 4.3 Business models and concepts
- 12.30 – 13.30      Lunch  
Foyer by Building 00
- 13.30 – 14.15      Keynote speech  
Albert Boswijk, Amsterdam University: Economy of Experiences  
The Cinema
- 14.15 – 14.30      Closing the conference  
Jon Sundbo, Roskilde University

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## PAPER TRACKS

### Parallel Sessions I

#### Track 1.1 Innovation and experience design

Monday 11 June 11.00-12.30 Room Cinema

Chairman: Lars Fuglsang

Jesper Legaard Jensen: *An Experiential Approach for Innovation*

Safania Normann Eriksen: *Experience-based innovation: A method*

#### Track 2.1 Regional and spatial development

Monday 11 June 11.00-12.30 Room 42.2.37

Chairman: Jan Vang

Jennie Andersson Schaeffer: *Space for creative dialogue*

Jørgen Ole Bærenholdt: *Experiencing the Enchantment of Place and Mobility*

Dorthe Eide and Lars Fuglsang: *Managing innovative milieus in the experience economy*

#### Track 3 Digital experiences

Monday 11 June 11.00-12.30 Room 43.2.29

Chairman: Christian Jantzen

Ana Maria Munar and Can Seng Ooi: *Digital heritage experiences*

Connie Svabo: *Interaction + spatial design at experience sites*

Sune Gudiksen, Claus Østergaard and Søren Smed: *Mobile co-experiences*

### Parallel Sessions II

#### Track 1.2 Innovation and experience design

Monday 11 June 13.30-15.00 Room 43.2.29

Chairman: Flemming Sørensen

Astrid Vang-Pedersen: *Innovating the classic concert experience*

Jon Sundbo: *Diffusion of designed concept innovations: Food experiences*

Olav Harsløf: *Poetics of the Meal*

#### Track 4.1 Business models and concepts

Monday 11 June 13.30-15.00 Room Cinema

Chairman: Anne Lorentzen

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Kaare Thomsen: *A new experience definition*

Albert Boswijk: *Innovation by looking at shared terminology, value creation and improved measuring (title tbc)*

Per Darmer: *Managing Intellectual Property. The case of the Danish Film Industry*

## **Parallel Sessions III**

### Track 2.2 Regional and spatial development

Monday 11 June 16.00-17.00 Room 43.2.29

Chairman: Jørgen Ole Bærenholdt

Annalisa Brambini and Jan Vang: *Policy measures for creating an integrated and brand-focused regional innovation system in tourism in a shadowed destination*

Jesper Holm, Line Maria Bram Pedersen og Søren Sørensen: *Experience Based Learning on Sustainability by Tourism Innovation*

### Track 4.2 Business models and concepts

Monday 11 June 16.00-17.00 Room 42.2.37 NB: a possible time extension

Chairman: Albert Boswijk

Ole Kjær Mansfeldt: *Towards a better understanding of experiences*

Sune Gudiksen, Søren Smed and Søren Poulsen: *Experience economy meets business model design*

Klaus Lindegaard: *Innovation Experiences – open, participatory, transcendental*

## **Parallel Sessions IV**

### Track 1.3 Innovation and experience design

Tuesday 12 June 9.00-10.30 Room Cinema

Chairman: Dorthe Eide

Jon Sundbo, Flemming Sørensen and Lars Fuglsang: *Innovation in the experience sector*

Jens Friis Jensen and Flemming Sørensen: *Experience encounter-based innovation in tourism*

Dorthe Eide and Lena Mossberg: *Towards a conceptual framework of innovation types in the experience economy: Experience design through focus on customer interactions*

### Track 5.1 Consumption and market

Tuesday 12 June 9.00-10.30 Room 42.2.37

Chairman: Tove A. Rasmussen

Ann Heidi Hansen and Lena Mossberg: *Consumer immersion in a tourism experience context*

Berit Therese Nielsen: *Spa and wellbeing in Norway*

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Tove A. Rasmussen: *Experience and value based consumption*

## Track 6 Festivals and volunteers

Tuesday 12 June 9.00-10.30 Room 43.2.29

Chairman: Fabian Holt

Hans Kiiib and Gitte Marling: *The orange feeling – design and construction of experiences*

Fabian Holt og Francesco Lapenta: *New strategies for innovation in festival experience*

Sune Gudiksen: *Volunteers in the experience economy*

## **Parallel Sessions V**

### Track 2.3 Regional and spatial development

Tuesday 12 June 11.30-12.30 Room 42.2.37

Chairman: Connie Svabo

Kenneth Hansen: *Experience for development? – reaching the border of the market*

Paulo Reis and Ana Beatriz da Rocha: *The role of socio-cultural and economic innovation and the impact of urban fabric. Balancing contemporary trends, peoples' needs and the 'image' of the city*

### Track 4.3 Business models and concepts

Tuesday 12 June 11.30-12.30 Room 43.2.29

Chairman: Berit Therese Nielsen

Morten Boesen: *Strategic networks among SMEs: A process perspective*

Anne Lorentzen: *Postindustrial growth: Experiences, culture or creative economics?*

We have 30 minutes for each paper: 20 minutes for presentation and 10 minutes for discussion. The chairmen are kindly requested to keep this time limit.

Kindly note that for the afternoon of Tuesday RUC will be combining the presentation of Key Note Speaker Albert Boswijk with the graduation ceremony for the Master of Experience Leadership students, i.e. the presentation will be held for both delegates of the conference and participants at the graduation ceremony. The rest of the conference will be for researchers only.