

Schedule-At-A-Glance

Sun. Nov. 16	9 a.m. – 4 p.m.	International IAAPA Charity Golf Tournament
	6 p.m. – 8 p.m.	Institute for Emerging Leaders

Monday, November 17	7:30 a.m. – 6 p.m.	Attendee Registration							
	9:00 a.m. – 7:00 p.m.	AZA President Keynote 9 a.m. – 9:30 a.m.	Special SeaWorld Orlando Presentation on Positive Reinforcement 9:30 a.m. – 10:30 a.m.	You Don't Know What You Don't Know Until You Don't Know It! 10:45 a.m. – 12:15 p.m.	Zoo & Aquarium Day Lunch 12:30 p.m. – 1:30 p.m.	Greening Your Zoo & Aquarium 1:30 p.m. – 3 p.m.	Enhancing the Guest Experience 3:15 p.m. – 4:45 p.m.	Zoo & Aquarium Day Social: Aquatica Adventure! 5 p.m. – 7 p.m.	
	8:30 a.m. – 5:45 p.m.	2008 Food and Beverage Consulting							
	8:30 a.m. – 5:45 p.m.	Institute for Emerging Leaders							
	8:30 a.m. – 5:45 p.m.	Stop Looking for Cherries and See the Cherry Trees* 8:30 a.m. – 9:45 a.m.	Social Media: The Next Really Big Thing* 10 a.m. – 11:15 a.m.	Financial Health: Unlocking the Power of Your Financial Statements 1:30 p.m. – 2:45 p.m.	Building Your Leadership Brand* 3 p.m. – 4:15 p.m.	Indiana Jones and the Keys to Successful Birthday Parties* 4:30 p.m. – 5:45 p.m.			
	8:30 a.m. – 6:30 p.m.	Reinvent or Die!...Again 8:30 a.m. – 9:45 a.m.	A Kick in the Comfort Zone 10 a.m. – 11:15 a.m.	Museum & Science Center Day Luncheon with Keynote Speaker Yves Pépin 11:30 a.m. – 1:15 p.m.	Scary Metrics: Real Results from Market and Consumer Research 1:30 p.m. – 2:45 p.m.	Museum Economics V: Show Me the Revenue 3 p.m. – 4:15 p.m.	Museum & Science Center Day Social 4:30 p.m. – 6:30 p.m.		
	8:30 a.m. – 9 p.m.	Waterpark & Resort Track Meet and Greet 8:30 a.m. – 9 a.m.	State of the Industry Welcome by Pat Finnegan and Jeff Coy 9 a.m. – 9:45 a.m.	Strut Your Staff: Best Practices in Hiring, Recruiting, and Retaining Quality Personnel 10 a.m. – 11:15 a.m.	Networking Luncheon and Staffing Session Roundtables 11:30 a.m. – 1:15 p.m.	Waterpark Gladiators: Powerful Trends in Sales and Marketing 1:30 p.m. – 3:30 p.m.	Inspired Operations: Focusing on Safety First 1:30 p.m. – 3:30 p.m.	Shake Your Moneymaker II: Out of the Box Revenue Ideas 3:45 p.m. – 5:00 p.m.	Open Social at Wet 'n Wild Orlando 6 p.m. – 9 p.m.
	10 a.m. – 11:15 a.m.	Emerging Lifestyles and Leisure Trends							
	11:30 a.m. – 1:15 p.m.	Lunch and Learn: Adapting to a Dynamic Global Environment*							
	1:30 p.m. – 2:45 p.m.	Engage Me! Transforming the Employee Orientation Process*	Use of E-Marketing for E-ttractions	Technology for Non-technology Managers					
	3 p.m. – 4:15 p.m.	Apples and Hammers: The Subtle and Vast Difference Between Managing and Leading			Can You Hear Me Now: Using Cell Phones to Enhance the Guest Experience				
	4:30 p.m. – 5:45 p.m.	2008 Brass Ring Awards Presentation							
	7:30 p.m. – 8:30 p.m.	Benelux Get Together							

