

TEM MADRID

NOVEMBER
6-7, 2024

ABC
SERRANO

THE EXPERIENCE ECONOMY MEETING



A JOINT INITIATIVE BETWEEN



Exhibition Hub
— Entertainment —

fever



On the evening of August 31, 2013, we hosted a TEM delegates' dinner on a tourist boat cruising Berlin's River Spree. We called that event "The Love Boat." Mario Iacampo (right) is pictured here boarding the "Love Boat" with our friend Giorgio Castagnera from Italy.

A year ago, the founder and CEO of Exhibition Hub, Mario Iacampo, passed away unexpectedly. We gathered to remember Mario on the eve of his memorial service and funeral in Brussels. There, we began thinking about an event in 2024 where we could bring together colleagues, friends and the industry in Mario's honour. That "event" became, "Let's do a TEM again!"

We dedicate TEM 2024 in Madrid to our friend Mario Iacampo (December 8, 1957–November 16, 2023).

Hamza El Azhar for Exhibition Hub

Ignacio Bachiller, Francisco Hein and Alexandre Perez Casares for Fever

Christoph Scholz for Semmel Exhibitions

Cover photo:

Our audience! I took this photo of a lovely young family at Olafur Eliasson's exhibition "OPEN" at The Geffen Contemporary at MOCA in Los Angeles. The Geffen, one of LA's premier contemporary art museums, is just a stone's throw from the venue we had planned for TEM in 2020. "OPEN" is a show all about "the experience," but Mr. Eliasson's staging of "experiences" is

nothing new. Back in 2003, his "Weather Project" at Tate Modern, London, became one of the world's most talked-about immersive installations, making headlines everywhere. But both these exhibitions have reassured me that we're on the right track by organizing this small specialist "conference" for the "experience economy." Christoph Scholz

“LET’S DO A TEM AGAIN!”

BY YOUR HOST AND TEM’S CREATIVE PRODUCER, CHRISTOPH SCHOLZ

A VERY WARM WELCOME TO TEM, PHASE 2...

We are very happy to be with you here at ABC Serrano in the heart of Madrid at the 7th edition of TEM, formerly known as “The Touring Exhibitions Meeting,” which, at the same time, is the first edition of what is now known as TEM – “The Experience Economy Meeting.” After six editions of TEM with strong focus on the more traditional touring exhibitions sector, 1 × Paris (2012), 1 × Istanbul (2015), 2 × Munich (2014 & 2017), 2 × Berlin (2013 & 2019), we decided to expand our concept and continue as “The Experience Economy Meeting” in Downtown Los Angeles in 2020. Everything was in place, the tickets were on sale, and then the pandemic put a stop to our plans.

And then, as we all became very busy again, TEM was a bit forgotten. Also, as TEM's creative director and producer, I felt that TEM was probably no longer needed. While TEM was very formative from 2012 to 2019, particularly for connecting the “European live entertainment promoter landscape” with the “global touring exhibitions industry” (and chances are that you will meet many people you first met at TEM and with whom you may already have started collaborations), I felt that TEM had had its time. I'd observed how many other industry gatherings were doing very well at becoming the vibrant meeting points for the exhibitions-experiences-attractions industries. For instance, at ILMC (the iconic annual International Live Music Conference in London and our esteemed TEM partner), I've hosted each year since around 2009/10 one or two “alternative entertainment panels” for everything the live music industry did not identify as their own traditional rock, pop, musical, classical, family show ... businesses. For well over a decade, ILMC was giving over more and more room each year to “alternative content” to keep pace with our industry's growth. Since last year, and again in 2025, an entire ILMC day is dedicated to “alternative entertainment.” And, as another example, I'm writing these lines on a rainy Sunday afternoon in my hotel room in London, where tomorrow I'm attending a day-long conference called the “Immersive Experience Network Summit 24.”

THE BIRTH OF AN IDEA

The idea behind why we're all here today, how we find ourselves together, and, not least, why we have entered Phase 2 of the TEM project was born in the evening hours of Friday, November 24, 2023, in a brasserie in Brussels. That evening, Hamza El Azhar, co-founder and CEO of Exhibition Hub, the founders of Fever (Ignacio Bachiller, Francisco Hein and Alexandre Perez Casares), as well as Jordi Sellas i Ferrés of Barcelona-based Layers of Reality and I came together to commemorate our friend and



business partner, Mario Iacampo (co-founder and CEO of Exhibition Hub), who had passed away suddenly and unexpectedly at the young age of 66, on November 16, 2023. We were discussing over a few glasses of red wine an “event” in 2024 to remember Mario and bring the industry together. And then that “event” became, “Let's do a TEM again!”

Among the crazy ideas discussed that evening was taking the conference to Marrakech or taking it out of the city to create a kind of “Burning Man” event in the Moroccan desert! (Exhibition Hub's Hamza is from Morocco); and Jordi, whose vote was clearly for “his” Barcelona, suggested “Disruptcy in the World of Exhibits” as the new conference's title.

Since this was on the eve of Mario's memorial service and funeral, the discussion always circled around: what would Mario have done? Perhaps offer a VIP ticket to TEM named the “Horse Lover Ticket”? (You might want to ask Hamza or Jordi what a “Horse Lover ticket” was.) Which city would Mario have chosen for TEM? Many of you know that Montreal-born Mario had lived in Brussels ever since; it was his home and the home of his life's work, the company Exhibition Hub. But that night, we also discovered that Mario's other favourite city was Madrid, and he intended to spend much more time there. So, on that soggy, foggy, rainy, bit-sad Brussels November evening, Madrid was on the map for TEM.

Without money, such red wine-soaked ideas will never happen, and so I reached out to our closest contacts in this field, saying that there would be a new TEM and that we need financial support. Within 48 hours, I had Confirmations of significant financial contributions from:

Imagine

(Producer and promoter of global touring exhibitions from the USA, based in Atlanta, Imagine celebrates its 15th anniversary this year. For the elders like me, better known as Imagine Exhibitions – Tom Zaller and Debbie Donohue and all the lovely people at Imagine – you are true leaders in our industry. Thank you for being a special presenting sponsor of TEM. Imagine has also invited all TEM delegates free access to their “Harry Potter™: the Exhibition,” which, conveniently, is now open in Madrid not far from here at Espacio Ibercaja Delicias. Please just show your TEM badge for free entry to the exhibition.)

Look2Innovate

(Luxembourg-based developer and provider of high-quality interactive audioguide systems, with whom we've enjoyed a successful partnership for years. My friend, Béchara Yared, not only excels in crafting top-tier audio guides under the "Look2Innovate" brand, but he's also an expert in finding the best Lebanese dining spots in Brussels.)

Explorado Group

(Promoter and producer Andreas Waschk – whom I believe was a Viking warrior in a former life; just watch out for him at TEM and then you'll understand why I think so – and his team always surprise us by bringing top-notch international experiences to Germany or opening a new venue.)

JVS Group

(Promoter and producer from the Czech Republic: JVS work from the golden city of Prague, which, btw, deserves a future TEM. Our, Semmel's, reliable partner for over a decade in the Czech Republic and Eastern Europe, not only does Milada Fišerová forgive me when it takes three months or so to reply to an email, but JVS Group's CEO Viliam Duris knows how to dine, party and entertain in style.)

FKP Entertainment

(Promoter and producer from the United Kingdom, their international HQ based in London, from here the team coordinates projects across all 10 FKP Scorpio European territories. Hard-workers and role models for me professionally – James Cassidy and Barry Campbell – how I love meeting you in a London hinterzimmer to make shady deals. I am very happy to see that our friends from Nordic Exhibitions, led by Stefan Papangelis, recently joined the FKP team.)

Proactiv Entertainment

(Promoter and producer from Spain, based in Madrid. Nico Renna, who always makes me smile when we meet, brings the Spanish sun to every meeting. I am delighted to see big players like Proactiv in our "alternative entertainment" field. Some of you will already know that "Toy Story" is one of my favourite film series, if not my all-time favourite, and Nico is touring with this wonderful "Mundo Pixar" exhibition!)

Alegria Exhibition

(Promoter and producer from Germany, based in Munich. Nepomuk Schessl and his team made "immersive" big in Germany, but on top of their digital prowess, they are fantastic promoters too. In their still well-designed posters and carefully edited newspaper ads, old school meets the new school.)

