

# Schedule at a glance

## Monday, Oct. 5th

|                                                                                                                                    |                                         |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Registration Opens</b><br><i>Networking Coffee &amp; Welcoming Remarks</i>                                                      | 09:00 am - 11:00 am                     |
| <b>The Demand Equation</b><br><i>What does it actually take to make something people have to experience</i>                        | 11:10 am - 12:00 pm                     |
| <b>IP Unleashed</b><br><i>From screen to stage to city</i>                                                                         | 12:15 pm - 1:00 pm                      |
| <b>Lunch</b><br><i>Served at Green Patio</i>                                                                                       | 1:00 pm - 2:30 pm                       |
| <b>The Venue is the Product</b><br><i>Real estate, destination design, and the operators rewriting the rules of physical space</i> | 2:45 pm - 04:00 pm                      |
| <b>GXG Open Floor</b><br><i>Two Minutes to Change the Game</i>                                                                     | 4:15 pm - 5:00 pm                       |
| <i>Green Patio Venue Closes<br/>For Evening Programme Set-up</i>                                                                   | 5:30 pm - 7:30 pm                       |
| <b>Cocktail &amp; Dinner Reception</b><br><i>GXG Awards Ceremony &amp; Entertainment</i>                                           | 7:30 pm - 8:00 pm<br>8:00 pm - Midnight |

## Tuesday, Oct. 6th

|                                                                                                                          |                     |
|--------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Open Networking</b><br><i>Morning Coffee &amp; Breakfast</i>                                                          | 9:00 am - 10:00 am  |
| <b>Built to Scale</b><br><i>The playbook for growing an experience brand without losing what made it work</i>            | 10:00 am - 10:45 am |
| <b>The Fandom Economy</b><br><i>Sports and music as the original live experience — and what the rest of us can learn</i> | 11:00 am - 11:45 am |
| <b>Cities as Partners</b><br><i>When a city and an experience become inseparable</i>                                     | 12:00 pm - 12:50 pm |
| <b>Lunch</b><br><i>Served at Green Patio</i>                                                                             | 1:00 pm - 2:30 pm   |
| <b>Creative Courage &amp; Financial Reality</b><br><i>Making the bold bet bankable</i>                                   | 2:45 pm - 3:30 pm   |
| <b>The Next Wave</b><br><i>Where is this industry in ten years — and what do we need to decide today?</i>                | 3:45 pm - 4:30 pm   |
| <b>Official Closing &amp; Goodbye Drinks</b>                                                                             | 4:30 pm - 5:30 pm   |