



EDUCATION CONFERENCE

IAAPA Expo Europe 2021 Conference Session Recordings

CEO Talk

Listen into IAAPA's top CEO's debate innovation in our industry. Jeff Bezos has a Day One business mind-set, his quotes include: "It is always Day One at Amazon. Staying in Day One requires you to experiment patiently, accept failures, plant seeds, protect saplings, and double down when you see customer delight. Day One is about being constantly curious, nimble, and experimental. It means being brave enough to fail if it means that by applying lessons learnt, we can better surprise and delight customers in the future. If you come in to work and think it's Day two – you are already dead." Join this year's CEO Talk to learn, from those at the top of their game, how they innovate, and listen to their examples of bringing the new and fresh into play; and what is most innovative in our industry.

Speakers: Pia Adlivankin, Managing Director, Linnanmaki Amusement Park/Children's Day Foundatio; Juliana Delaney, CEO, The Continuum Group; Ken Whiting, ICAE, President, Whiting's Foods; John Wood, Chairman and CEO, Sally Dark Rides

Industry Topic: Keynote Presentation

Running Time: 60 minutes

CEUs: 1.0

Co-Creating the Future: The Guest as Collaborator

The relationship between destination and guest is evolving, the distance between them shrinking. As the boundaries between technologies, media, and cultures dissolve, the desire for more interactive, responsive, and emotionally relevant experiences is growing. The world's most successful destinations understand that exceptional guest engagement is a two-way street--an ongoing act of co-creation with the guest. This panel discussion explores the actionable ways in which experiential destinations can empower their visitors as collaborators and jointly create mutual value. We will look at the importance of discovering ways to listen to and draw insights from guests to gain a deeper understanding of their needs, pain points, and aspirations and authentically expanding upon a band's value promise. We'll also investigate how to create experiences and environments that provide for more personalized and customizable interactions, affording guests more of a sense of agency to tell their own stories.

Speakers: Louis Alfieri, Principal/ Chief Creative Officer, Raven Sun Creative; Arnold van de Water, Partner, Factorr; Cynthia Vergon, Creative Writer, Translator, Voice, InFact Global; James Wallman, Founder/CEO, World Experience Organization

Industry Topic: Entertainment: Exhibit Education; Facility Operations: Guest Services and Hospitality

Running Time: 60 minutes

CEUs: 1.0

Creating Iconic Attractions

Iconic attractions are a must have for any park, wet or dry. But how do you create them? How do you adapt them to your guests typology? How do you deal with limited budget? How do you decide to market it? In this panel, several experts from different branches of the theme park industry (manufacturer,

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operator, designer) will discuss these and other topics that need to be considered in order to be sure to hit the bull's-eye!

Speakers: Michelle Hicks, Co-Owner & Executive Producer, Firefly Creations Ltd; Grant Poje, Executive VP, EMEAR, WhiteWater Attractions; Julien Simon, Project Manager, Compagnie Des Alpes; Thomas Sjöstrand, CPO, Liseberg

Industry Topic: Entertainment: Operations Metrics; Finance and IT: Budgets and Business Plans

Running Time: 60 minutes

CEUs: 1.0

Digital Staff Recruiting, Management & Training. How to Balance On- and Offline.

During the pandemic, we all had to improvise in many aspects. Many companies decided to switch their recruiting & training from in-person contact to online meetings. Would you hire someone without ever having met them? What's the upside of online recruiting? And what lessons for a post-pandemic world did we have? Join this session & learn from executives who dealt with this situation firsthand.

Speakers: Ville Aarresuo, Director of Development, Särkänniemi, Finland; Zulema Mateos, Corporate Talent & Organization Director, Parques Reunidos; Elina Örthen, HR Director, Linnanmäki Amusement Park; Glenn André Viste Bøe, CEO, Skånes Djurpark, Lund Group

Industry Topic: Human Resources: Recruiting and Staffing

Running Time: 60 minutes

CEUs: 1.0

Elevating the Guest Experience - How to Inspire Your Staff to Connect with Guests

The difference that make the difference. Staff can be the big difference that makes the difference between a good experience that exceeds expectations in a facility, or a bad experience which was disappointing. While guests come for the attraction, the interaction they have with staff can be just as memorable. We invited speakers from attractions, who know better than anyone how to inspire staff to interact with the guests in a way to exceeds expectations.

Speakers: John Child, Managing Director, Sandcastle Waterpark; Niels Jørgen Jensen, Fårup Sommerland; Daniel Lindberg, Liseberg, Sweden

Industry Topic: Facility Operations: Guest Services and Hospitality

Running Time: 60 minutes

CEUs: 1.0

How Can We Professionalize Our Shops – About KPIs, Inhouse Marketing & Product Pressure

In this session we will dive deep into the shelves of our shops. Do our products fit to our target group? How can we enhance inhouse marketing? How many products should we display on one meter of our shelves? Which KPIs should we monitor? The speakers of this session share their knowledge to inspire you to rethink everything.