Dear sponsors and partners, you are all terrific. Collectively, you have contributed the lion's share to the TEM's budget. That you took this on and decided so quickly to support TEM means a lot too – and perhaps signals that TEM is needed.

Okay, so the money was in! The TEM Madrid story went on for a bit longer and became complicated. In between, the Marrakech faction/lobby had won; then Madrid-based promoter Rafa Gimenez Amaya talked to Hamza (= the Marrakech lobby) and I (= undecided, as often), over a dinner in January 2024 in Buenos Aires, and talked us back into the Madrid camp; Fever lobbied for Madrid; one of Fever's founders, I will not name him here, had trouble planning the delivery date of his baby versus picking the right TEM date versus the long trip to Marrakech; there was even a rumour of the shadowy-dubious Italian rock band "Mario & His Pirates" making a reunion at TEM. Then finally, we're here. You are here!

On Mario's memorial card was a quote he often used: "Everything happens for a reason." I'm not sure if Mario knew that there's a longer version of that quote by Brazilian novelist and poet Paul Coelho from his bestselling book, "The Alchemist":

"Life is too short to wake up in the morning with regrets.

So love the people who treat you right.

Forget about those who don't.

Believe everything happens for a reason.

If you get a chance, take it.

If it changes your life, let it.

Nobody said life would be easy,

They just promised

It would likely be worth it."

We hope the time at TEM will be worth it for you.

Christoph Scholz

London, October 20, 2024

The Exhibition" and "Marvel: Earth's Mightiest Exhibition," which combined have welcomed an audience of more than nine million people worldwide.

Christoph is the father of two sons. In the past few years, he and his wife, Melanie, have restored a 300-year-old village tavern located near Bayreuth, the seat of Semmel Concerts' HQ. The historic building is not only the family's home but has become, under its new name, Stöckelkeller, a "Village Lodge, Goods & Arts" with a regular programme of exhibitions and events and a comic book library.

Christoph Scholz is the director of exhibitions and international projects and a member of the management board at Semmel Concerts, a leading promoter and producer of live entertainment and exhibitions.

He heads up the company's Semmel Exhibitions division and directs major international concert tours like "Hans Zimmer Live." He is also in charge of touring exhibitions, which include "Tutankhamun: His Tomb and His Treasures," "Marvel: Universe of Super Heroes," "Marvel's Spider-Man: Beyond Amazing – The Exhibition," and, most recently, "Disney100:

THE EXPERIENCE ECONOMY

THE BUSINESS OF IMMERSIVE ENTERTAINMENT BY SERGE GRIMAUX, TEM'S CO-HOST

WHAT A PRIVILEGE IT IS TO BE AT THE DAWN OF A NEW ERA.

Depending on your age, you might remember, know or realize that there was a time when large concerts and music events were primarily gatherings of people sharing a common social ideal under the anti-establishment banner. These experiences were often known as "Happenings." Fast forward 50 years, and we now have a multi-billion-euro business known as the Live Music Industry, where new venues erected primarily for concerts are being built with price tags exceeding one billion euros. Who would have believed, 50 years ago, when a Rolling Stones ticket cost less than €4, service charge included, that this would be the future? If, back then, people gathering in Madrid had tried to predict what the future of "The Experience Economy" would be, they might not have envisioned the extent of its far-reaching impact.

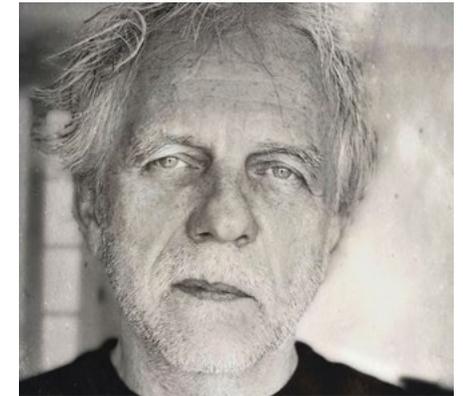
We are at the threshold of a new era in live entertainment – one where the lines between spectator and performer blur, where audiences can either engage directly or be enveloped by the action surrounding them. This shift is not only transforming the entertainment landscape but unlocking significant business opportunities along the way.

The form of live entertainment that brings us together today is so new that it doesn't even have a definitive name yet. Not long ago, it was referred to as "Alternative Content," then as "Edutainment," and nowadays it has been nicknamed "Immersive." These experiences create a bridge between art and business, offering a unique opportunity for growth. One thing is certain: even if this new phenomenon doesn't yet have that formal name, it must already be recognized as the ultimate chameleon of live entertainment.

And this chameleon is thriving. It's healthy. It shines with vibrant colours.

In a career spanning 50 years, Serge Grimaux has presented thousands of events on three continents, from Michael Jackson to U2 and The Rolling Stones, from Pink Floyd and Metallica to Luciano Pavarotti and Rihanna, from Cirque du Soleil to Coldplay, Nirvana, Pearl Jam and Miles Davis. He later became the local promoter in the Czech Republic and Canada for exhibitions such as "Titanic," "Bodies" and "Tutankhamun: His Tomb and His Treasures."

With roots in Montreal, he founded Prague Ticketpro, the first computerized ticketing system in the Czech Republic in the early 1990s, which quickly became a leading player in



It adapts to its environment, and above all, it's rapidly growing. Though born only a few years ago, it still has much to learn, and there is no doubt that it will. And it will very fast!

As the crucible of new technologies, this new form of live entertainment is the perfect playground for crystallizing new ideas and exploring new avenues to take audiences on fantastic journeys while expanding revenue streams. Those using this new athanon are perfectly positioned to experiment with the latest technologies and develop imaginative tools to reach potential audiences while making emerging ideas and products accessible to them. By doing this, this chameleon not only becomes wiser by the day, but it will soon have the unicorn as its closest companion, both symbolically and in terms of business.

Thanks to its kaleidoscopic brilliance, uniqueness, and many incomparable features, this chameleon attracts a vast array of people from all ages, cultures and backgrounds. But beyond all of that, I believe its greatest strength will continue to be its ability to read the minds of those who fall under its spell, to react quickly, and to simply give audiences what they want: an unforgettable moment at an affordable price.

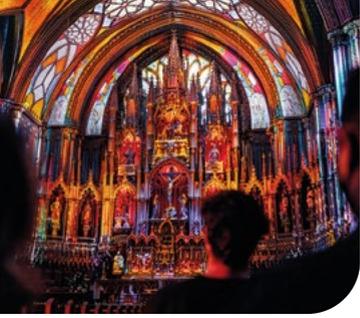
Indeed, what a privilege it is to not only be a part of, but to be an actor, and often a pioneer, in this new era.

Exciting times lie ahead...

Serge Grimaux

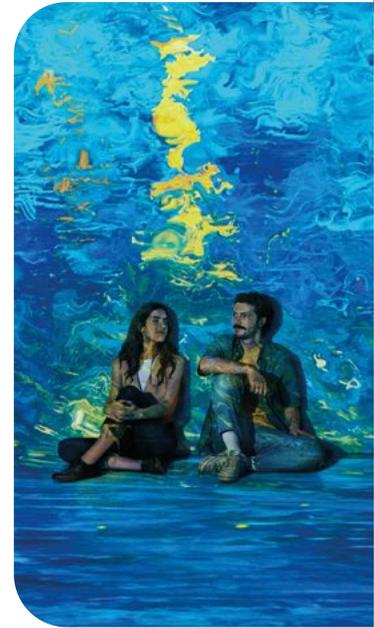
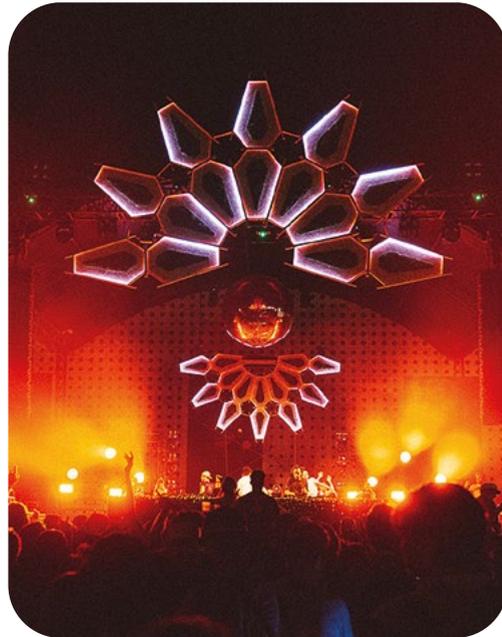
Montreal, October 19, 2024

Central and Eastern Europe, expanding to 18 countries on four continents before being sold to Ticketmaster in 2017. His promoter business, PropagArt, then quickly became the Czech Republic's predominant promoter; it merged with the second player in the market and was sold to Clear Channel Entertainment in 2004. Through his company Intellitix, Serge introduced radio-frequency identification (RFID) technology for access control and cashless payments at major festivals such as TomorrowLand, Coachella and Bonnaroo.



