



**VIRTUAL
CONFERENCE**
APRIL 7-8, 2021

IAAPA VIRTUAL CONFERENCE 2021

Keynote Presentation | Preparing for the Recovery

Historic travel industry losses continue to mount. However, economic fundamentals and traveler sentiment data point to significant near-term opportunities. Adam Sacks will share Tourism Economics' latest views on the economy, the mindset of travelers, and expectations for how and when travel will fully recover.

Speaker: Adam Sacks, President, Oxford Economics Company

M&S Solution Talks | Learning How to Win by Learning How to Lose: Stories of Recovery and Resilience from Around the World

In JRA's dynamic M&S Solution Talks session, industry professionals across various countries, markets, and disciplines will share their thoughts on how COVID-19 has impacted their organizations, their visitors, and themselves. They'll also share their hopes for how the attractions industry will eventually reflect on this period of challenge and change. As the panelists discuss their strategies for recovery and resilience, emotions of fear and uncertainty give way to expressions of optimism and opportunity. A can't-miss session for anyone looking to rebound and rebuild.

Speaker: Keith James, Owner, and CEO, JRA

Speed Session | Multiplayer VR Explored

With the rise in popularity of multiplayer VR attractions Kevin Williams sits down with the most recent entry into the market. UNCONTAINED VR is a first of its kind 6-player hyper-immersive 5D free roam VR attraction built in 40-foot plug & play shipping containers.

Speakers: Tim Bieber, CEO, Immersive Tech; Steven Dooner, Director of Franchise Development, Immersive Tech; Kevin Williams, Co-Founder & Technology Director at Spider Entertainment

Panel Discussion | Safety First, Fun Second: How the Attractions Industry is adapting to a COVID World

Update and Panel Introduction from Ellis & Associates

With the multitude of information being released on COVID-19, it is important to know facts from fiction. A top infectious disease doctor will debunk common COVID-19 myths and provide an update on what is happening to help you understand how to continue to be prepared. Experts from the attractions industry will share their perspectives on creating a successful operation during a pandemic. They will share examples of what is being implemented at their locations as they reopen and create new experiences for guests.

Moderator: Linda Freeman, Entertainment Industry Specialist, Rockwell Automation

Panelists: Anthony Palermo, Co-founder, Connect&GO; Dr. Marc Allan Tack, DO, Infectious Disease and Internal Medicine; Jason Freeman, Corporate Vice President of Security, Safety, Health & Environmental at Six Flags Entertainment Corporation

How Digitally Enabling Your Employees has Become a Necessity

As we emerge from the Covid-19 pandemic and our industry is changed, digitally enabling your employees has become a necessity. This session discusses how communication and collaboration platforms such as Beekeeper can help organizations in our industry navigate the changes and be successful in the new normal - from reaching

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employees instantly and keeping them informed, trained and engaged, to empowering them to deliver the best guest experience.

Speakers: Andrada Paraschiv, VP Hospitality, Beekeeper; Jorgensen, General Manager, Mission Ridge Ski and Board Resort

Case Study | SeaWorld Parks and Entertainment: Navigating the COVID-19 Crisis

Since the start of the COVID-19 global pandemic, SeaWorld Parks and Entertainment has confronted the industry's new operating reality with urgency, flexibility, and creativity. From the Board to the park teams, the Orlando-based company, which owns and operates 12 parks across the United States, has worked collaboratively with streamlined and efficient decision-making to maximize its financial flexibility, adapt operations, and prioritize health and safety. One year in, CEO Marc Swanson discusses how the company has navigated and continues to navigate the challenges of the pandemic — and what they have done to make the business a stronger business on the other side.

Speaker: Marc Swanson, Interim Chief Executive Officer, SeaWorld Parks & Entertainment

Ideas That Elevate: Onward and Upward with Urban Air Adventure Parks

Speakers: Michael Browning, Founder and CEO, Urban Air Adventure Parks; Scott Fais, Managing Editor, Funworld Magazine, IAAPA

M&S Solution Talks | ProSlide Technology – Resilience in the Water Park Industry

This past year has been unlike any other. ProSlide, their clients, and the entire attractions industry have faced incredible challenges brought about by COVID-19. Being resilient in the face of these challenges, ProSlide has always, and continues to, made it their mission to do everything for customers, firmly believing that the customers' success is their success. Join as their team shares some of their stories of resilience and putting the customer first.

Yuengling Beer: 6 Generations of Brewing

Hear from Debbie Yuengling, Employee Engagement & Culture Manager, who shares about the 190-year history of Yuengling Beer, how they've survived adversity, and their commitment to the future.

Speaker: Debbie Yuengling, Employee Engagement & Culture Manager

Keynote Presentation | The Power of Human Connection Featuring Leon Logothetis

As host of the Netflix series, *The Kindness Diaries*, Leon circumnavigated the globe on his vintage yellow motorbike 'Kindness One', giving life-changing gifts along the way to unsuspecting good Samaritans. All of this whilst relying on the kindness of strangers. From his experiences, you will learn how to ignite a spark of love, adventure, and humanity within your messaging and expand your global awareness.

Speaker: Leon Logothetis, Global adventurer, motivational speaker, and author and creator of the book and Netflix show, *The Kindness Diaries*

Panel Discussion | Leadership and Adaptability to Change

Update and Panel Introduction from Gatemaster

Throughout the past year, change has become more rapid and continual and adaptability has never been more important. Hear from leaders on how they overcame challenges, addressed accelerating change, and continue to equip themselves to navigate and lead to a better future for all.

Moderator: Johnathan Lee Iverson, Ringmaster, Omnium Circus

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Panelists: Tracy Lanza, Senior Vice President, Integrated Marketing, Brand USA; Hal McEvoy, ICAE, President & CEO, IAAPA; Amanda Thompson OBE, ICAE, Chairman of the Board, IAAPA, Managing Director, Blackpool Pleasure Beach

IAAPA Oral History Interview: Richard Sherman, Songwriter with Disney and IAAPA Hall of Fame Member

IAAPA Hall of Fame Member Richard Sherman composed iconic songs like “Tiki Tiki Tiki Room,” which has been playing at Disneyland for almost 50 years. His work demonstrated the power of music on the attractions experience.

Speaker: Richard Sherman, Songwriter with Disney and IAAPA Hall of Fame Member

Case Study | Food and Beverage Response at Typhoon Texas

Update and Panel Introduction from Dippin’ Dots

Join us as we talk to the Typhoon Texas leadership team about the adaptations and learnings their food and beverage teams encountered as they battled the disruptions caused by COVID-19. We’ll take a dive into the physical, informational, cognitive, and social changes they dealt with, and discuss how they plan to continue to meet these challenges and exit the pandemic even stronger.

Moderator: Bernie Campbell, ICAE, Whirley-Drinkworks!

Panelists: Evan Barnett, President, Typhoon Texas; Walter Teem, Director of Revenue, Typhoon Texas, Houston; Cade Vereen, Director of Revenue, Typhoon Texas, Austin

Ideas that Elevate: Workcation Fixation with Great Wolf Lodge

Speakers: Jason Lasecki, Vice President, Corporate Communications, Great Wolf Resorts, Inc.; Susie Storey, ICAE, Global Communications Director, IAAPA
