

# EXPO 2020 إكسبو 2020 دبي، الإمارات العربية المتحدة DUBAI, UNITED ARAB EMIRATES

## BusinessConnect

**Thursday, 17th March**

As part of our series of workshops with the business community, we invited individuals with expertise in education, entertainment, gaming, design and exhibit development, museum and exhibit curation, science labs, space agencies, technology, culture and heritage to join us for an open discussion, asking how Expo 2020 Dubai could deliver memorable content by incorporating edutainment into our journey to 2020 and beyond.

We began by providing an overview of our vision for Expo 2020:

**Creating wonder, optimism and hope:** Great World Expos captured people's imaginations. They showcased inventions, including the first mobile phone and the first typewriter, and they foretold the future those innovations would bring about. They captured the essence of their time and they left behind iconic architecture. Overall, they created a sense of excitement and hope. It is this wonder and optimism that we hope to recapture as we bring Expo 2020 to life.

**'Connecting Minds, Creating the Future':** Our theme recognises that we live in a time of unprecedented interdependence, and that partnership and collaboration are the keys to progress and prosperity. It defines what Expo 2020 aims to achieve and the essential impact that we hope to make for humankind. It is the backbone for the content, organisation and delivery of the event.

**Our three subthemes:** The nations and organisations that take part in Expo, and the millions who visit, will explore the power of connections across the spheres of Opportunity, Mobility and Sustainability - our three subthemes. They will be brought to life through the site masterplan, a rich calendar of events, opportunities for networking and collaboration, and through the wondrous, multisensory and fully immersive exhibits that will feature throughout the Expo itself.

**Seamless event operations:** Located within Dubai South, between Dubai and Abu Dhabi, and within close proximity to a number of major air and shipping hubs, the Expo site was carefully chosen to ensure the best possible operational and logistical efficiencies for participants; and ease of access for all visitors. It will also place the Expo at the heart of Dubai's new economic growth corridor.

**The most inclusive and international World Expo in history:** We expect to welcome more than 200 participants including nations, multilateral organisations, NGOs, foundations, educational institutions, SMEs and corporate partners, as well as 25 million visitors, 70% of whom will originate from outside of the UAE. This will be the largest proportion of international visitors in Expo history. We will also operate a 'One Nation, One Pavilion' policy, with support offered to developing countries to ensure consistent, high quality participation – another World Expo first.

**A transformative legacy:** One of our key priorities for Expo 2020 is to leave a transformational legacy, not only for Dubai and the UAE, but also for the wider region along a number of dimensions, including the economic, social, physical, cultural and reputational.

**Bringing the site to life through edutainment:** Expo 2020 will be designed to connect with visitors from all age groups, cultural backgrounds, educational levels, and physical abilities in ways that not only spark their varied interests but keep them involved and entertained through unique and extraordinary showcasing. This will incorporate elements of play and the use of information technology in learning so that educational content is designed and delivered in ways that keep diverse audiences interested.

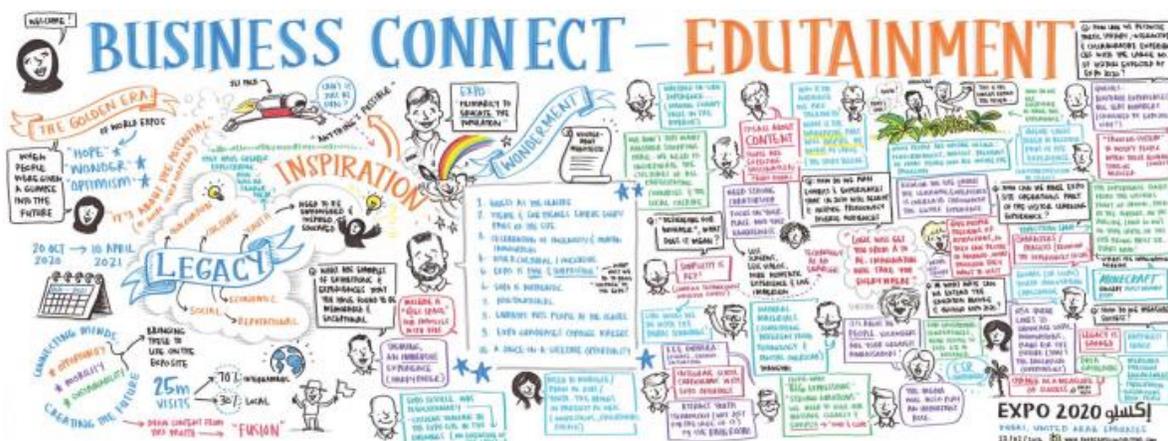
Across the two days, we heard from a wide variety of participants, each offering advice and insight. Based on these discussions, a number of key themes emerged:

**The need for simplicity:** Expo should strive to provide a guest experience that is both simple and memorable yet integrates technology and innovation. One method of achieving this is by ensuring the Expo’s content strikes a balance between being immersive yet not demand too much of people’s attention.

**Role of technology:** Technology could be applied at the Expo to enable innovative experiences that transcend various cultures and demographics and integrate a ‘human’ element. Technology should aim to facilitate the Expo experience for visitors by being a purposeful enabler for human interaction.