TEM PRODUCER FEVER

POWERING THE WORLD OF LIVE ENTERTAINMENT THROUGH DATA & TECHNOLOGY



Inspiring hundreds of millions of people every month, Fever is the world's leading technology platform for the discovery of live entertainment. With a mission to democratise access to culture and entertainment, Fever has partnered with some of the biggest brands and creators to power over 150,000 experiences and venues across all major live entertainment categories in 36 countries, including music, theatre, sports, cultural institutions, and blockbuster immersive experiences. Fever empowers its partners with data and technology to develop and expand their content and reach new audiences worldwide.

successful execution on a large scale. By combining financial support with data-driven strategies, Fever amplifies its ability to deliver impactful, scalable global experiences.

SUCCESS HAS BEEN PROVEN IN THE FLESH

Fever's success with the Candlelight@ Series is a prime example of its data-driven approach. In just 18 months, Candlelight expanded to over 100 cities and today reaches more than 500 cities, making Fever the largest seller of live classical music events worldwide.

This series has redefined demand for classical music, attracting new and diverse audiences across the globe. Candlelight is a testament to how Fever leverages data to not only scale events but also shape emerging trends in live entertainment.

Whether you're a creator, event organiser, venue, or brand, Fever is your go-to partner for unlocking new revenue streams and scaling your business globally.

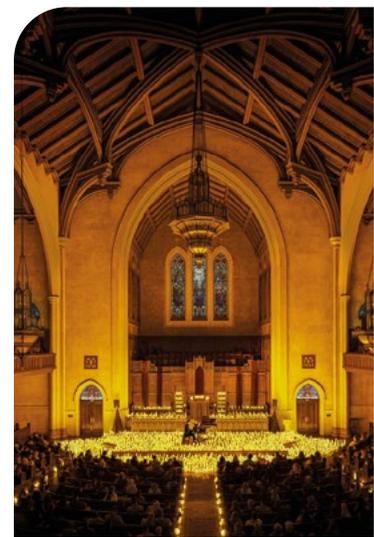
Fever provides a comprehensive suite of services to support the entire entertainment value chain, from data-driven ideation and cash flow management to ticketing and marketing. By leveraging its 95% mobile-based ecosystem deeply integrated with major social media platforms, Fever connects audiences to creators. The platform uses both technological and human insights to optimise every aspect of an event, transforming how people interact with culture and entertainment.

STATE-OF-THE-ART TICKETING PLATFORM

Fever's best-in-class ticketing platform is designed to maximise conversion metrics and ensure an optimal user experience. The system includes features like advanced security, streamlined purchasing, and a proprietary queuing system that ensures fair ticket distribution during high-demand events. Trusted by top-tier institutions like Real Madrid, Bienal do Livro in São Paulo, Chelsea FC, and Primavera Sound, Fever's platform not only provides state-of-the-art service but also preserves the unique branding of each partner, ensuring a customised and reliable solution.

MARKETING, REACH & FINANCIAL SUPPORT

Fever's Secret Media Network reaches over 300 million people globally each month, driving unparalleled event engagement through targeted marketing and deep insights into audience preferences. This vast reach enables Fever to scale events precisely, tapping into local markets worldwide while maintaining a global perspective. In addition to marketing, Fever offers flexible financing options and co-investment opportunities, empowering partners to bring more events to life and ensuring their



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TEM PRODUCER

EXHIBITION HUB

PUSHING THE BOUNDARIES IN WORLD CLASS EDUTAINMENT EXHIBITIONS.

In a world increasingly defined by digital experiences, storytelling has evolved into immersive journeys that captivate, educate and inspire. Exhibition Hub is leading this transformation, establishing new standards for engaging audiences through immersive exhibitions.

Since its founding in 2015, Exhibition Hub has focused on pushing the boundaries of edutainment. With over 200 experiences and more than 35 million visitors globally, our impact is profound. This success stems from the seamless integration of in-depth research, elegant design and cutting-edge technology. Each experience is carefully crafted to be interactive, engaging and unforgettable, leaving a lasting impression on audiences.

Among our standout productions is "Van Gogh: The Immersive Experience," which invites visitors to step into the realm of one of history's greatest artistic geniuses. This experience exemplifies ongoing innovation, combining advanced technology with an immersive show, virtual reality (VR) and interactive installations. Since its launch, it has attracted over eight million visitors in more than 60 cities, becoming the most iconic offering in our Immersive Artists collection, which also features experiences dedicated to Claude Monet, Gustav Klimt, and René Magritte, among others.

Another highlight is the "Bubble Planet Experience," a whimsical journey that ignites imagination and discovery. This interactive adventure takes guests on a sensory odyssey through a world filled with bubbles and wonder, proving that science and magic can coexist harmoniously. Premiering in Milan in February 2023, this interactive adventure is currently enchanting audiences in seven locations, with plans for further global expansion by 2025.

For those interested in history, "Titanic: An Immersive Voyage" provides an unparalleled opportunity to relive the tragic tale of the iconic ship. Featuring real artefacts, reconstructed rooms, a unique walking VR experience and an immersive show, this exhibition offers an emotional exploration of one of history's most enduring stories.

The "Art of the Brick" showcases Nathan Sawaya's extraordinary artistry, transforming LEGO® bricks into breathtaking sculptures. This collection includes original works and reinterpretations of masterpieces like Leonardo da Vinci's "Mona Lisa" and Vincent van Gogh's "The Starry

Night," celebrating the boundless creativity of both the artists and the medium.

Families (children and adults alike) will love "Dinos Alive"! Here, visitors can interact with a variety of dinosaurs through lifelike animatronics, interactive projected walls and VR experiences. This immersive journey transports guests to a prehistoric world, offering insights into the fascinating creatures that once roamed the Earth.

These experiences are showcased at our network of over 15 Exhibition Hub Art Centres, permanent or semi-permanent locations in vibrant cities such as Brussels, London, Milan, Atlanta and Seoul. These centres serve as dynamic ecosystems of digital art, entertainment and innovation, bringing both our experiences and those of our partners to the general public.

Exhibition Hub's dedication to excellence has not gone unnoticed. Our creations have garnered recognition from leading entertainment experts, with accolades from USA Today, CNN and Eventex. This underscores our commitment to delivering world-class experiences that transcend traditional entertainment.

We invite you to explore the endless possibilities of immersive experiences with Exhibition Hub. How can storytelling be transformed for your projects or audiences? What role does technology play in shaping the future of immersive experiences? Together, let's continue to redefine the world of entertainment, one immersive experience at a time.



EXHIBITIONHUB.COM

EH Exhibition Hub
Edutainment



Contact
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We're passionate about Entertainment Producer. Promoter. Booking.

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TEM PRODUCER

SEMMELEXHIBITIONS

**CRAFTING EXTRAORDINARY JOURNEYS THROUGH VIBRANT,
GLOBALLY TOURING IMMERSIVE EXPERIENCES.**

Semmel Exhibitions is a division of Semmel Concerts, the German live entertainment producer. They are part of EVENTIM LIVE, Europe's leading ticketing and live entertainment company, and are embedded in a strong international network of museums, science centres, cultural venues and the creative industries.

Semmel Exhibitions produces experiences that travel to venues around the world, presents exhibitions at their own venues in Germany, Austria and German-speaking Switzerland and curates an exhibition-focused programme track for the International Live Music Conference (ILMC). Semmel Exhibitions' current production portfolio includes "Tutankhamun: His Tomb and His Treasures," "Marvel: Universe of Super Heroes – The Exhibition," "Marvel's Spider-Man: Beyond Amazing – The Exhibition," and, most recently, "Disney100: The Exhibition" and "Marvel: Earth's Mightiest Exhibition," which combined have welcomed an audience of more than nine million people worldwide.

