



VIRTUAL EDUCATION CONFERENCE

IAAPA EXPO | VEC 2020 FULL CONFERENCE ALL SESSIONS

21 Trends on Accessibility, Sustainability and Technology

In today's attractions landscape, there is a growing demand for sustainable operations and choices at attractions, as well as an expectation that they are accessible for all. As guests become more selective with their leisure time and dollars, and as tech savvy guests are pushing the demand for more technology experiences across every sector, it's critical to stay ahead. Discover 21 quick fire trends affecting accessibility, sustainability, and technology across all types of visitor attractions and geographic regions.

Speakers: Andrea Froehle, VP Marketing & Communications, Event Network; Josh Liebman, ICAE, Founder, Blacklooper; Dr. Kathryn Woodcock, Professor, Ryerson University

Industry Topic: Finance and Information Technology

ASTM In Your Facility

In this session, Franceen Gonzales, Chair of the ASTM F24 Committee, will discuss ASTM Standards impact on the global industry and how to go about putting the standards to work in your facility.

Speaker: Franceen Gonzales, Executive Vice President, Business Development, WhiteWater West Industries, Ltd.

Industry Topic: Facility Operations

Break the Rules of Entertainment Engagement with VR and Esports Attractions

While "esports" has become a big buzz word in the industry, monetizing the concept of competitive video gaming has proven challenging. A combination of virtual reality (VR) and esports, however, is more visual and appealing to both players and spectators. Learn how you can leverage the right mix of VR esports to attract new visitors and drive repeat play and revenue in family entertainment centers and parks.

Speakers: Christine Buhr, Owner, Shakers Family Fun Center; Jan Goetgeluk, Chief Executive Officer, Virtuix, Inc.; Phil Kaplan, CEO, GameWorks, Inc.; Russ Van Natta, VP of Sales, Creative Works

Industry Topic: Entertainment

CEO Speaks

CEO Speaks gives attendees unique access to three of today's most influential leaders in the attractions business. Audience members will get to listen in on a casual, unrehearsed conversation that will touch on such topics as what it takes to be successful in the industry of fun, maintaining focus on priorities and building a company and culture that last into the future.

Speakers: Matt Heller, ICAE, Founder, Performance Optimist Consulting; Rick Hunter, President and CEO, ProSlide Technology, Inc.; Sarah Cole, President and CEO, Glazer Children's Museum; Sharon Aguillen, President, TCB Productions

Industry Topic: Keynote Presentation

Changing Attractions Change the World

This notion of change has never been more relevant than it is today. Because change is happening faster and faster and faster. It is, in fact, exponential. With the knowledge of this accelerating change as a starting point, what will the attractions industry look like in the years to come? And how do amusement parks and attractions navigate this ever more complicated and rapidly changing world-map?

IAAPA EXPO | VEC 2020

FULL CONFERENCE ALL SESSIONS

cont.

Speaker: Andreas Veilstrup Andersen, ICAE, CEO and President, Liseberg

Industry Topic: Keynote Presentation

Creating Retail Experiences that Extend the Guest Experience

Learn how some of the top retailers in the attractions industry design their stores and merchandise to create a retail experience that closely matches the overall guest experience, and how this leads to maximizing revenues, profits and customer satisfaction. Hear from merchandisers and designers working with Disney, Merlin Entertainments, Nickelodeon along with zoos, aquariums and regional amusement parks throughout North America on how they are creating memorable guest experiences with their retail stores.

Speakers: Michael Montgomery, Owner/Lead Designer, Big Dreamer Design, Inc.; Brad Schoeneberg, Director, Merchandise Strategy & New Park Experiences Development, The Walt Disney Company; James Ward, President, CEO, Wildlife Trading Company & Wildlife Artist, Inc.