**Empathy and the human experience:** The combination of technology, peer to peer interaction and engaging content work in tandem to connect with visitors on an emotional level. One key avenue to achieving this is through guest co-creation activities such as having visitors help power the site through footpaths that generate electricity to enhance their sense of involvement and immersion during their visit.

**Bringing the site to life:** Crowd management and sentiment could link to become a crowd participation opportunity. Pavilions on the site could explore exhibiting beyond their own areas and into their queues by showcasing content that is entertaining and educational and allows those in the queues to interact with one another. Good theming on the site can contribute to the creation of an entertaining and immersive experience.



Day 1: Our Graphic Recorder captured the essence of the conversations that took place over the two days of the workshop in two vibrant illustrations.

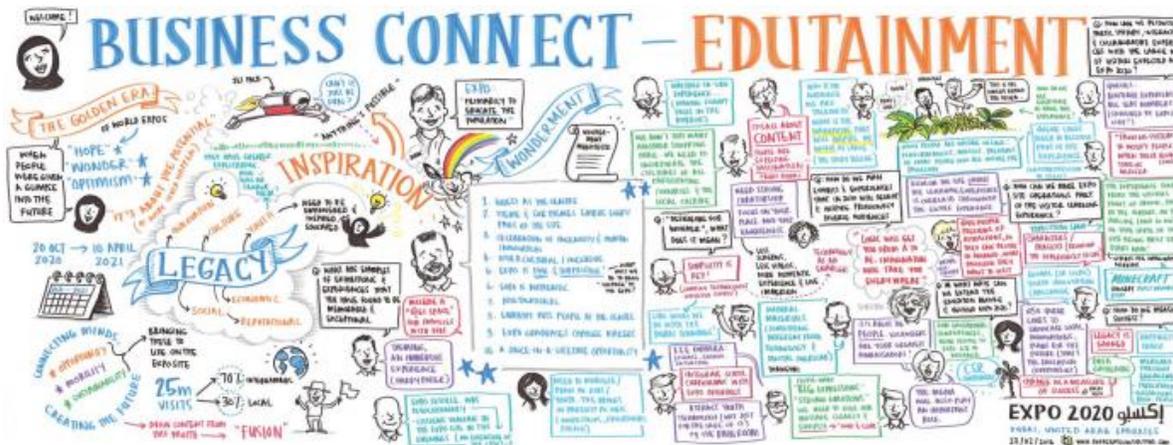
**Creating a sense of wonder:** Expo should aim to design for ‘wonder’ by showing the connection of content to the journey and the experience while appealing to audiences of all age groups in a manner than is experiential and based on edutainment.

**Storytelling and characters:** The creation of Expo characters, IPs, as part of effective storytelling fits into creating a sense of connection between visitors and the event even before the gates open in 2020. The Arab world’s great tradition of storytelling can be leveraged to build a profound story that is rooted in Dubai’s own history in order to engage international visitors. The content must communicate to them what they should expect when they come to Expo with the help of professional storytellers like filmmakers.

**Element of culture:** Expos are a melting pot of cultures on a single site and can create awareness of those cultures by taking them on an educational journey. The content on the site should seek to reflect the fusion of these cultures through intelligent use of a multimedia communications approach that gets visitors to engage across cultural lines. The Expo could show how these cultures interact with one another by encouraging two or three pavilions to work together to curate content around a common theme, story or experience.

**The site experience:** Guest capacity at the site should aim to balance the ‘boutique’ experience and volume, this can be enabled through technology solutions to crowd management including Information screens which monitor and display waiting times for each pavilion. For guests, their journey should start from their country of origin through to the moment they enter the gates of the Expo site, and exit as well. Capturing people’s biometrics as they experience various elements of the Expo and monitoring indicators like their heart rate would be a telling-sign of their reaction to the sensory experience on the site.

**How to measure success:** Happiness could factor into the metrics of the guest experiences’ success. Engagement could also become a measure of success for both pre, during and post the Expo. Another measure of success would be the number of businesses and organisations relocating to Dubai as a result of Expo as well as the number of projects which were incubated at the Expo.



Day 2: Whilst we welcomed a diverse range of participants, the two illustrations show how a number of similar themes emerged over the two days.

**What happens next?**

We want to bring the idea of ‘connecting minds’ to life right from the very beginning, and that means furthering the conversations that began at the BusinessConnect on Edutainment, and continuing to work with a number of local, regional and international businesses as both thought partners and delivery partners.

Over the coming months, we will look to continue the conversations that began at our sessions, including further discussions around the opportunities for your organisation to be part of the Expo 2020 journey and our creating and delivering educational content that engages and inspires diverse audience groups, the incorporation of elements of play and information technology in learning on our site, the identification of innovative solutions for exhibiting and showcasing our thematic content as well as finding creative solutions to reconcile the need for in-depth and interactive experiences with high visitor footfall when we open our gates in 2020.

Please make sure that you are registered on our eSourcing Portal, as this will be the primary gateway for all procurement opportunities. We also encourage you to follow us on social media for the latest Expo-related news and updates, including information around some upcoming events.

Kind Regards,  
**Expo 2020 Dubai**

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