Tutankhamun: His Tomb and His Treasures

For over 100 years, Tutankhamun has been the symbol of many things: the excitement of discovery, ancient Egypt, perseverance, history, as well as of modern archaeology.

These aspects are the foundation of the success of our touring exhibitions "Tutankhamun: His Tomb and His Treasures" and "The Discovery of King Tut," which so far have been seen by over seven million visitors worldwide. The huge audiences and enormous media interest in the history of King Tut and the widespread fascination for ancient Egyptian culture are as vital as ever.

Disney100: The Exhibition

Step into the story of The Walt Disney Company and experience 100 years of history like never before! This is a once-in-a-lifetime event celebrating the iconic characters and stories that have captured the hearts of audiences around the globe.

Wonder at rare and valuable production props, see original costumes from your favourite Disney classics and explore revolutionary exhibits

that bring the magic of Disney to life – from the beloved classics to the recent releases of Marvel, Pixar and Star Wars. Now you can experience their exceptional stories in the biggest Disney Exhibition of all time!

Marvel: Universe of Super Heroes – The Exhibition

Marvel celebrated its 80th anniversary in 2019; 2022 saw the 60th anniversary of Spider-Man; and 2023 marked 15 years of the Marvel Cinematic Universe.

There couldn't be a better time for a well-rounded museum exhibition that brings the story of the company and its cast of Super Heroes to a legion of visitors – families with children, pop culture and comic book enthusiasts, keen collectors, and anyone who's been awed by the Marvel Cinematic Universe in the last 12 years.

Marvel: Earth's Mightiest Exhibition

Semmel Exhibitions and Marvel are proud to present a new production: "Marvel: Earth's Mightiest Exhibition," an all-new museum experience that takes audiences on a journey through the Marvel Universe, offers a fresh perspective on the company's rich 80+ year history, explores the worldwide impact of Marvel and gives behind-the-scenes looks at the creation of some of popular culture's most iconic stories and characters.

Marvel's Spider-Man: Beyond Amazing – The Exhibition

Semmel Exhibitions and Marvel Entertainment have teamed up to produce the first major touring exhibition devoted to The Amazing Spider-Man and the entire Spider-Verse of related characters.

Having premiered in 2022 with a limited engagement at San Diego's Comic-Con Museum, "Marvel's Spider-Man: Beyond Amazing – The Exhibition" has been revised and expanded for this national tour, combining traditional museum presentation with modern techniques to create a unique immersive experience that both educates and entertains.

Contact

For more information visit www.semmel-exhibitions.com
You can reach us by email at info@semmel.de

imagine

15 YEARS OF TRAVELING EXHIBITIONS
THAT DRIVE ATTENDANCE.

Harry Potter THE EXHIBITION

Harry Potter™: The Exhibition celebrates all things Harry Potter™ by bringing to life some of your favorite moments, characters, locations, and beasts from the film series, as well as the expanded wizarding world. Get up close to authentic props and costumes, practice your Quidditch™ skills, pot a Mandrake, and more in this unforgettable experience.

NOW OPEN IN MADRID!



Imagine Exhibitions is currently producing over 40 unique exhibitions around the world in venues large and small. Imagine also designs, develops and operates both temporary and permanent attractions worldwide.

sales@theimagineteam.com | www.TheImagineTeam.com

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TEM SPECIAL
PRESENTING
SPONSOR

IMAGINE

LET'S CREATE
SOMETHING
EXTRAORDINARY
TOGETHER!



HARRY POTTER™: THE EXHIBITION

Imagine, formerly Imagine Exhibitions, is a group of passionate creative professionals who design, produce and operate engaging exhibitions and attractions around the world.

Our mission is to entertain, educate and enlighten audiences with captivating immersive experiences. We firmly believe in the power of storytelling, hands-on interactivity and experiential design to create transformative journeys.

With over 15 years in business and a leadership team boasting 25 years in the industry, we deliver museum-quality experiences worldwide. Imagine is currently producing more than 40 unique exhibitions globally, including the acclaimed projects "Harry Potter™: The Exhibition," "Titanic: The Exhibition," "Ice Dinosaurs: The Lost World of the Alaskan Arctic," "Brick Masters Studio," "Trolls: Save the Humans by Thomas Dambo" and others.

One of the major drivers of Imagine's recent success is "Harry Potter™: The Exhibition." This ambitious project, which Imagine conceptualized, planned, designed and produced, has been a global sensation travelling all over the world. The exhibition is currently operational in four locations: Boston, Madrid, Macao and São Paulo. Imagine also owns and operates several permanent experiences in Las Vegas, including "Discovering King Tut's Tomb" at the Luxor Hotel & Casino, the "Real Bodies" exhibition at the Horseshoe Hotel & Casino and the popular themed bars The Cabinet of Curiosities and its adjacent speakeasy The Lock, also at the Horseshoe.

Imagine designs, produces, markets and operates its own exhibitions and attractions, while also working with clients to do the same with their exhibitions and IP's. Imagine's experience ensures that every project is meticulously planned to stay on budget, operate efficiently and generate significant attendance and revenue. The Imagine team considers every detail from the client's perspective, leveraging decades of experience and industry connections to create engaging experiences that not only

meet the creative and operational needs of our clients but also ensure long-term success and profitability.

Imagine strongly supports The Touring Exhibitions Meeting (TEM) for numerous reasons that align closely with our company's mission, values and long-term objectives. TEM is a renowned industry event that brings together professionals from across the globe to discuss, share and innovate in the touring exhibitions' sector. For Imagine, TEM is more than just a meeting – it's a vital space for collaboration, knowledge exchange and advancing the industry in its entirety. Imagine's support for The Touring Exhibitions Meeting is rooted in the event's ability to enhance collaboration, promote innovation, advocate for industry standards and address challenges. By supporting TEM, Imagine wholeheartedly embraces its mission to craft unforgettable, immersive experiences that ignite creativity and foster a profound sense of connection across the world.

We're always looking for the next great story to tell, and we want you to be a part of it!



For more information, contact
sales@theimagineteam.com
or view our website at
www.TheImagineTeam.com

FKP SCORPIO ENTERTAINMENT



LEADING THE WAY IN IMMERSIVE EVENTS



UK & EUROPEAN EVENTS



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TEM PARTNER

FKP SCORPIO ENTERTAINMENT – FKPE



James Cassidy, President of FKPE: “What sets us apart is our commitment to deliver the very best venues, locations, marketing, promotion and campaign management for our partners. We aim to build and maintain strategic vision and campaign management systems that deliver the best results across multiple territories.”

FKPE is the exhibition, family entertainment, comedy, spoken word and special projects division of successful international concert and festival promoter FKP Scorpio GmbH. Headquartered in London, the recently formed international operation is led by President James Cassidy and Special Projects Director Barry Campbell, with Stefan Papangelis overseeing the newly acquired FKPE Nordic division, formerly Nordic Exhibitions AB.

FKPE was formed in 2022, and its first project, in partnership with the Luna Entertainment Group, was the 2023 award-winning London “Jurassic World: The Exhibition,” followed swiftly by Semmel Exhibitions’ “Disney100: The Exhibition” and now “Formula 1®: The Exhibition,” which will run in London until March 2025, after which it will move to Amsterdam to be promoted by FKP Dutch subsidiary Friendly Fire. All FKPE London exhibitions to date have been presented at the ExCeL London exhibition centre (aka Immerse LDN), a venue that is now considered one of the city’s leading immersive destinations. Working in partnership with the ExCeL team, FKPE has secured an exclusive tenancy to 2027 and looks forward to presenting more high-profile intellectual property (IP) exhibitions and events in years to come.

A 4,000-SQUARE-METRE EXHIBITION VENUE

FKPE has also recently acquired the UK and European rights to the Minecraft Experience, which is scheduled to premiere in the UK in 2025, as well as inking a new partnership with Madrid Artes Digitales (MAD), which will see the presentation of exhibitions such as “King Tut Immersive,” “Pompeii Immersive” and “The Legend of Titanic Immersive” throughout several of FKP’s 11 international European markets. The company is also pleased to announce their own 4,000-square-metre exhibition venue, presently under construction in Oberhausen, Germany, and which can host adaptable but separate exhibition spaces in one ideal location close to transport links and positioned in the middle

of the Rhein-Ruhr metropole catchment area, home to over 15 million people.