Industry Topic: Games and Merchandise

Creating Worlds: Writing and Installing Audience Driven Immersive Entertainment

Based on both personal experience and industry research, Scott Swenson, Owner/Creative Director, Scott Swenson Creative Development will present a practical road map for creating engaging immersive experiences that envelop the guest and transport them to another world. He will discuss the growing popularity of authentic reality (vs. virtual or augmented reality) and why it appeals to the key markets of the future. Whether you are looking to install a seasonal walkthrough experience, produce a piece of environmental theatre or create an immersive park wide festival, this workshop will provide both practical and theoretical takeaways that will improve your guests' experience.

Speaker: Scott Swenson, Owner/Creative Director, Scott Swenson Creative Development, LLC.

Industry Topic: Entertainment

Documentation Best Practices For Ride Operations

Whether you operate 1 ride or 100, rides documentation is a vital part of your business and can be your best friend (or worst enemy) in the event of an unfortunate incident. Discover best practices for document retention, internal auditing of documentation to ensure accuracy and completeness, and strategies for maintaining documentation so they can be produced and reviewed when necessary expediently and efficiently. Learn through the lens of a real world incident scenario to gain an appreciation for the importance of documentation and how it can help (or hinder) an incident investigation, claim, or lawsuit.

Speaker: Erik Beard, Managing Member and General Counsel, International Ride Training LLC

Industry Topic: Facility Operations and Safety

Employee Development: Simplifying Customer Service

Often times, lack of experience is the culprit holding back your greener employees from providing outstanding customer service, resulting in misguided training and development from management. In this session, you'll learn how to tap into the true nature of what creates a great customer experience: human kindness. Learn how to take the frustration out of customer service training by simplifying the process with inspiration and empowerment.

Speaker: Matt Heller, ICAE, Founder, Performance Optimist Consulting

Industry Topic: Human Resources

IAAPA EXPO | VEC 2020 FULL CONFERENCE ALL SESSIONS cont.

Fix It When It's Broken: Is Your Entertainment Center Under Performing? Fix It with Five Proven Solutions!

Today's business world is challenging on many levels. From increasing competition to escalating labor and operating costs, attractions operators are battling tighter margins and a changing consumer landscape. If your facility is in need of a reboot, join industry professional Jerry Merola as he outlines a five-step process in restoring the health and outlook of your entertainment business.

Speakers: Jerry Merola, Chief Financial Officer, Amusement Entertainment Management, LLC; Barry Zelickson, Owner, Big Thrill Factory

Industry Topic: Finance and Information Technology

Food and Beverage Infrastructure and Restaurant Design: How to Serve Crowds

There is a point at which guests will choose not to get in a line due to the length. There is a limit to how many can be served in a meal period in a venue. In this session, learn how are these things measured and how can they be addressed for better results operationally and financially. Discover what concepts guests like and how to you build a restaurant that will operate well.

Speakers: Nancy Hamlin, Corporate Vice President Food and Beverage, Cedar Fair Entertainment Company; Eugene Naughton, Vice President, Operations, The Dollywood Parks and Resorts

Industry Topic: Food and Beverage

Funworld Presents: The Journey to Find Rulantica!

Europa-Park's new water park Rulantica located in Rust, Germany, opened last year. Hear from the creators and developers of this groundbreaking indoor water adventure resort and discover what makes this water park unique.

Speakers: Chip Cleary, Senior Consultant, Europa-Park; Michael Kreft von Byern, General Manager, Rulantica; The Mack Family, Rulantica; Jeff Havlik, Vice President, PGAV Destinations; Jeff Janovich, Vice President Business Development and Strategic Accounts, ProSlide Technologies, Inc.

Industry Topic: Facility Operations

Game Changer: The Power of Purpose

Since 1986 Give Kids The World Village has welcomed more than 175,000 critically ill children and their families for a week-long, cost-free opportunity to experience all the magic Central Florida has to offer. President & CEO, Pamela Landwirth, will share how igniting the power of purpose inspires employee engagement and organizational success. Pamela will demonstrate a blueprint for retaining the best and brightest people, creating a culture that focuses on taking care of business while taking care of hearts.

