



**7 Experiences Summit 2023 Provisional Programme (as at 08-11-23)**

**Day 1 (28 November, Tuesday)**

<b>Time</b>	<b>Programme</b>	<b>Location</b>
8:00am – 9:00am	Arrival and Registration	
9:00am – 9:30am	Formal Welcome	
9:30am – 10:10am	Opening Address by Host & <b>Opening Keynote by Virpi Roto, <i>And the winner is Experience Design</i></b>	WG126
10:10am – 10:30am	Break	WG128 (foyer)
10:30am – 12:00pm	<b>Workshop 1.1: Experience &amp; Technologies</b> Take The Experience Model for a Ride: Let's design a theme park in one hour! ( <i>Geoff &amp; Zoe Thatcher</i> )	WG126
	<b>Workshop 1.2: Experiential Learning &amp; Education</b> Higher Education Springboard: Designing Educational Experiences to Engage Students in Transformational Learning and Development ( <i>Brian Malcarne and Julie Saville</i> )	WG808
	<b>Workshop Session 1.3: Hospitality, Retail, and Customer Experience</b> Why not have some fun? Fragrance Design as a dynamic tool for enhancing experiences ( <i>Samantha Copland and Astrid Crosland</i> )	WG801-802
12:00pm – 1:00pm	Lunch	WG128 (Foyer)
1:00pm – 1:40pm	<b>2<sup>nd</sup> Keynote: Matthew Duerden, <i>Designing Extraordinary Experiences</i></b>	WG126



<p>1:40pm – 2:40pm</p>	<p><b>Research Session 1: Events Experiences</b></p> <p>Practitioner Lived Experience of Complex Stakeholder Management in Festivals and Events – a Phenomenological Approach (<i>Kevin Wallace, Carmel Foley and Deb Edwards</i>)</p> <p>Influencing exhibitor loyalty through trust and value co-creation – the moderating effect of visit frequency (<i>Jiwon Lee and Chris Ryan</i>)</p> <p>Events, Urban Tourism and Cultural Appropriation: A Critical Perspective (<i>Renee Lotoaso and Abrar Faisal</i>)</p> <p>“If I can't dance, I don't want to be part of your revolution”: designing experiences for LGBTQ+ pride (<i>Victoria Firth-Smith</i>)</p>	<p>WG808</p>
	<p><b>Research Session 2: Placemaking, Architecture &amp; Design</b></p> <p>Enabling place to stand with mana – Tū ana te mana o te whenua! (<i>Chris Titford, Etienne Neho and Phil Wihongi</i>)</p> <p>Eliciting desired experiences: Design affordances to communicate users’ latent aspirations of the built environment (<i>Damian Rogers, Linus Tan and Anita Kocsis</i>)</p> <p>Experience-informed design: Information exchange to and from diverse experience research (<i>Anita Kocsis, Linus Tan and Virpi Roto</i>)</p>	<p>WG802-803</p>
	<p><b>Research Session 3: Hospitality &amp; Tourism Experiences</b></p>	<p>WG801</p>



	<p>Theming, Service Performance, and Downstream Effects of Subjective Leisure Experiences (<i>Brian Hill, Patti Freeman, Gary Ellis and Emily Catalan</i>)</p> <p>Clarifying the role of mythmaking in influencing emotional engagement and transformation; The case of ANZAC in Gallipoli (<i>Effie Steriopoulos</i>)</p> <p>A model of reciprocal hospitableness for luxury lodges (<i>Anita Manfreda and Tracy Harkison</i>)</p> <p>Luxury accommodation experiences: From New Zealand to Wales (<i>Tracy Harkison and Tiffany Low</i>)</p>	
2:45pm – 3:05pm	Break	
3:05pm – 3:50pm	<b>3<sup>rd</sup> Keynote: Jezza Williams, <i>Inclusive &amp; Accessible &amp; Inclusive Experiences</i></b>	WG126
3:55pm – 5:15pm	<p><b>Workshop Session 2.1: Sport &amp; Rec Experience</b></p> <p>The Power of Play!: Transforming enjoyable and engaging physical activity into transformational enriching age-friendly edutainment (<i>Richard Wright and Andu Iordache</i>)</p>	WG126
	<p><b>Workshop Session 2.2: Sensory Experience &amp; Food</b></p> <p>Food for thought: Exploring the impact of sensory cues on food perception and consumer food behaviour (<i>Nazimah Hamid</i>)</p>	WG801
5:45pm – 8:00pm	<b>Welcome Reception &amp; Special Keynote by Miles Gregory, <i>From Pop-up Globe to HyperCinema; journeys in audience experience</i></b>	HyperCinema