In the last few years, the development of the non-music “economy” has also been fuelled by FKPE’s recent successes in the German comedy market. Headed by promoter Thilo Elsner and a team of two, FKP Scorpio GmbH has seen explosive growth with 90% local and 10% international comedy acts, promoting over 365 shows in the last two years with more than 250,000 tickets sold. The growth in comedy has seen shows reach arena-tour level, with the 2024 “Weird Crimes” and “Mordlust” tours performing in three and seven German arenas, respectively. To support this success in Germany, FKPE has now recruited top UK comedy & spoken word promoter Ollie Catchpole (FORM / Robomagical) to join their new international team. Catchpole, who has a strong background in both venue programming and promoting comedy & spoken word, will bring USA and international comedy talent to the UK and Europe, providing a European touring option throughout the 11 FKP Scorpio European markets.

OVER FOUR MILLION TICKETS SOLD IN EUROPE IN 2023

With the wider FKP Scorpio European teams already locking in venues and potential sites in their respective markets, the company is well-positioned to accelerate growth over the next five years.

FKP Scorpio sold over four million tickets in Europe in 2023 and is regularly listed in the top-five most successful promoters worldwide, according to Pollstar.

Contact

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Nordics

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PROACTIV ENTERTAINMENT

TRANSFORMING THE ENTERTAINMENT EXPERIENCE.

Proactiv Entertainment has transformed entertainment into an experience that goes beyond the show. Founded by the Renna family more than 35 years ago, it has established itself as a benchmark in the organization of large-scale events, excelling in three key areas: location-based experiences (LBE), exhibitions and music concerts. With headquarters in Barcelona and offices in Madrid and Abu Dhabi, the company's international presence spans multiple markets, offering unforgettable, high-quality experiences around the world.

Since its inception, the company has been at the forefront of crafting and executing events that not only entertain but also surprise and excite, aiming to create unforgettable moments for its audiences. This philosophy is captured in its slogan, "Generating Emotions." The ability of the company to integrate technological innovation with the magic of live entertainment sets it apart, merging creativity, technique and emotion to design experiences that transcend time.

Proactiv Entertainment has partnered with world-renowned brands and artists, leading projects of great magnitude throughout its history. Its productions feature interactive experiences such as "Meet Vincent van Gogh," "Mundo Pixar" and "Secret Garden," as well as acclaimed shows like "Disney On Ice," "Harlem Globetrotters," "Walking with Dinosaurs" and the celebrated musicals "The Lion King" by Disney and "Hamilton." In music, it has presented concerts by world-class artists such as Andrea Bocelli, Ricky Martin, Juan Luis Guerra, Emilia and Maluma, further solidifying its presence in the industry.

GLOBAL REACH WITH LOCAL ESSENCE AND CONSTANT INNOVATION

With over three decades of experience, Proactiv Entertainment has proven to be a key player in the industry. Its ability to organize events in a wide variety of formats allows it to adapt to the demands of each

market, offering customized products that respond to the interests of specific audiences. This versatility has made it a trusted partner for brands, promoters and artists, both in Spain and internationally.

What really sets Proactiv Entertainment apart is its firm commitment to innovation. Beyond organizing events, the company seeks to transform the way people experience entertainment. Each of its productions integrates the latest technological trends, creating interactive and immersive experiences that captivate. From augmented reality and digital mapping to interactive technologies, the company is at the forefront of the sector's digital transformation, maintaining a vision for the future focused on constant technological evolution.

TOWARDS A FUTURE OF OPPORTUNITIES

With a strong commitment to innovation and international expansion, Proactiv Entertainment continues to grow and establish itself in the entertainment space. Its participation in The Experience Economy Meeting (TEM), a key event for the company, highlights its determination to stay ahead of the curve, connect with new audiences and form strategic partnerships.

Nicolás Renna, CEO of the firm, has high expectations for the TEM, a pioneering meeting that specifically brings together executives from companies dedicated to the creation or promotion of LBE or itinerant experiences. Renna stresses that they could not miss this first edition of the event in Spain, where they hope to generate new connections, exchange ideas on emerging trends and explore strategies that boost the standards of the entertainment industry. The TEM will undoubtedly be a key moment to reaffirm Proactiv Entertainment's role as an innovator in the field and a strategic space to continue expanding its international projection.

Audioguides are the Best Investment for Your Exhibition: They multiply satisfaction and turn your visitors into your best promoters!

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LOOK2INNOVATE

LEADING TECHNOLOGY SOLUTIONS FOR MUSEUMS AND EXHIBITIONS.

JOHNNY HALLYDAY

Look2Innovate is a leading provider of technology solutions for the museum and exhibition industries, specializing in hardware manufacturing. The company is committed to delivering innovative and adaptable guiding systems that meet the diverse needs of museums and exhibitions, from simple audioguides to complex interactive systems. With a strong emphasis on versatility and innovation, Look2Innovate continually evolves to stay ahead in the fast-paced cultural sector.

Guided by the global expertise of its CEO, Béchara Yared, Look2Innovate integrates advanced technology, aesthetic design, adaptability and cost-efficiency into its products. As both a manufacturer and supplier, the company is uniquely positioned to customize solutions to meet specific client needs, ensuring high performance and long-term value. With experienced teams and a commitment to continuous innovation, Look2Innovate is at the forefront of transforming visitor experiences in museums and exhibitions worldwide.

HIGH-IMPACT PROJECTS

Look2Innovate's technology has been deployed in many of the world's most prestigious exhibitions, enhancing visitor experiences with its advanced solutions. These projects demonstrate the company's global reach and technical expertise:

- **Semmel Exhibition's Tutankhamun: His Tomb and His Treasures.** Providing interactive TREND units for three sets of TUT exhibitions touring the world.
- **Imagines' Harry Potter™** exhibitions. Supporting multiple locations globally, including New York, Macao, Barcelona and Munich.
- **E/M Group's TITANIC: The Artifact Exhibition.** Serving five exhibitions worldwide, including in Brussels, Stuttgart, Lausanne and Warsaw.
- **FKPE's Formula 1®: The Exhibition.** Featuring Look2Innovate's unique Point and Click interactive technology, deployed in Madrid, Vienna, Toronto and London.
- **DG Experience's Pink Floyd: Their Mortal Remains** exhibitions. Present in cities such as Los Angeles, Montreal, Toronto and Buenos Aires.

GLOBAL PRESENCE

Look2Innovate's solutions are trusted by leading cultural institutions worldwide:

- **Centre des monuments nationaux (CMN), France:** 21 sites using 3,600 TREND units.
- **La Pedrera and Casa Batlló, Barcelona:** Managing over one million visitors annually with 1,200 LOOK tablets and TWISTER headset audioguides.
- **The Ronald Reagan Presidential Library, USA:** Up to 1,000 STYLE and TREND units serving this site and the Auschwitz exhibition in 2023.
- **Al-Ula, Saudi Arabia:** 300 LOOK tablets and 350 STYLE units designed for extreme weather conditions.
- **The Munch Museum, Oslo:** Modern interactive solutions with 300 LOOK tablets and TWIST headsets.
- **The Catacombs of Paris:** Durable solutions for over 550,000 annual visitors.
- **Dachau, Germany:** Serving millions of visitors annually with over 1,000 TREND units.
- **Major Italian sites:** Enhancing visitor experiences at Uffizi, Academia, and more with over 3,000 units.

NETWORKING AND COLLABORATION

At **TEM 2024**, Look2Innovate's CEO, Béchara Yared, will showcase the company's innovations, particularly its focus on interactive technologies that elevate visitor experiences. He will also invite industry professionals to explore partnerships and collaboration opportunities, reinforcing Look2Innovate's pivotal role in transforming global visitor experiences. Through its commitment to innovation, adaptability and international collaboration, Look2Innovate continues to shape the future of guiding solutions in the museum and exhibition sectors.

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Over 200 glowing light installations plus kids rides and family attractions included in price of the admission fee. The park includes an educational trail for children too, covering ecology and interesting facts about animals and plants.

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The "Cosmos Discovery Space Exhibition" is just starting its tour in Asia, kicking off in Bangkok in December 2024. It is currently the world's largest touring space exhibition and maps the history of astronautics, from the first human in space to future projects on planet Mars. The exhibition was built in cooperation with the Cosmosphere International Science Education Center & Space Museum in Kansas, USA. Featuring more than 200 original artefacts, life-size models of orbital stations and spacecraft, and many other unique exhibits, it premiered in 2016 and has been successfully touring ever since.