Speaker: Pamela Landwirth, President and CEO, Give Kids the World

Industry Topic: Keynote Presentation

How to Measure the ROI of Your Marketing Strategies

There are myriad different ways to market your business, and all of them require time and money. Review data from dozens of mid-sized companies in this session to determine where exactly you should be aligning your resources. Using these successful businesses as your guide, you'll analyze their approach to marketing online and identify a few of the most effective marketing strategies. Engage in lively discussions within the context of a marketing plan so you'll be able to take home a comprehensive framework for use with your business.

Speaker: Peter Ross, Co-Founder, 829 Studios

IAAPA EXPO | VEC 2020

FULL CONFERENCE ALL SESSIONS

cont.

Industry Topic: Marketing, Public Relations, and Sales

How to Optimize Your Social Media Presence

Are you feeling lost with your social media strategy? Do you feel like your posts are uninspired? Or not getting the level of engagement you would like? Learn from industry and social media experts about generating ideas for new content, measuring success, and adapting their social strategy for any situation. Be inspired by examples and tips about how to instantly improve the engagement and reach of your social posts.

Speakers: Jordan Carter, Director of Marketing, Silverwood Theme Park; Jessi O'Daniel, ICAM, Vice President of Guest Experience, Kentucky Kingdom and Hurricane Bay

Industry Topic: Marketing, Public Relations, and Sales

How to Thrive in Times of Change

With a new decade upon us, businesses are faced with even more uncertain change than ever before. In this engaging and practical session, explore three fundamental needs that must be met to ready your attraction for unforeseen challenges. Hear from expert speakers with more than fifteen years of experience, ranging from some of the most successful and well-known brands in the attraction industry, including Warner Bros Studios, Majid Al Futtaim, and Merlin Entertainments. Don't miss the chance to prepare your staff, your business, and yourself for whatever the decade ahead will bring.

Speaker: Richard Nugent, Managing Director, TwentyOne Leadership

Industry Topic: Human Resources

Human Factors and Attractions

People are an essential ingredient of attractions, but unanticipated human factors – the application of knowledge about human characteristics, capacity, and limitations to understand interactions – can lead to surprises. Identify human factors contributions to concerning situations, predict a range of guest or associate interaction with attractions, and accommodate human factors strategically for safety and satisfaction. Learn considerations for safety and enhanced guest satisfaction from this moderated Q&A session.

Speakers: Dr. Kathryn Woodcock, Professor, Ryerson University; Linda Freeman, Amusement Industry Manager, Rockwell Automation,

Industry Topic: Facility Operations and Safety

Leveraging Pricing and Promotions as Marketing

Increasing customer lifetime value and consistent repeat visits are the lifeline for an FEC. Learn how to significantly increase revenue from guests during their visit as well as your events and birthday parties through creative pricing and packaging, upsells, memberships, bundling, and on-site promotions. Learn how to capture customer preferences and increase consumer engagement through digital impulse marketing. Discover key actionable insights, tips and tricks gained from hundreds of FECs and engaging with consumers across 100 million monthly digital communications to increase the lifetime value of your guests.

Speakers: Jenna Boyo, FEC Owner; Jeremy Hoyum, COO, Franchisee Urban Air Adventure Park; Billy Thompson, FEC Owner; Brandon Willey, CEO, Hownd

Industry Topic: Marketing, Public Relations, and Sales

Putting “Amusement” into Parks and Attractions

Looking to have fun and laughter at work every day? Learn how industry leaders implement laughter, humor, fun, and positive energy at work to build a better brand, culture, and guest experience.

IAAPA EXPO | VEC 2020

FULL CONFERENCE ALL SESSIONS

cont.

Speakers: Heather Barnes, M.A., Director of the Aquatic Presentations, Shedd Aquarium; John Buranosky, Senior Director of Training and Development, Shedd Aquarium

Industry Topic: Human Resources

Sourcing: Improving Purchasing and Expanding New Product Development for Games and Merchandising

Amusement games and merchandising are both an art and science. Join us as you will learn how to navigate the purchasing landscape so you can create ideas for the next innovative midway games and prizes as well as unique vending merchandise for your guests from the perspectives of an operator and a vendor. Topics will include creating a purchasing plan that is right for your organization, learning the process and timeline for developing your own unique merchandise or prizes, ideas to develop your own unique midway concession games and prizes, and best practices on vending merchandise that will assist in growing your per caps.

