



PROGRAMME 7 March 2012

Theme: New trends in the Hospitality and Experience Economy Sector

Nonnebakken 9, Odense (Auditorium)

9.45-10.15 Arrival and coffee in the canteen

10.15-10.30 Welcome
Rector Jens Mejer, Academy of Professional Higher Education Lillebaelt

10.30-12.00 **New business opportunities:**

- New trends in the experience economy sector with special focus on the hospitality sector, Director Peter Saabye-Simonsen
- Film tourism, Head of Development Julie Lindegaard, Film Fyn
- Plenum discussion

12.00-13.00 NSSP Networking Buffet

13.00-13.45 **New media in the experience economy:**
Head of Department Michael Lundorff Hansen, IT and Media, EAL

Plenum discussion

13.45-14.00 Coffee break

14.00-15.00 **Panel discussions with representatives from the sector:**

- Hotel Christiansminde, Director Holger Brodersen
- Kerteminde Turistbureau, Daily Manager Jane Dam
- Musikzonen, Director Lisa Klint
- Copenhagen Film Festivals, CEO Lars Hermann
- Camp Hverring & Gastronomi Huset, Torben Frydenlund Rasmussen
- Oplevelsernes Academy

Moderator: Director Peter Saabye-Simonsen

15.00-15.15 Summing up from the day
Head of Department Kim Larsen, Tietgen KompetenceCenter

Booths:

- Oplevelsernes Academy (<http://www.oplevelsernesacademy.dk>)
- NSSP – Filmtourism (<http://northseascreen.com/>)
- eTALIA (www.e-talia.net)
- Copenhagen Film Festivals (<http://cphfilmfestivals.dk/>)
- Musikzonen (www.musikzone.dk)
- Udvikling Fyn (www.udviklingfyn.dk)



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