200 GLOWING LIGHT INSTALLATIONS INSPIRED BY FAIRY TALES AND THE ANIMAL KINGDOM

In autumn 2024, JVS Holding Group opened two 30,000-square-metre "Winter Wonderland" light parks in Prague and in Bratislava. These feature over 200 glowing light installations inspired by fairy tales and the animal kingdom. Kids' rides and other family-themed attractions are



Ennio Morricone, O2 arena Praha, 2019

TEM PARTNER

JVS HOLDING GROUP

PROMOTERS AND PRODUCERS OF WORLD-FAMOUS TOURING EXHIBITIONS, LIVE ENTERTAINMENT SHOWS AND CONCERTS.



included in the admission fee to the light park, along with an educational trail for children focused on ecology and interesting facts about animals and plants.

JVS Holding Group promotes and produces a variety of other family shows, concerts and live entertainment. Among the international stars JVS has promoted are the successful arena shows of famous film music composers Ennio Morricone and Hans Zimmer and the concerts of Lara Fabian, Ringo Starr, Tony Bennett, The Beach Boys, Mireille Mathieu, Paul Anka, The Pussycat Dolls, José Carreras and many others.

"THE UNIVERSE OF JOHN WILLIAMS"

In December of this year, JVS Holding Group will premiere the legendary film music composer John Williams in a concert spectacular titled "The Universe of John Williams," for which a symphonic orchestra of more than 100 members and a choir will perform on one stage at Prague's O2 Arena. Another JVS premiere this year is the touring (Prague-Ostrava-Brno) ballet "Swan Lake" in cooperation with the Royal London Ballet.

Contact

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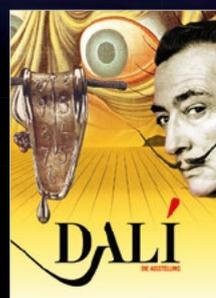
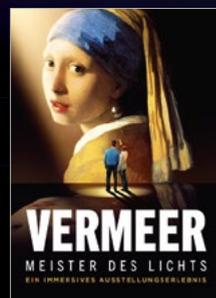
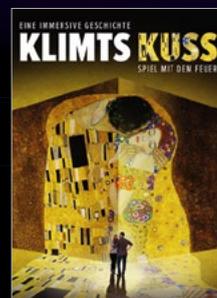
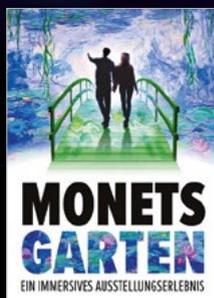
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or tour one of our
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ALEGRÍA EXHIBITION

PRODUCER AND TOUR PROMOTER OF MULTIMEDIA,
IMMERSIVE EDUTAINMENT SHOW CONCEPTS.

WHO ARE WE?

Alegria Exhibition is a producer and tour promoter of multimedia and immersive edutainment show concepts that invite you to enjoy art and culture in an easy and accessible, inspiring and entertaining way. Art meets state-of-the-art technology and is not only viewed, but experienced. In 2022, in the middle of the pandemic, Alegria Exhibition evolved from Alegria Konzert GmbH. The established tour promoter – known for its large-scale film music projects in concert halls and arenas in Germany, Austria and Switzerland – has thus expanded its portfolio to include innovative exhibition experiences.

WHAT DO WE DO?

Since its foundation in 2022, Alegria Exhibition has quickly made a name for itself internationally with immersive entertainment formats. Initially focusing on conveying relevant artistic biographies (Claude Monet, Gustav Klimt, Frida Kahlo, Salvador Dalí), the portfolio has since been expanded to include historical themes such as the fall of Pompeii or the secrets of Tutankhamun. The exhibitions are holistic, all-round experiences that allow visitors to immerse themselves in the subject matter. The audience does not just stand in front of a work of art; rather, the art or theme develops around the audience and takes them on a special journey. This concept makes the exhibitions suitable for all age groups and the entire family. They offer children and young people in particular a completely new and different approach to art and history. For example, our new immersive exhibition, "Vermeer – Master of Light," whisks audiences away to the Dutch era, the Golden Age of the Netherlands. Using Jan Vermeer's expressive paintings, the exhibition tells the story of the seafaring nation at that time; the Netherlands was a major world power in the 17th century, very wealthy, and a leader in the fields of painting, science and business. Large projections of Vermeer's predominantly small-format paintings show the artist's unique eye for detail. Everyday moments – shiny fabrics, shadows or a letter on a table – transform around the viewer into almost living paintings.

Another milestone in the development of Alegria Exhibition was the world premiere of "Dalí: Spellbound – The Exhibition" in Munich in early 2024. In this spectacular, multisensory exhibition staged in the Munich

Philharmonic concert hall, original exhibits were combined with immersive elements for the first time. The centrepiece was Salvador Dalí's 55-square-metre, world-famous scenography for Alfred Hitchcock's "Spellbound" (1954). In our exhibition, the audience was also able to move through a so-called metaverse and approach the theme through virtual reality – literally immersing themselves in it.

WHERE ARE WE ACTIVE?

Our exhibitions can be experienced not only in Germany and Austria, but also in New York, Stockholm and Zurich, for example. We play in existing venues, but also in specially established venues, our so-called Alegria Exhibition Halls.

OUR GREATEST SUCCESS

"Monet's Garden" is considered one of the world's most successful immersive productions. It has already inspired over 1.5 million visitors in New York, Vienna, Berlin, Stockholm and Hamburg, among many others. The exhibition presents an interactive multimedia journey through the history and work of one of the greatest artists of the past century. The unique exhibition concept is staged using state-of-the-art technology, allowing visitors to immerse themselves in the world and famous artworks of the painter Claude Monet. Elaborate installations and projections, combined with music and fragrances, create colour worlds, bringing the paintings to life in a way that has never been seen before. For the audience, illusion is transformed into reality.

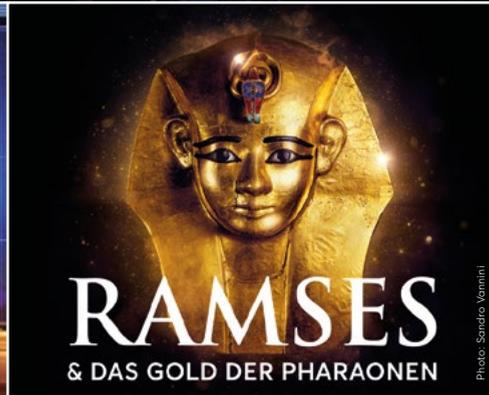
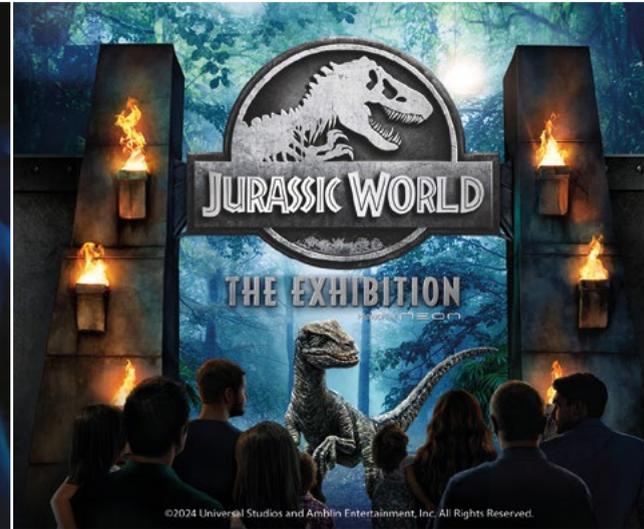
WHY DO WE SUPPORT TEM?

Alegria Exhibition sees itself as part of an increasingly important part of the events industry and would like to emphasize this with the TEM partnership. We are looking forward to productive days in Madrid and an intensive exchange on new topics, opportunities and partnerships.

Contact

Alegria Exhibition GmbH
info@alegria-exhibition.de

SOLUTIONS IN EDUTAINMENT



TEM PARTNER EXPLORADO GROUP

WELCOME TO TEM 2024!



We are pleased to welcome you here in Madrid. As Explorado Group, we are honoured to be part of this important event, bringing together professionals and leaders from the museum, exhibition and experience sectors.

A VERSATILE ALL-ROUNDER IN THE FIELD OF VISITOR ATTRACTIONS

With over 30 years of experience, the Explorado Group has established itself as a premier provider in the operation and servicing of visitor facilities and the touring of blockbuster exhibitions across Europe. We are proud to be a versatile all-rounder in the field of visitor attractions specializing in the brand adaptation of international exhibitions for the European market.