Tuesday, November 18	7:30 a.m. – 6 p.m.	Attendee Registration						
	7:45 a.m. – 8:45 a.m.	Asian Breakfast	European Breakfast	Canadian Breakfast				
	8 a.m. – 8:30 a.m.	IAAPA Annual Business Meeting						
	8 a.m. – 12 p.m.	Jungala Fever: Games and Retail Tour to Busch Gardens Tampa						
	8:30 a.m. – 9:45 a.m.	Food & Beverage Best Practices—Workshop & Roundtable	Major Incidents—The Dynamics of a Major Incident	Playing Defense: Employee Retention and Engagement				
	8:30 a.m. – 5:45 p.m.	2008 Food and Beverage Consulting						
	8:30 a.m. – 5:45 p.m.	Family Fun & Piles of Cash Are Just a Click Away—E-Commerce Essentials for FEC's 8:30 a.m. – 11:15 a.m.	Why Your Marketing Doesn't Work and What to Do About It * 4:30 p.m. – 5:45 p.m.					
	8:30 a.m. – 5:45 p.m.	Institute for Emerging Leaders	Institute for Marketing: Marketing 2.0 for the Attractions Industry					
	8:45 a.m. – 10 a.m.	Kickoff Event						
	10 a.m. – 11:15 a.m.	Major Incidents—Planning, Preparation, and Training	Six Cheap and Simple Ways to Improve Customer Satisfaction*					
	10 a.m. – 6 p.m.	Exhibit Floor Open						
	10:30 a.m. – 12:30 p.m.	Trade Show Floor Tour: Point-of-Sale System Suppliers						
	11:30 a.m. – 1:15 p.m.	Marketing and Public Relations Managers Roundtable	Brazilian Roundtable in Portuguese					
	3 p.m. – 4:15 p.m.	Merchandising Math*	Social Media 101: How to Influence What Is Said About You Online	Why This Industry Rules: The History and Fascinating Facts of Business				
	3 p.m. – 5 p.m.	Trade Show Floor Tour: Plush Suppliers						
	4:30 p.m. – 8:30 p.m.	Disney's Hollywood Studios Tour						
	4:30 p.m. – 5:45 p.m.	Food Safety in the Attractions Industry	Identifying Your Best Sponsorship Prospects and the Key Ways to Sell Them	Life Beyond Disney: Where Did You Go? Out. What Did You Do? Everything!	Merchandising 101			
		Research and Reinvestment	Social Media 201 Roundtables: Online Social Networking & Web 2.0	Utilizing Your Card System to Its Fullest				
	6 p.m. – 8 p.m.	Opening Reception						
	8 p.m. – 10 p.m.	Young Professionals Get-Together						

KEY

Registration

Special Events

IAAPA Institute Program

Educational Tours

Seminars

Awards

Exhibits

Specialty Tracks

*Translated Sessions

Wednesday, November 19

7:30 a.m. – 6 p.m.	Attendee Registration				
8:30 a.m. – 9:45 a.m.	General Managers and Owners' Breakfast				
8:30 a.m. – 9:45 a.m.	2008 Souvenir Awards				
8:30 a.m. – 9:45 a.m.	Food and Beverage Castle Park Case Study*				
8:30 a.m. – 11:15 a.m.	Exhibit Floor Open				
8:30 a.m. – 11:15 a.m.	Traveling Exhibits Showcase				
8:30 a.m. – 12:30 p.m.	Kennedy Space Center Shuttle Launch Experience Tour				
11:30 a.m. – 3:30 p.m. MUSEUMS	Trade Show 101 Luncheon 11:30 a.m. – 1:15 p.m.	Trade Show Floor Tour: Museum Suppliers 1:30 p.m. – 3:30 p.m.			
8:30 a.m. – 5:45 p.m.	Institute for Leadership				
8:30 a.m. – 8 p.m. FAMILY ENTERTAINMENT CENTERS	First Impressions: What Are They Thinking and Why Do I Care? 8:30 a.m. – 11:15 a.m.	Go to the Head of the Class! Using Attractions for Educational Programming 10 a.m. – 11:15 a.m.	Talking Turkey 4:30 p.m. – 5:45 p.m.	Family Entertainment Center Reception and Top FECs of the World Awards 6 p.m. – 8 p.m.	
10 a.m. – 11:15 a.m.	Technology Showcase				
10 a.m. – 11:15 a.m.	The Loss Prevention "Facts of Life"				
10 a.m. – 11:15 a.m.	Main Street to Midway	Viral Marketing I: Concepts and Examples			
10 a.m. – 6 p.m.	Exhibit Floor Open				
10:30 a.m. – 12:30 p.m. WATERPARKS & RESORTS	Trade Show Floor Tour: Waterpark Suppliers				
11:30 a.m. – 1:15 p.m. SMALL PARKS & ATTRACTIONS	Lunch with Dick Kinzel*				
11:30 a.m. – 1:15 p.m.	FMIT Roundtable	Games Managers Roundtable			
1:30 p.m. – 2:15 p.m.	Viral Marketing II: Industry Case Studies*				
3 p.m. – 4:15 p.m.	Viral Marketing III: The YouTube Generation*				
3 p.m. – 5 p.m.	Trade Show Floor Tour: Inflatable Vendors				
4:30 p.m. – 5:45 p.m.	Catering and Group Sales	From Idea to Opening Day	How to Sell a Story to the Press	The Cents of Shopping	World's Best Training Practices
4:30 p.m. – 5:45 p.m.	The 2008 IAAPA Classic: My Ten Best Tips*				
4:30 p.m. – 6 p.m.	2008 Big E Awards Presentation				
4:30 p.m. – 9 p.m. WATERPARKS & RESORTS	Tour and Social at Aquatica				
6 p.m. – 7:30 p.m.	Carnival Amusement Industry & Showmen's Reception				
6:15 p.m. – 8 p.m.	Latin American Reception				