Speakers: Jim Weigl, President, Virginia Toy and Novelty Company; Mike Weimar, ICAE, Games Senior Manager, Morey's Piers and Beachfront Water Parks

Industry Topic: Games and Merchandise

Strategies for Maximizing Food and Beverage Revenue

As food and beverage operators seek new opportunities to increase revenues, this session will share various strategies to do so. Discover how to grow profits through pricing strategies that include combos, advance sales, and bundling with admission offers. Take a look at programs and promotions that can help drive incremental spending with value messages and more. Explore what unique food experiences are happening in our industry and discuss a few easy steps to create some fantastic opportunities in the operations with little investment and a lot of creativity. Through these various strategies, food and beverage operators can customize an approach appropriate for their business and maximize the revenue of their operations.

Speakers: Tracy Bareno, Director Retail Operations, San Diego Zoo, Safari Park; Bernie Campbell, ICAE, MA Regional VP Sales, Whirley Drinkworks; Rob Gordon, ICAM, Food and Beverage Director, Hershey Entertainment; Siobhan Wright, Former Corporate Director of Culinary Operations; SeaWorld Parks & Entertainment

Industry Topic: Food and Beverage

The Leadership Advantage: Cultivating Leaders Within Your Park

No organization, park, or department can grow any faster than its ability to develop leaders. Developing leaders is the key to sustained growth and success. However, a one-time leadership training event is not enough. In order to take your leadership team to the next level, leadership development must be an ongoing process that lasts throughout the season. It must be a part of your culture. In this session, you will be given a template on how to practically instill leadership development into your organization's DNA and cultivate a culture that not only maximizes your current leadership team's potential, but also helps you create a leadership pipeline for future seasons.

Speaker: Shawn Welch, Chief Equipping Officer, Shawn Welch Company

Industry Topic: Human Resources

Voice of the Visitor: Learn Guests Opinions, Attitudes, and Expectations

Explore "Voice of the Visitor: Outlook on the Attractions Industry" - a robust survey in the US that gathers feedback directly from people who visited an attraction last year or plan to this year. These insights include guest motivations, expectations, satisfaction, and a wide variety of trends - from membership and season passes to

IAAPA EXPO | VEC 2020 FULL CONFERENCE ALL SESSIONS cont.

length-of-stay and trip-planning. This study also reveals the economic confidence and projection of attraction visitors, the growing trend of traveling closer to home, how guests feel about attractions taking political stances, and more travel trends that will impact destinations around the world in 2020.

Speaker: Jeff Havlik, Vice President, PGAV Destinations

Industry Topic: Revenue Operations

We're Waiting...Creating Entertainment Experiences in Your Ride Queue

What is the one thing guests never look forward to? Waiting in line. Discover what industry leaders are doing in their ride queues to entertain guests, promote their brand, and create retail opportunities for these captive audiences. Learn ways to take one of the more grueling parts of the guest experience and turn it into a memorable one.

Speakers: Matthew Marberry, Project Manager, Odd-o-T's Entertainment; Todd Zimmerman, Owner/Big Guy, Odd-o-T's Entertainment

Industry Topic: Entertainment

What Happens If You Don't Listen to Your Guests?

Learn from industry experts with almost 30 years' experience between them. Understand what happens if you don't give your guests a voice as well as what happens when guests are at the heart of your business. Tyler will discuss how LEGOLAND Florida Resort uses satisfaction scores and guests' comments to deliver excellent service and drive guest experience. Common concerns, handling feedback and involving all teams will be discussed. During this interactive session, attendees can ask questions.

Speakers: Tim Canada, VP and Product Owner, NetServ and Tatvam; Tyler Pellerin, Guest Experience Manager, LEGOLAND Florida Resort; Ben Story, CEO, Avius

Industry Topic: Finance and Information Technology
