



# NEoN Unconference, 8th November 2011

## Interactive attractions: how to make the best interactive visitor experience in the world

Dundee and its wider regions pledge its support to make the V&A have the best digital presence of any museum in the world. But how can it do that and who will invest?

With high expectations from the public the use of digital technology needs to add depth, atmosphere and energy to any visitor attraction. Dundee, with its wealth of digital creative's and innovative culture it is ideally positioned to deliver such a project.

Come and be a part of the discussion – help us develop a strategy to make this happen.

### Deliberation guided by:

**Philip Long** – Director, V&A at Dundee

**Chris Van Der Kuyl** - CEO, brightsolid

**Ian Webster** - Product and Marketing, brightsolid

**Paul Durrant** - Business Development, University of Abertay

3pm tea/coffee & mingle

3.30–4pm dialogue, hear ideas from our panel

4pm–5.30pm group thinking and figure buffet

5.30pm evaluation & next steps

Venue: Chamber East

Date: 8th November

Time: 3pm – 6pm

Tickets: Free to register

[neon.eventbrite.com](http://neon.eventbrite.com)

