

Schedule at a glance



Global Gathering
Experience Economy

Sunday, Oct. 4th

Welcome Cocktail
Fever HQs, [RSVP](#) event
Calle Fernando el Santo, 16

6:30 pm - 10:00 pm

Monday, Oct. 5th

Registration Opens
Networking Coffee

09:00 am - 10:30 am

Official Opening
Welcoming Remarks by the City Mayor

10:30 am - 11:00 am

The Demand Equation
What does it actually take to make something people have to experience

11:10 am - 12:00 pm

IP Unleashed
From screen to stage to city

12:15 pm - 1:00 pm

Lunch
Served at Green Patio

1:00 pm - 2:25 pm

The Venue is the Product
Real estate, destination design, and the operators rewriting the rules of physical space

2:30 pm - 3:20 pm

GXG Open Floor
Two Minutes to Change the Game

3:40 pm - 5:15 pm

Green Patio Venue Closes
For Evening Programme Set-up

5:30 pm - 7:30 pm

Cocktail & Dinner Reception
GXG Awards Ceremony & Entertainment

7:30 pm - 8:00 pm
8:00 pm - Midnight

Tuesday, Oct. 6th

Open Networking
Morning Coffee & Breakfast

9:00 am - 11:00 am

Built to Scale
The playbook for growing an experience brand without losing what made it work

10:00 am - 10:50 am

The Fandom Economy
Sports and music as the original live experience – and what the rest of us can learn

11:00 am - 11:50 am

Creative Courage & Financial Reality
Making the bold bet bankable

12:00 pm - 12:50 pm

Lunch
Served at Green Patio

1:00 pm - 2:30 pm

The Decisions that Define the Decade
Where is this industry in ten years – and what do we need to decide today?

2:45 pm - 3:45 pm

Shuttles to Special Visits

4:30 pm

Visit to MAD Artes Digitales

5:00 pm - 6:30 pm

Visit to Espacio Delicias
Goodbye Cocktail

7:00 pm - 9:00 pm