Our comprehensive range of services encompasses development, production, booking, touring, public relations, marketing and operations – including recruitment and training through the Explorado Academy. Our impressive portfolio features innovative venues such as the ODYSSEUM and the escape room “Die Drei ??? – Mission Rocky Beach” in Cologne, the Explorado Adventure Museum in Troisdorf and the Expohallen in Berlin, Hamburg and Oberhausen. We also bring to life spectacular blockbuster exhibitions like “Jurassic World: The Exhibition,” “Harry Potter: Visions of Magic,” “Ramses & the Gold of the Pharaohs” and “Star Wars Identities: The Exhibition.” Notably, both “Jurassic World: The Exhibition” and the interactive attraction “Harry Potter: Visions of Magic” received the Audience Award from Ticketmaster Germany in 2023.

As a collective, we leverage our extensive expertise in travelling exhibitions and visitor attractions to cater to the unique needs of our clients. Our mission is to transport guests from their everyday lives and offer them fresh perspectives – edutainment at its finest! We prioritize creative concepts and high-quality execution to craft unforgettable experiences that both entertain and educate. Trust the Explorado Group to elevate your visitor attraction to the next level!

periences that both entertain and educate. Trust the Explorado Group to elevate your visitor attraction to the next level!

OUR COMMITMENT TO TEM

We proudly support TEM because we believe that the exchange of ideas and best practices is vital in our industry. This conference serves as an excellent platform to connect with like-minded individuals, discuss current trends and develop innovative concepts. We anticipate that TEM 2024 will offer not only inspiring talks and valuable insights but also networking opportunities that will lead to new collaborations and projects.

Let’s explore the future of live entertainment and visitor attractions together. We look forward to engaging discussions, exciting presentations and the opportunity to connect with all of you!

Thank you and enjoy TEM 2024!

Best regards,

Andreas Waschke, CEO
Explorado Group

EXPLORADO GROUP: With 30 years of experience, around 200 employees and a large number of reference projects, we are the major European all-rounder in *out-of-home entertainment*. Our services include consulting, development and realization as well as operations management, booking and touring of **BLOCKBUSTER EXHIBITIONS, ESCAPE ROOMS, ATTRACTIONS** and **ADVENTURE VENUES**.

Feasibility studies and brand licensing, conception and exhibition design, but also realization and operational consulting - we take care of every aspect of the development of future-oriented projects.

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Contact

Explorado Group
andreas.waschk@explorado-group.com

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WEDNESDAY 26 FEBRUARY 2025

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PARTNERING FOR SUCCESS

FEVER – CANDLELIGHT

Working closely with a ticketing partner is one of the secrets to success in touring entertainment. Here are the innovative ways ticketing companies are working with promoters to reach new audiences.

Many music promoters are now increasingly working in the touring entertainment sector. But when it comes to selling tickets for family shows or touring exhibitions, it's very different from concerts. With music events, audiences are likely to know something about the artist, and promoters understand who is likely to buy tickets, so they can tailor their marketing accordingly. But unless it's major productions such as "Disney On Ice" or other big IP-related events, the audience may not be familiar with what to expect. So touring entertainment professionals have to create their own audiences.

This has long been the case, but the recent boom in the family entertainment market means the landscape is more competitive than ever.

So, how can touring entertainment promoters leverage the relationship with their ticketing partner to find audiences and maximize their marketing strategy?

One example of how to identify and reach new audiences comes from CTS Eventim, which founded EDGE (Entertainment Digital) in 2023. Designed to help promoters and performers create paid media campaigns across Google, YouTube, TikTok, Instagram, and Facebook, the paid media agency's own services also include advice and strategies for digital marketing as well as practical delivery, management and optimization. "By leveraging the immense volumes of data at CTS Eventim in compliance

with data protection regulations, EDGE can create precisely targeted campaigns that dramatically increase ticketing sales," explains COO Alexander Ruoff. "This method yields much greater ROI [return on investment] for promoters." In addition to EDGE, the ticketing giant also utilizes its in-house app to allow promoters to reach fans outside of other marketing channels.

Despite EDGE's limited availability at the time of writing (operational only in Germany, Austria, and Switzerland), CTS Eventim's presence in over 25 markets ensures an immense reach, with a diverse customer demographic that enables it to connect promoters with new audiences worldwide.

"From major concert tours to family entertainment such as "Holiday On Ice" and even children's puppet shows, we're well-positioned to help all types of promoters reach the right customers," Ruoff continues. "One strategy is to harness targeted marketing on social media platforms, as well as using data analytics to identify potential customers who match the event's demographics based on existing customer data. Looking ahead, AI will further drive that analysis, producing extremely targeted insights quicker."

Ticketmaster's approach is also heavily reliant on data, having embraced and integrated AI-powered systems that categorize customers based on their preferences, which enable personalized event recommendations. "Even if they're new to the market, our predictive intelligence technology looks at previous purchases to identify potential new fans for similar acts and events," says Dan Armstrong, EVP of distributed commerce. "With our global reach, promoters can tap into audiences both ready to travel or already in the area."

With over 1,000 e-commerce partners, from Spotify to Meta, Ticketmaster's vast distribution network not only helps promoters reach new fans but also exposes tickets to a broad audience. "Our worldwide partnership with TikTok has generated well over 2.5 billion video views in the past year, which is great for awareness and ticket sales," Armstrong explains. "We also enable promoters to sell tickets directly through online travel agencies like Expedia, Booking.com, and GetYourGuide."

Another innovative method Ticketmaster uses to obtain intel on customers' preferences is its user-friendly Global Account feature, which launched last year. "This feature allows fans to seamlessly access any Ticketmaster site using a unified set of login credentials across 21 countries," explains Iris Herscovici, communications manager for the EMEA region. "As well as providing invaluable insights into fan behaviour and preferences, Global Account enhances fan engagement, strengthens clients' fan databases, and globalizes ticket buying for touring artists and performers."

Over at AXS, a combination of research, analytics and gauging the right audiences through social media channels has proven pivotal in its partnerships with promoters.

"We can create 'lookalike customers' that are likely to go to family entertainment spectacles, and we'll happily share that data with a promoter," says Paul Newman, European director of ticketing. "We'll also look at which of our social platforms we feel might be the most relevant, in that some shows are more suited towards Facebook whereas some are more catered towards TikTok, and we'll then collaborate with promoters on finding the right audiences."

Newman adds that the longer lead times of family events is a massive boost. "With rock and pop concerts, you can be churning out on-sales. However, with family entertainment, you get a little bit more of a lead time, which sometimes goes up to three or four weeks. As long as the promoter talks to us early enough, that helps everybody. Simply put, it's really three key factors: talk to us early enough; we'll come up with the data; and then leave it to us to send out mailings, promote on socials, and push the right ads to our affiliate networks."

Newman also stresses the importance of targeted advertising on alternatives to social media, adding that AXS encourages promoters to let them know of particular outlets and marketing avenues they can target for specific entertainment. "For family shows, we use Mumsnet, which helped us move a lot of tickets," he says. "Mumsnet is an online platform where parents (usually mums) can talk to each other about what they get up to, and through successful advertising via that platform, it helped us find a section of society that was particularly relevant and that will aid us in looking for similar affiliates."

When it comes to determining the ways in which collaborative methods between AXS and their promoters help sell more tickets, Newman admitted that there is a great deal of fluctuation depending on what's on offer. "We can look at our annual sales for 'Disney On Ice' [which AXS tickets for the OVO Arena Wembley and the O2 in the UK], but we're very much dependent on the product," he explains. "We generally don't see a drop-off from something as established as Disney, but the challenge usually comes with promoting a new product."

While Fever also leverages data insights to identify and target the right audiences for live events, its emphasis on a more localized approach promises customers more personalized and curated experiences. "We've moved away from a transactional service model where event creators invest in promoting their content and their audience can purchase tickets via traditional providers," says global head of communications Santiago Santamaria Soler. "Fever offers a distinct way of serving its partners in live entertainment as a discovery platform. We are constantly generating content, which in turn drives user engagement, ultimately helping people to discover live experiences they will love. This switch of mindset really is a game changer in the ticketing industry."