**Day 2 (29 November, Wednesday)**

Time	Programme	
7:30am – 8:30am	Mindfulness & Breathing by Lululemon	WG210
8:30am – 9:00am	Arrival & Registration	
9:00am – 9:40am	<b>4<sup>th</sup> Keynote: Bradley McLain, <i>Leadership by Experience Design</i></b>	WG126
9:40am – 10:00am	Break	
10:05am – 11:35pm	<b>Workshop Session 3.1: Experiential Learning &amp; Education</b> Sketchnote your 'Syllabus' – Explore and Share your planned (learning) experience by mapping it ( <i>Alke Groppe-Wegener</i> )	WG801 - 802
	<b>Workshop Session 3.2: Leadership experience design</b> Designing Transformative Experiences: The New View of Leadership ( <i>Brad &amp; Jayanti McLain</i> )	WG808
11:35pm – 12:35pm	Lunch	
12:35pm – 1:15pm	<b>5<sup>th</sup> Keynote: Yong Se Kim, <i>Smarter with CX data in Experience Design</i></b>	WG126
1:15pm – 1:35pm	Break	
1:40pm – 2:40pm	<b>Research Session 4: Experiential Learning &amp; Education</b>  Exploring key drivers of transformational learning experiences in marketing education ( <i>Bianca Frost</i> )	WG808



	<p>Transformational Experiences Beyond Borders: Study Abroad and the Further Development of the Experience Impact Scale (<i>Neil Lundberg, Grant Lundberg, Jennifer Bown, Evan Grunvig and Brian Hill</i>)</p> <p>Applying Experiential Learning to the College Classroom Study of Wine Education (<i>Bridget Bordelon</i>)</p> <p>Experiential learning – practical examples and trends: the importance of game, industrial speakers and field study (<i>Thu Nguyen Ngoc Anh, Trinh Ho Thuy and Thuy Truong Dinh Hong</i>)</p>	
	<p><b>Research Session 5: Nature-based Adventure, Tourism &amp; Metaverse</b></p> <p>Beyond ‘the’ flow state: Pathways to distinct, optimally engaging psychological experiences in nature-based adventure (<i>Susan Houge Mackenzie, Patrick Boudreau and Ken Hodge</i>)</p> <p>Metaverse and Tourism Destinations’ Sense of Place (<i>Li Miao, Xi Yang, Ye Wang, Qiao Zhang and Jingjing Hu</i>)</p> <p>A Systematic Review of Empirical Research of Telepresence Experience (<i>Thanh-Thuy Thi Doan, Peter B. Kim, Sandra Goh and Chloe S. Kim</i>)</p> <p>Environmental Education in Ecotourism Destinations: Visitor Experience on Tiritiri Matangi Island, New Zealand (<i>Georgia Cook, Abrar Faisal and Tomas Pernecky</i>)</p>	<p>WG801</p>



	Are coastal residents turning blue in the blue economy? ( <i>Xiao Zhang, Claire Liu, Sandra Goh and Peter Kim</i> )	
2:40pm – 3:00pm	Break	
3:05pm – 4:35pm	<p><b>Workshop Session 4.1: Food Experience</b> Halfway down Dominion Rd: Experiencing Auckland’s food suburbs (<i>Rob Richardson, Tracy Berno, John Kelleher, Geoff Scott, Dale Thompson</i>)</p> <p><b>Research Sessions 4.1: More on Food Experience</b> Flavourful Clips: The impact of auditory cues on flavour perception and emotions during food consumption (<i>Nazimah Hamid</i>)</p> <p>The extrinsic and intrinsic motivational approach in continuance intention to use food delivery app (<i>Xuan Tai Mai, Thu Thi Trinh and Zhenshan Xu</i>)</p> <p>The Impact of Message Endorsement on Consumers’ Sustainable Food Choices in Out-of-home Dining: A Field Experiment (<i>Marie Nowak</i>)</p>	<b>Four Seasons</b>
	<p><b>Workshop Session 5.1: Accessible Experience</b> Creating an inclusive experience (<i>Jezza Williams</i>)</p> <p><b>Research Sessions 5.1: Accessible Experience and Hospitality &amp; Tourism Critical Experiences</b> Accessible and inclusive tourism experiences through strategic destination planning and management (<i>Sophie Hayden, Alison McIntosh and Brielle Gillovic</i>)</p>	



