

Mixed Reality Scandinavia

October 15-16th 2013

The leading conference on fiction
tourism and destination development

Program day 1 15 October

- 11:30 Drop in registration and lunch
12:45 Introduction
13:15 **Maria Månsson** | Lund University | EuroScreen Dissemination Event
"Media's influence on film tourism – through the lens of a researcher"
-   **European Union**
European Regional Development Fund 
- 14:00 **Sue Hayes** | Creative Industries Consultant
"Soft values in a hard reality – from Stieg Larsson to Hello Kitty"
15:00 Coffee break
15:30 **Tina Olsson** | VisitSweden
Ann-Charlotte Carlsson | Westswedish Tourist Board
Nina Sekund | Film i Väst
"A brand new business model for film tourism"
16:15 **Thomas Engström** | Swedish author
"A sense of location – real world places and surroundings from a writer's perspective"
17:00 Summary
19:30 Dinner at Ystad Saltsjöbad (Two courses, incl 2 glasses of wine/bottles of beer)
21:00 Coffee, sweets and happening in the Gallery

Program day 2 16 October

- 09:00 Start
09:30 **Miika Seppälä** | Angry Birds Theme Park
"Happy Nerds and Angry Birds"
10:30 Coffee break
11:00 **Ann-Charlotte Spegel Berg** | Statens Fastighetsverk
"Film locations and cultural heritage – the Swedish model"
11:30 **Harvey Edgington** | The National Trust
"Building fiction – film locations in historical buildings"
12:00 **Martin Cuff** | Martin Cuff Consulting
"Film Tourism – Common Language, Definitions and Purpose for the Film Tourism phenomenon"
12:45 Summary
13:15 Lunch

Information

Wi-Fi

You're welcome to use the hotel's free Wi-Fi *saltsjobaden*.



Just start your web browser, login with your email address, then click on *conference guest* and *send*.

Twitter

Share your thoughts and spread the word about #MixedReality.



Follow us on @Ystadskommun.

Connect with Qnekt

We are using the brand new *Qnekt* app for you to keep track of the program, updates, speakers and for interacting with us and other participants.



Download it for free, for iPhone or Android.

When you've downloaded the app, browse for *Mixed Reality* and use the activation code *mixed* to register.



Contact

Anna Jensen

Project Manager, Municipality of Ystad
+46 708-54 34 06 • anna.e.jensen@ystad.se



Petra Rundqvist

Film Strategist, Municipality of Ystad
+46 709-47 77 19 • petra.rundqvist@ystad.se



Moderator:
Orvar Säfström