Fever owns the experiential content media brand, the Secret Media Network (with local channels in over 150 cities across the globe, such as Secret London, Secret NYC, Secret LA, and Paris Secret). Through its proprietary technology, Fever says it reaches over 300 million interactions every month. "We are continuously generating new and relevant content for people to discover the most exciting things happening in their city," explains Santamaria Soler. "We are natives on social media platforms; we speak local while remaining global, and that is how we've become a critical partner in the experiential space."

Furthermore, he adds that the media and Fever marketplace work independently but nurture each other to leverage data insights, tapping into behavioural data to understand how trends are rapidly shifting, and better support creators in the event space on how to market most effectively to promote their experiences to locals.

A well-known success story of its model is "Candlelight," a series of original concerts that allowed people across the globe to enjoy live performances by local musicians surrounded by thousands of candles. Initially conceived as a classical musical series, the Fever Originals experience featured in over 200 cities around the world with more than five million attendees and has since included a variety of genres such as jazz, pop and film scores.

"'Candlelight' is an interesting case study on how a data-driven strategy that relies so heavily on creating content after audience engagement can generate new demand by the younger demographic in the sector," says Santamaria Soler. "It proves that changing the format and knowing



how to market it can generate new demands in something that isn't traditionally being consumed by a particular audience. We'll then tell promoters and event organizers that it may help to switch up the format to how the local audience will understand it."

Given the growing popularity of touring exhibitions and immersive experiences in recent years, there has been an increased prominence in purpose-built timed entry tickets to help manage crowds and avoid long queues.

Ticketmaster also blends current technology with customer satisfaction when it comes to timed entry ticketing. "We offer a user-friendly interface for such events that allow visitors to filter dates by price or group size," Armstrong says.

After being in the touring exhibition business for over two decades, CTS Eventim – which handled the ticketing for "Tutankhamun: His Tomb and His Treasures" and "The Terracotta Army," among others – is aware of the convenience of timed entry functionality. "With our innovative solutions, we provide customers with an intuitive platform for selecting dates, time slots, and add-ons, effectively catering to diverse audience needs," says Ruoff, who confirms that customers get full control over their ticketing, which incentivizes repeat attendance and engagement. "This not only enriches the overall experience from ticket purchase to the event itself but also fosters loyalty between the brand and the customer."

The success of Semmel Exhibitions' "Tutankhamun: His Tomb and His Treasures" provides tangible proof of a winning formula borne from

teaming up with a renowned ticketing provider. Having reached an audience of more than 10 million people worldwide, the Germany-based firm has three other major touring exhibitions on the road: "Disney100: The Exhibition," "Marvel: Universe of Super Heroes" and "Marvel's Spider-Man: Beyond Amazing – The Exhibition," with the former two having their ticket sales operated by CTS Eventim, the ticketing arm of Semmel's parent company.

"Having a highly professional ticket provider at our side has significantly benefitted many of our popular exhibitions," says Semmel Concerts Entertainment CEO Dieter Semmelmann. "The customer-focused data they have is second to none. The insights we get from it give us everything we need to make key decisions that help secure the success of our events."

With 18 years of experience in ticketing at live events, Newman says maintaining close relationships with promoters is fundamental.

"The key takeaway is regular communication," he says. "We've been the ticketing partner for the O2 for 12 years now. We know that venue inside out, we work closely with the team, and we know the types of audiences that attend events there. Therefore, we always encourage promoters to not just look at it as a partnership but to discuss strategies as early as possible. From there, we're more than happy to give you our advice."

This text originally appeared in the 2024 edition of the "Touring Entertainment Report." Minor house style changes have been made. The full publication is available to IQ subscribers. Find out more at iq-mag.net

* MADRID SECRETO



What's on in Madrid this week

* **Peter Halley in Spain.** The Museo Nacional Thyssen-Bornemisza presents Peter Halley: the first retrospective of the artist in Spain since 1992.

* **JAZZMADRID 2024.** The Madrid International Jazz Festival turns Madrid into the European Jazz epicenter with a series of very appealing concerts.

* **Altar de Muertos at Casa de México.** An altar inspired by the journey from the world of the dead to the living, designed by renowned Mexican art director Eugenio Caballero. This year, it will be displayed in four new Madrid locations: CentroCentro, Matadero, and Retiro Park until the 3rd, and at Cultural Center Fernán Gómez until the 10th.

* **Changing of the Guard and Relevo Solemne.** Witness one of the oldest official acts in Europe. On November 6th, catch the even more spectacular Solemn Changing of the Guard, which only happens on the first Wednesday of the month.

November's hottest happenings

* **Festival de Otoño (Autumn Festival).** Considered the best-performing arts festival in the country, celebrates its 42nd edition. The event features the best of theater, dance and music, and performances will fill several cultural spaces in the city.

* **Madrid Hotel Week.** For one week only, Madrid's hotels are open to the public for more than just their standard offerings.

Madrid musts

* **First things first...** Specialty coffee spots are all over the city. For an iconic corner, visit Café Comercial, or head to Toma Café in Plaza Olavide, a local favorite.

* **Best Tortillas & Locals favourites...** Casa Dani on Calle Lagasca never disappoints, and Pez Tortilla, with five citywide locations, is a must-try. For meat lovers, head to Llagar La Llobera near Plaza Olavide or Casa 28 in Malasaña. Enjoy the Peruvian flavors at Quispe or savor an authentic sushi experience at Akiro Hand Roll Bar.

* **Wind down with a walk...** Explore Parque Del Retiro with its century-old trees, and hidden statues. You may visit the Templo de Debod and Parque Del Oeste area in the West of the City which overlooks the green lung of the city, the Casa de Campo.

* **Have a drink or two at...** Bodega de la Ardosa, founded in 1892, this winery is an emblem of the Malasaña neighborhood. Calle de Colón, 13.

Local gems curated by Madrid Secreto

* **A hidden gem:** Beti Jai. A nineteenth-century Basque pelota (ball) court that was forgotten at the beginning of the 21st century. After the long-awaited reopening, Beti Jai has welcomed 33,000 visitors.

* **A hidden oasis just steps away:** At the entrance of the National Archaeological Museum (MAN), don't miss the hidden gem on your left: a tranquil garden oasis

* **Did you know...?** The Statue of Liberty has a cousin that lives in the gardens of the Pantheon of Spain.

Top experiences in the city

→ **The Berlin Wall Exhibition Madrid:** Discover the impact the Berlin Wall had on its citizens, the global context in which it was possible, and its global consequences. Open to delegates, courtesy of Musealia.

→ **Exhibition: Squid Game:** The Experience truly immersive, an interactive fan experience. Open to delegates, by LetsGo.

→ **Harry Potter: The Exhibition:** Step into the most iconic behind the scenes. Open to delegates, by Imagine.

→ **Candlelight:** Candlelight brings the magic of a live musical experience to amazing venues in Madrid!



→ **Royal Collections Gallery:** the most important museum project of recent decades in Spain. Contemplate chronologically, the most exquisite examples of painting, decorative arts, furniture, porcelain, glass, musical instruments, armor or tapestries.

→ **RIU Plaza España: "tapeo" in the Eden Gastrobar:** Enjoy a tapa and a drink with panoramic views over Madrid at one of the city's best spots. Find this plan on the Fever app.

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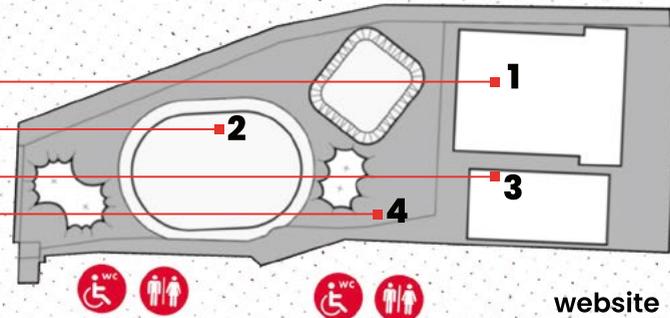
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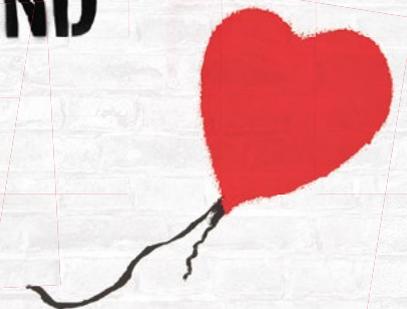
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