



VIRTUAL EDUCATION CONFERENCE

IAAPA EXPO | VEC 2020 FRONT-OF-HOUSE SESSIONS

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

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, aquarium 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,

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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

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

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

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

IAAPA EXPO | VEC 2020 FRONT-OF-HOUSE SESSIONS cont.

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

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 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
