

Extraordinary Experiences Conference

Managing The Consumer Experience in Hospitality, Leisure, Sport, Tourism, Retail and Events
Bournemouth University, UK, Monday 3 - Tuesday 4 September 2007



www.bournemouth.ac.uk/extraordinaryexperiences

James O'Jenkins –
Spheres by Strange Fruit, commissioned by the
Mayor of London for the Trafalgar Square Festival

Conference
organisers:



Conference
sponsors:



Extraordinary Experiences Conference

Bournemouth University, 3 & 4 September 2007

Experience management is seen as the way to remain competitive in markets where global competition and internet technology have turned products and services into commodities, bought and sold on price alone. There is also growing research interest in understanding the individual consumer's experience, drawing on behavioural, sociological and ethnographical approaches.

This conference aims to explore the implications of these experience perspectives to the management of hospitality, leisure, sport, tourism, retail and events. Abstracts are invited from academics and practitioners which illustrate innovative thinking and practice in such areas as:

- Experience Management as a corporate strategy
- Designing and co-creating memorable experiences
- Casting and performance – the role of staff in experience-creation
- New holistic approaches to quality and satisfaction
- Analysing the elements of the consumer experience
- Stories, dramas, narratives, symbols and meanings
- Experiential marketing – appeals to the senses, emotions and values
- Ethical and sustainability issues
- Research methodologies
- Implications for academic curricula and learning methods.

Presentations using displays, experiences, interactive workshops or other innovative methods would be particularly welcome.

If you are interested in participating in this conference please forward your expression of interest to Blake Ashwell at **bashwell@bournemouth.ac.uk** or fax **(01202) 965228**

For academics, you are invited to submit abstracts on any one or more of the above themes. Abstracts should be no more than 500 words with minimum referencing. Please include Name; Affiliation; Contact Details (phone/fax/email).

Abstract deadline: 14 May 2007

It is envisaged that a selection of contributors will be invited to submit full manuscripts after the conference for inclusion in a Special Issue of a journal in the field or for inclusion in a book to be published by a major international publisher.

Further information regarding the conference and a registration form can be found at **www.bournemouth.ac.uk/extraordinaryexperiences**

