



SATE ACADEMY DAY - EXPERIENCE - Thursday 4th September

TIBIDABO AMUSEMENT PARK

After summer vacations, the 6th SATE Academy Day of the year organised by TEA E&ME division will take place in Barcelona on September 4th. Tibidabo Park, the most emblematic park in the city are generously hosting our event. The main theme being Experience, with presentations from both the Park team and other professionals from the region. The morning presentations will be followed by lunch and a tour of the Park and time to explore it on your own if you wish. Lunch is not hosted and will cost €25 each.

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SCHEDULE

- 9.00am Meet in Plaça Catalunya (city centre) bus ride to park
- 9.45am Arrive at Tibidabo
- 10.15am **Speakers** - Morning Session
- 11.30am Coffee break
- 12.00am **Speakers** - Afternoon Session
- 13.00pm Lunch (€25 per-person)
- 15.00pm Visit to Tibidabo's historic cable way
- 15.30pm Free time to visit park
- 19.30pm Rambla's walking and Tapas Mixer

In the evening we will move to "las Ramblas" in the heart of the city for a TAPAS MIXER. This will be an ad-hoc mixer as we cannot book, but plenty of choice for food and drink!

SPEAKERS - MORNING SESSION

TEA UPDATE

David Willrich

David is the current President of the European and Middle Eastern Division for the TEA. He will give a brief overview of the TEA, its activities and plans for the future within the E&ME division.

INTRODUCTION TO THE CENTENARY PARK AND ITS HISTORY

Rosa Ortiz (Tibidabo Park Director)

MERGING UNIVERSES: GAMES, APPLIED GAMES, VIDEOGAMES AND THEMED EXPERIENCES

Dr. Oscar García Pañella PhD (ENTI's & IEBS's Academic Director Partner at Cookie Box)

Games are memorable experiences for everyone if designed accordingly. Different "players" enjoy distinct situations while these should feed inner pleasures such as the belonging to a community, the use of the senses, the learning by discovery, the overcoming of the challenge... Games can be applied or not, in the sense that they can help promoting the knowledge of different soft skills while serving the fun realm. And videogames are games that do exist within a digital platform. Themed experiences are watered from the same topics: good stories, powerful aesthetics, well implemented technologies and platforms and lots of game elements. Aren't all of these members of the same universe?

STORIES CAN TRANSFORM PEOPLE. BUTS THERE'S MANY WAYS TO TELL STORIES AND JUST A FEW STORYTELLING MODELS DRIVE FULL ENGAGEMENT IMMERSIVE UNIVERSES

Sergi Corbeto (Founder of Cookie Box & "Disruptive Management" Professor at ESADE)

- How can you deliver to your customers a hypersatisfying experience through transmedia storytelling?
- What kind of narrative and tech elements are basic to build a Transmedia Universe?
- How can you evolve managers into superheroes using smart contents?

SPEAKERS - AFTERNOON SESSION

CHALLENGES FACED BY FIVE CATALAN UNIVERSITIES CREATING AN INTERDISCIPLINARY DEGREE IN MULTIMEDIA

Ferran Giménez Prado (Pro Multimedia Association Director of multimedia degree in the Open University of Catalunya (UOC) and co-director of the magazine MOSAIC)

NEUROSCIENCE DEVICES APPLIED TO THEMED ENTERTAINMENT

Richard Hebert (BLOOM - Centre 3D i Technologies Emergents - Girona)

Richard will talk us about how neuroscience devices as neural headsets can be used to interact with our surroundings, not with our hands, not with our voice, not with our movement, but with our mind. These kind of technologies can blow up your mind offering you a wide range of brand new possibilities and opportunities...

It's mind control applied to themed entertainment!

HISTORY AND WORK OF "LA FURA"

Pep Gatell (Creative Director of the company "La Fura dels Baus")

Introduction about the history of the company as well all the works that they are doing now.

