



European Centre for the  
*Experience Economy*

# The Experience Academy

March 7 10.30



Restaurant AS  
Prinses Irenestraat 19  
1071 VE Amsterdam

## Our lecturers

### **Simcountry by Jossi Gil of Gil Entreprises**

Jossi will give us insight information about the development of his game, which has 17.000 visitors a day. With this game you can build your own country, have your own healthcare, educational system, infrastructure and defense system. What are the drivers for people to play this game and what are their experiences? How near to reality can we come?



### **The Auction of the future, Landscape Auction by Tom Bade of Triple E**

Triple E invented a brand new concept how to finance the preservation and maintenance of landscape and nature. Tom will actually auction a piece of “t Goois natuureservaat”. The members of the European centre will actually become virtual owner of a piece of landscape in the servate. There will be a very interesting list of objects that will be auctioned today. With the revenues of the auction the maintenance of that peace of nature will be secured for 10 years.

### **Munro Tailoring by Michael Jacobs**

Munro has a different idea. We want to give back creative power back to those who buy. We think the best world is the world you create – yourself. A world where you are your own brand and you design your own products.

You design it. We make it.



Irene Koel 15 year FHV BBDO (creative marketing agency) where she worked for clients as Albert Heijn, Pepsi, Sara Lee, Smiths Food Group, Grolsch, Succes Agenda, Libertel, Greenpeace and Artis. FHV Content was founded in 2000 and under the name of BLOEI they became a independent company in 2003. Her motto is to break conventions and seeking for sollutions. Next toe the BLOEI- movement, she is responsible for business development, brand strategy, supplier of energy, moderator and cannot-solver. She speaks on congressen and symposia: stand-up marketing and innovation subjects. Also development on her own BLOEI-initiatives.

## Program

- 10.30 Registration, coffee and tea
- 10.40 **Opening** by Albert Boswijk Managing Director ECEE
- 10.45 **Sim Country**  
The Virtual game of creating your own country by Jossi Gil . Gil Enterprises
- 11.45 *Networking break*
- 12.00 **The Experience of landscape auction**  
by Tom Bade  
Director Triple E
- 12.45 *Networking break and lunch*
- 14.15 **Handing over creative power to those who buy**  
The organisation around consumers and retail  
by Michael Jacobs  
Co-Founder of SLFMD
- 15.00 **Innovation is “doinking”**  
The process, the experience in practice  
by Irene Koel  
Director of Bloei
- 16.00 Conclusions and closure  
Drinks and networking



Please mail this registration form to [danielle@experience-economy.com](mailto:danielle@experience-economy.com) or fax to +31(0)346 212029.

- Yes, I would like to registrate for the 'Experience Networking day on the 7th of March 2008 in Amsterdam and I authorise irrovacably once-only the European Centre for the Experience Economy to charge my account for € 195 exclusive VAT (€ 232,05 incl. VAT)
- Yes, I am a professional member of the European Centre for the Experience Economy, and I would like to bring an introducée for the reduced tarif of € 100 exclusive VAT (€ 119 incl VAT)
- Yes, I am a professional member of the European Centre for the Experience Economy and I would like to registrate for this meeting.
- Yes I would like to become a professional member of the European Centre for the Experience Economy. (More information on next page)

Name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

e-mail \_\_\_\_\_

Function \_\_\_\_\_

Bank account \_\_\_\_\_

Telephone/Mobile \_\_\_\_\_

Postal Code \_\_\_\_\_

Signature \_\_\_\_\_

Yes I would like to register also a colleague or bring an introducée as member.

Name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

e-mail \_\_\_\_\_

Function \_\_\_\_\_

Bankaccount \_\_\_\_\_

Telephone \_\_\_\_\_

Postal Code \_\_\_\_\_

Signature \_\_\_\_\_

The price of the event is € 195 exclusive VAT , Professional Members, Partners and Ambassadors for free, guests of members € 100 excl.VAT

■ After you have mailed or faxed your registration you will receive an invoice which confirms your registration.

■ Registrations will be accepted in the order of receipt, please register early! (the amount of partcipants is limited to 40).

■ Cancellation policy; Written cancellation will be accepted before 5th of March against an administration fee of € 35. If you are unable to attend, please notify us and you can sent a colleague without extra charges. After the 5th of March the full lecture fee will be due.



## PROFESSIONAL MEMBERSHIP

### **Become a Professional Member of the European Centre for the Experience Economy. Investment:**

€632 exclusive VAT per year, from January 1st to December 31st. 2008

Also possible Ambassador Profesional member (9 meetings) €1250 exclusive VAT per year, from January 1st to December 31st.

### **Benefits, for professional members only:**

- Two network meetings per year, with thought provoking lectures for free.
- Two Experience Top Lectures for a reduced fee.
- Two visits (free) behind the scenes of minimal two experience providers. Visits on site including lectures by companies that will present their business case and are heavily involved in the experience economy.
- Free access to the expert section of the website of the European Centre for the Experience Economy with the latest business cases, articles, white papers, and book descriptions.
- Priority registration for the Executive Course 'Creating Unique Value through Meaningful Experiences'.
- Exclusive contact to our teachers, practitioners and guest lecturers.

### **More information**

Further information on the European Centre of the Experience Economy and on membership, you will find [www.experience-economy.com](http://www.experience-economy.com). /how to join.

The European Centre of the Experience Economy is associated with the PrimaVera Research Group, Faculty of Economics of the University of Amsterdam.

### **Partners of the European Centre are:**

DST Experience Communicatie, Lost Boys, KPMG Business Innovation, Koninklijke Maison van den Boer, Strategic Horizons, ID&T, Q Dance, Operations and Technology Management Group at London Business School, SMO. Triple E., and Performance Solutions.