



## VIRTUAL EDUCATION CONFERENCE

### IAAPA EXPO | VEC 2020 BACK-OF-HOUSE SESSIONS

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#### **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

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#### **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

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#### **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

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#### **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

**Industry Topic:** Marketing, Public Relations, and Sales

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### **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

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### **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

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### **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

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### **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.

**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

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### **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

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### **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

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