



Seen on Screen

International Screen Tourism Conference 2019

Friday 29 November
London Transport Museum

9:30

Welcome

Adrian Wootton OBE, CEO Film London & British Film Commission and
Sally Balcombe, CEO VisitBritain/VisitEngland

9:45

Address

Justine Simons OBE, Deputy Mayor Culture & Creative Industries

10:00

Key Note: The Makers of *Gringotts Wizarding Bank*

Pierre Bohanna, Prop-Maker, and **Dan Dark**, SVP and Managing Director
of Warner Bros Leavesden

10:45

Popular culture & tourism: strategies for drawing visitors and branding our destinations

- **Clare Mullin**, Marketing Director, VisitBritain
- **Matti Allam**, International Relations Manager, Galway 2020
- **Arie Bohrer**, Invest in Austria/Location Austria
- **Robin Kemp**, Head of Creative Development, Liverpool

Chair: **Adrian Wootton OBE**

11:45	Tea & Coffee
12:05	Getting to know the screen tourist and quantifying the impact <ul style="list-style-type: none"> • Michael Paul, Paul and Collegen Consulting - Between Bond and Bollywood: How the Austrian film and tourism industry can benefit from each other • Michele Casula and Nevina Satta, CEO, Fondazione Sardegna Film Commission - The impact of Isola di Pietro • Jenni Steele, Film & Creative Industries Manager, VisitScotland • Lindsey Wilson, Partnerships, Geo Tourist Ltd. <p>Chair: Joss Croft, CEO, UK Inbound</p>
13:05	Round Up of the Morning Adrian Wootton OBE
13:15	Lunch
14:15	Mixed Reality Experiences <ul style="list-style-type: none"> • Camilla Larsson, Project Leader, Bergman in Skåne • Kaspar Schumacher, Skånes Djurpark Resort AB - Shaun the Sheep in Skåne • Johanna Forsman, CEO and co-founder, The Story Tourist
15:00	Marketing your Destination <ul style="list-style-type: none"> • Simonetta Dellomonaco, President Apulia Film Commission and Luca Scandale, Director, Puglia Promozione - Marketing strategies for investment in film to promote the region. • Piluca Querol, CEO, Andalucia Film Commission, Andalucia - Film Destination: marketing Andalucia through productions • Laura Citron, CEO, London & Partners <p>Chair: Emma Wilkinson, Senior Brand & Customer Marketing Manager, VisitBritain</p>

16:00 **Tea & Coffee**

16:20 **Creating a visitor experience – Maximising the screen tourism opportunity**

- **Harvey Edgington**, National Trust
Petworth Shines in *Mr Turner*
- **Jack Falkner**, 007 Elements – James Bond World in Sölden
- **Brian Twomey**, Tourism Ireland
Games of Thrones Experience

Followed by a panel discussion to be joined by

- **Simonetta Dellomonaco**, President Apulia Film Commission
- **Luca Scandale**, Director, Puglia Promozione

Chair: **Adrian Wootton OBE**

17:30 **Reception**

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