	<p>Invisible until they're gone: 'Keystone' occupations for sustainable visitor experiences (<i>Richard Robinson, Shelagh Mooney and Adam Stephen</i>)</p> <p>A scoping review and analysis of travelers' experiences with petty crime using biopsychosocial model (<i>K. Thirumaran, Jagdeep Kaur Sabharwal &amp; Sandra Goh</i>)</p>	
4:40pm – 5:10pm	<p><b>6<sup>th</sup> Keynote: Barbara Neuhofer,</b> <i>Transformative Experience for Hospitality, Tourism &amp; Events</i></p>	WG126

**Day 3 (30 November, Thursday)**

Time	Programme	
7:30am – 8:30am	Mindfulness & Breathing by Jayanti McLain	WG210
9:00am – 9:40am	<p><b>7<sup>th</sup> Keynote: Aishwarya Tipnis,</b> <i>Architecture experience design?</i></p>	WG126
9:40am – 10:00am	Break	
10:05am – 11:35am	<p><b>Workshop Session 6.1: Experience design &amp; Technologies</b> Using Generative AI to speculate future experiences (<i>Linus Tan</i>)</p>	WG809
	<p><b>Workshop Session 6.2: Architecture &amp; Design</b> Exploring eudaemonic design at home via co-design and creative methods to architect your best home and best self (<i>Jenna Mikus</i>)</p>	WG808
	<p><b>Workshop Session 6.3:</b></p>	WG802-803



	Unlocking Innovation Through Rapid Collaboration ( <i>Cc Franklin and Marinda Ashman</i> )	
11:40pm – 12:40pm	Lunch	
12:45pm – 1:25pm	<b>Closing Keynote: Marcel Bastiaansen,</b> <i>Tracking Experiences in Time and Space</i>	WG126
1:30pm – 2:30pm	<p><b>Research Session 6: Experience Design Agenda</b></p> <p>The story behind 7 Experiences Summit (<i>Virpi Roto and Markus Ahola</i>)</p> <p>Fostering cross-disciplinary collaboration – Case Experience Research Society (<i>Markus Ahola and Virpi Roto</i>)</p> <p>The Impact of Reflection on Experience Type Perceptions (<i>Mathew Duerden, Camilla Hodge, Karen Melton, Aubrey Rushton, Lexi Anderson and Madison Bagley</i>)</p> <p>The impact of novel people, novel places, and novel activities, in tourism (<i>Moji Shahvali, Ondrej Mitas, Peter Ward and Marcel Bastiaansen</i>)</p> <p>Humanness Index for Designed Experiences (<i>Harsh Manrao</i>)</p>	WG801 - 802
	<p><b>Research Session 7: Architecture &amp; Design</b></p> <p>The Creative Potential of Productive Inconvenience as a Design Approach (<i>Kristian Kloeckl</i>)</p> <p>Integrating the Theory of Experience into architectural design workflow (<i>Linus Tan</i>)</p>	WG808



	<p>Transformative Experiences: An Exploration of Transformative Facilitator's Language <i>(Nieke Dieteren and Barbara Neuhofer)</i></p> <p>Artefacts of transformation: Memorabilia's role in transformative experiences <i>(Barbara Neuhofer and Brian Hill)</i></p>	
2:35pm – 3:00pm	Break	
3:00pm – 5:30pm	<b>7 Experiences Design Hackathon</b> Summit Wrap-Up, Awards & Photo	WY027
6:30pm – 9:30pm	<b>Networking function (Mystery Dinner)</b>	It's a surprise

**Day 4 (1 December, Friday)**

Time	Programme	
Few hours, Half day, or Full day	Post-Conference Experiential Tours (Modular & Optional)	