Speakers: Fabian Hedderich, Managing Director & COO, TimeRide GmbH; Lukas Metzger, Head of Park Operations; Europa-Park GmbH & Co Mack KG; Stephanie Schaub, Hachez Chocoversum GmbH

Industry Topic: Games and Merchandise: Merchandise, Retail Management, and Games

Running Time: 60 minutes

CEUs: 1.0

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How Zoos are Changing: Animals as Part of an Experience

Just looking at animals is becoming a thing of the past – today's visitor wants more. From education to dining experiences, and even onsite accommodation: how are zoos changing? Hosted by Zoom Torino, a zoo always looking for the newest innovations, this session will feature some of the top animal parks that developed from a zoo to an experience.

Speakers: Janet Ho, Director of Membership, World Association of Zoos and Aquariums (WAZA); Klaas-Jan Leinenga, Manager, Educatie En Beleving; Filippo Saccà, ZOOM Torino, Libema Exploitatie; Dominic Strange, Commercial Director

Industry Topic: Entertainment: Facility and Show Experience, Entertainment and Special Events, Exhibit Education

Running Time: 60 minutes

CEUs: 1.0

Marketing in 2021. Going TikTok.

The happiest places on earth are missing the biggest communication opportunity on one of their core targets: kids & teenagers. Let's learn from Enthusiasts who succeeded on the platform, one of the top European resorts & A hip agency. What are the first things your attraction should do to succeed on TikTok? First you needed Facebook likes, then you needed Instagram followers. Tiktok might be the next big thing.

Speakers: Berta Campos, Head of Sales EMEA & NAM, Adsmurai; Charlotte Depuydt, Marketing Manager, Plopsa Group; Massimiliano Freddi, CEO, Wonderwood; Bryan Geraards, Influencer, Themepark Explorers; Lars Janssen, Influencer, Themepark Explorers

Industry Topic: Marketing, Public Relations, and Sales: Advertising, Targets and Channels, Communications, Online Marketing

Running Time: 45 minutes

CEUs: 1.0

The Cashless Facility - Futuristic or Already a Reality?

Cashless payment is easier, quicker and, since the pandemic, safer too. But is it also more profitable? And will you alienate your guests if you eliminate cash completely from your facility? We'll hear from a waterpark that's been cashless for years, an event that recently switched, and another attraction currently experimenting with the technology – to help you decide if now is the time to take the plunge at your park or attraction.

Speakers: Wouter Dekkers, General Manager, Tropical Islands Holding GmbH; Geert Dethier, Director Operations & Global Journey, WEAREONE.World BV; Owen Ralph, Writer, Bloolooop

Industry Topic: Facility Operations: Ticketing and Admissions

Running Time: 60 minutes

CEUs: 1.0

The Next Generation of Corporate and Brand Attractions

Corporate brand centres and attractions have really shown a resurgence in the last several years, with landmark new openings such as the JW Centre in Edinburgh, LEGO House, Chocoversum, or the FC Barcelona Museum reinvention. The trend for attractions' incorporation of more technology and 'theme park 'lessons' has led to a trend in creating 'experiences' not just museums. This session will review this transformation and expansion of the sector and explore the different types of attractions ranging from the small boutique experiences to the landmark destination creating projects. This will result in an active panel discussion with 3 leading operators of these brand/corporate attractions.

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Speakers: Yael Coifman, ICAE, Senior Partner, Leisure Development Partners; Bart Dohmen, CEO Unlimited Snow; Jordi Penas i Babot, Director Museu, Marca FCB; Stephanie Schaub, Hachez Chocoversum GmbH; Jesper Vilstrup, Managing Director, LEGO House A/S

Industry Topic: Industry Topic: Marketing, Public Relations, and Sales: Branding; Entertainment: Exhibit Education, Entertainment and Special Events

Running Time: 60 minutes

CEUs: 1.0

Working on an Inclusive F&B Offer: How to Cater to Everyone and Be Positive About It?

Food is an important part of the guest journey. With the constantly rising trends of exclusion diets and planet-friendly products, the attractions industry needs to consider new tasty horizons to delight every visitor. In this discussion panel, participants will get inspiration from initiatives inside (and outside) the attractions industry as well as concrete tips to build an inclusive F&B offer.

Speakers: Miguel Angel Sánchez, General Manager, Hotel Elba Carlota Beach & Convention Resort; Nico Schaak, Head of Restaurant Operations, Liseberg; Rémy Tasse, CEO, Youmeal; Maxime Van Kerckhoven, Nutritionist

Industry Topic: Food and Beverage

Running Time: 60 minutes

CEUs: 1.0