Thursday, November 20

7:30 a.m. – 6 p.m.	Attendee Registration				
7:30 a.m.	Give Kids The World 5K Fun Run/1K Walk				
8:30 a.m. – 9:45 a.m.	It's Not Easy Being Green	State of the Attractions Market: Attendance, Trends, and Forecasts	Games 101	School's Out for Summer!: Impact of School Start Date	Funscreen: Protecting Your Patrons and Parks
8:30 a.m. – 12:30 p.m. WATERPARKS & RESORTS	Achieving Energy Efficiency in Hotels, Resorts, and Waterparks				
8:30 a.m. – 2:45 p.m. SMALL PARKS & ATTRACTIONS	Aggressive Business Practices with Creative Flair 8:30 a.m. – 9:45 a.m.	The Small Parks and Attractions Committee's Top Ten* 1:30 p.m. – 2:45 p.m.			
8:30 a.m. – 5:45 p.m. FAMILY ENTERTAINMENT CENTERS	Games and Redemption 8:30 a.m. – 9:45 a.m.	FEC Roundtable 11:30 a.m. – 1:15 p.m.			
8:30 a.m. – 5:45 p.m.	Institute for Media Relations in the Attractions Industry		Institute for Safety: Loss Prevention and Safety Management in the Amusement and Attractions Industry		
9:30 a.m. – 1:30 p.m.	SeaWorld Orlando Tour: Lunch with the Sharks				
10 a.m. – 11:15 a.m.	Entertainment Contract Management	Safety Week—Best Practices			
10 a.m. – 6 p.m.	Exhibit Floor Open				
10:30 a.m. – 12:30 p.m.	Trade Show Floor Tour: RFID Suppliers				
11:30 a.m. – 1:15 p.m.	ALAP Roundtable in Spanish*	Entertainment Managers Roundtable	Legal and Legislative Roundtable		
1 p.m. – 3 p.m.	Trade Show Floor Tour: Food and Beverage Suppliers				
1 p.m. – 4:15 p.m.	Institute for Operations: Certified Haunted Attraction Operator Safety Program				
1:30 p.m. – 2:45 p.m.	The Latest on the ADA and Other Accessibility Laws	Trends in Entertainment Show Production			
3 p.m. – 4:15 p.m.	Claims Avoidance Techniques and Tactics Part I				
3 p.m. – 5 p.m.	Career Slam				
4:30 p.m. – 5:45 p.m.	Managing Costs of Goods in Games Operations*	Strategies for Developing Leadership in Crisis Situations	Rewarding and Recognizing Employees	Claims Avoidance Techniques & Tactics Part II	
4:30 p.m. – 8:30 p.m.	Haunt Tour: Behind the Scenes at Universal Orlando's Halloween Horror Nights				
7 p.m. – Midnight	Gala				

Friday, Nov. 21

8 a.m. – 4 p.m.	Attendee Registration				
8:30 a.m. – 9:45 a.m. FECS	Generation Y*				
8:30 a.m. – 9:45 a.m.	The Scare Factor!: Increase Your Haunt's Capacity and Profits				
10 a.m. – 11:15 a.m.	How to Make Yourself the Media Spotlight				
10 a.m. – 4 p.m.	Exhibit Floor Open				
10:30 a.m. – 12:30 p.m.	Trade Show Floor Tour: Haunt Suppliers				
11:30 a.m. – 1:15 p.m.	5th Annual Women in the Industry Networking Luncheon				
1:30 p.m. – 2:45 p.m.	Developing an Effective Year-Round Marketing Plan for Seasonal Haunted Attractions				