

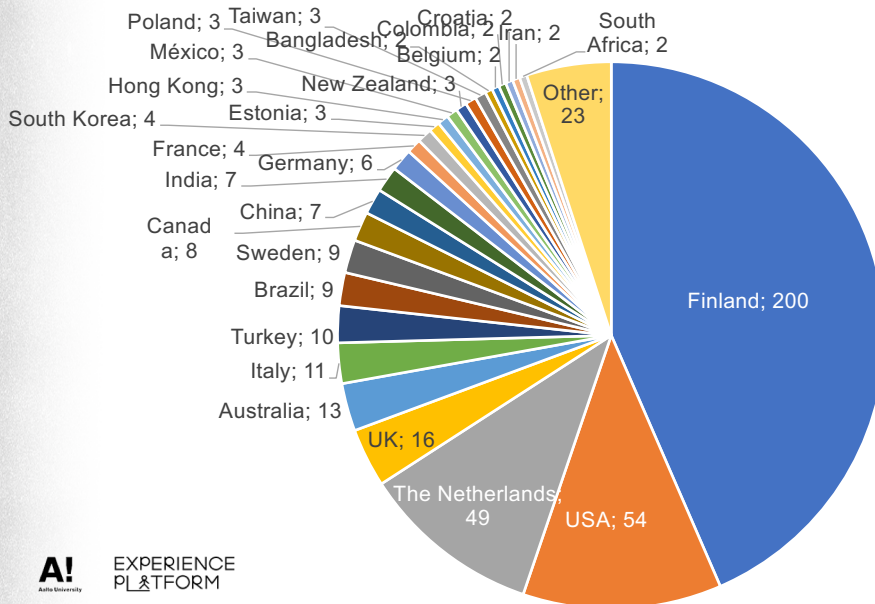


1



2

High interest in Experience Research



460 registrations

50 countries

7 keynotes from

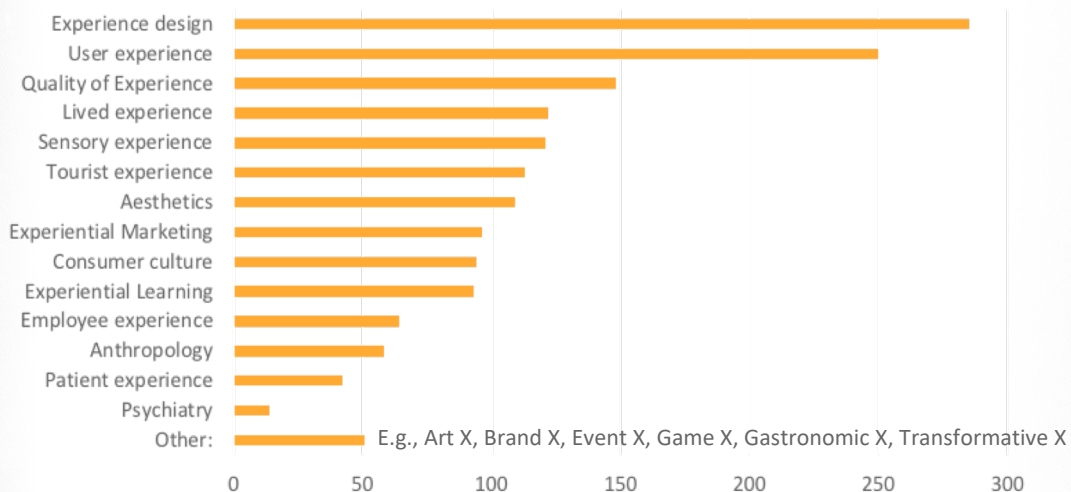
6 countries

AI EXPERIENCE
PLATFORM

#7xsummit

3

Diverse set of interests



AI EXPERIENCE
PLATFORM

Disclaimer: A small subset of all topics was provided in Registration

#7xsummit

4

Our Vision, Mission & Strategy

Vision: **A more coherent experience research field**

Mission: **Accelerate the development of experience research**

Strategy: **Facilitate collaboration between experience researchers across disciplines**

- Create a community: Experience Research Society
 - Society organizes events to share knowledge & allow networking
 - Research projects emerge in intersections of disciplines
 - A new multidisciplinary journal

Experience Research Society

Concrete next steps:

1. Call for representatives of different research areas
2. Jointly formulate bylaws for the society
3. Elect Chair, Vice chair(s), Secretary, Treasurer & Board
4. Formal establishment of the society
5. The running expenses funded by membership fees

Interested in joining the Society?

You may express an interest to take a **passive** or **active** role

Passive = We keep you informed

Active role = Help forming the society

- Both senior and junior experience researchers & practitioners
- Previous experience in scientific organizations is a plus
- We expect the key roles in the society filled within this group

Call for Experience Research Society

The call of expressions of interest opens now!

<https://forms.gle/kET473mun1wPr4wm7>

Or check your email in the coming days

Please distribute the word!



EXPERIENCE
PLATFORM

Thank you!

The participants
The keynotes
The workshop chairs
The organizing team

#7xsummit

9

Workshop Chairs

Eric Arnould, Professor of Marketing
Pia Fricker, Professor of Computational Methodologies in Landscape Architecture and Urbanism
Katja Hölttä-Otto, Professor of Product Development
Guy Julier, Professor of Design Leadership
Turkka Keinonen, Professor of Industrial Design
Pentti Kujala, Professor of Marine Technology
Elisa Mekler, Professor of User Experience and Game Psychology
Johanna Moisander, Professor of Organizational Communication
Antti Oulasvirta, Professor of User Interfaces
Sofia Pantouvaki, Professor of Costume Design for Theatre and Film
Antti Salovaara, Senior University Lecturer, Interaction Design
Mikko Sams, Professor of Cognitive Neuroscience
Nitin Sawhney, Professor of Human-Machine Interaction

Master of Ceremonies

Teemu Leinonen, Professor of New Media Design and Learning

Organizing Team

Virpi Roto, General Chair
Markus Ahola, Summit Secretary
Teija Vainio, Publicity Chair
Eero Tiainen, Publicity Chair



EXPERIENCE
PLATFORM

#7xsummit

10