



European Centre for the  
*Experience Economy*

# INVITATION

EXPERIENCE TOP LECTURE  
&  
CROSS MEDIA WORKSHOP

25TH OF JANUARY 2008  
09.30-16.30

POST CS CLUB 11  
OOSTERDOKSKADE 3-5

*PrimaVera Research Program*  
UNIVERSITEIT VAN AMSTERDAM

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## CROSS MEDIA WORKSHOP

09.00-15.00 hours

In our Cross Media Workshops we look at how people deal with media in their own experience environment. Everyday we experience the influence of information either pushed over us or demanded by ourselves. Our professional guest speakers will give you more insight and understanding about the interactive landscape with our media.

Your lecturers this day:

prof. Pieter Adriaanse on the limits of the Virtual Myth

Anna Snel on the difference between Physical and Virtual Experiences

Rene Janssen (CEO of Winkwaves) on the developments of Web 2.0 and the future of interactivity

Rogier van Laar (Logica CMG) of the Open Innovation Group

## EXPERIENCE TOP LECTURE BY GERD LEONHARD

15.00-16.30 hours

*Media Futurist, Author, Web 2.0 Entrepreneur*

The Wall Street Journal calls Gerd one of the leading media futurists in the world. He is the co-author of the influential book *The Future of Music* as well as the author of *The End of Control* (forthcoming in 2008).

Gerd's background is in music (a Quincy Jones Award Winner and Berkee College of Music graduate) and in technology and the Internet (former CEO of [Licensemusic.com](http://Licensemusic.com) and CEO of Sonific LLC). Gerd's



work focuses on the overlap zones of music/content, technology, communications and culture, and he is considered an expert on topics such as Web/Media 2.0, social networking, copyright vs. technology, on-line content commerce models, media convergence, mobile entertainment, the future of advertising and branding, and future scenarios for digital content business models.



PLEASE FAX OR E-MAIL THIS REGISTRATION

+31 (0)346 212029

[info@experience-economy.com](mailto:info@experience-economy.com)

- I would like to register for the **Cross Media Workshop** on the 25<sup>h</sup> of January at 09.30 hours at Post CS Club 11 à € 225 excl. VAT. I hereby authorize irrevocably once-only the European Centre for the Experience Economy to charge my account for € 267,75 incl. VAT.
- I would like to register for the **Experience Academy Top Lecture** on the 25<sup>h</sup> of January at 15.00 hours at Post CS Club 11 à € 195 excl. VAT, incl. lunch & drinks. I hereby authorize irrevocably once-only the European Centre for the Experience Economy to charge my account for € 232,05 incl. VAT.
- I would like to register for the **both the Cross Media Workshop and the Experience Academy Top Lecture** on the 25<sup>h</sup> of January at 09.30 hours at Post CS Club 11 à € 350 excl. VAT, incl. lunch & drinks. I hereby authorize irrevocably once-only the European Centre for the Experience Economy to charge my account for € 416,50 incl. VAT.
- I am a professional member of the European Centre for the Experience Economy and receive a discount of 15% on my total invoice
- I am an ambassador of the European Centre of the Experience Economy and receive a discount of 100% on my total invoice.

**Conditions for registration and cancellation**

Registration occurs in the order of receipt of registration and signed authorization for payment. Cancellation policy; if you are unable to attend please notify us and you can sent a colleague.

Company name;.....  
 Name;.....  
 Function;.....  
 Address.....  
 Postal Code;.....City.....  
 Bank account.....  
 Telephone.....Fax.....  
 E-mail.....

Signature.....

I would like to register the following colleagues;

Name;.....  
 Function;.....  
 Address.....  
 Postal code;.....City.....