WHERE THE BUSINESS OF FUN BEGINS

...AND LEARNING CONTINUES

EURO ATTRACTIONS SHOW 2017

Messe Berlin Exhibition Center | BERLIN, GERMANY


Join us at Europe’s premier event for the leisure, attractions, tourism, and entertainment industry.

REGISTER BY 31 JULY AND SAVE!
At the largest European trade show and conference of its kind, you will have the opportunity to:

VISIT AND TALK with more than 500 exhibitors across six exhibit halls, all showcasing their newest products and technologies on the trade show floor.

ENGAGE with the global attractions industry at networking events throughout the show, such as the Opening Reception at Charlottenburg Palace, FEC/Small Park/Indoor Playground Day, the Water Park Forum, and the Young Professionals Forum.

HEAR AND LEARN about the industry’s best practices and trends through seminar tracks. Tracks include Digital Future, Profit + Revenue, Safety + Security, Creating and Immersive Experiences, and Trends + New Ideas.

EXPLORE some of Berlin-Brandenburg’s top attractions in behind-the-scenes tours. EDUFours include Tropical Islands (Water Park Forum), Karl’s Erlebnis Dorf, and the Berlin Zoo.

WHO WILL BE THERE?
EAS, known for its extensive trade show floor offerings, high-quality educational sessions, and vast networking opportunities, attracts professionals and exhibitors from a wide variety of backgrounds, including:

- Parks + Attractions: Amusement parks, water parks, family entertainment centres
- Tourism + Leisure: Resorts, hotels, cruise lines, transportation, city attractions
- History + Education: Museums, science centres, zoos and aquariums, eco attractions
- Entertainment + Events: Concert venues, sports arenas, festival sites, carnivals, fairs

From 24–28 September, the International Association of Amusement Parks and Attractions (IAAPA) welcomes leisure, attractions, tourism, and entertainment professionals to Europe’s premier industry event: Euro Attractions Show (EAS) 2017 at the Messe Berlin Exhibition Center.

EAS is proud to call Berlin—a modern, exciting city with deep, historical roots—home for 2017. With Berlin’s reputation for being one of the most vibrant cities in Europe yet still affordable, it is the ideal place to welcome attractions industry professionals.

Perfectly situated in the heart of Europe, Berlin is easily accessible by plane or train. In addition, the exhibition center is conveniently situated in Berlin with easy access to the U-Bahn and S-Bahn, making it easy to go into the city center.
Berlin is a progressive-thinking and innovative scene that serves as a global center-point for tourism and leisure business. While you are attending EAS 2017, not only will you visit the comprehensive conference and trade show, but you will be granted the unique opportunity to experience some of Berlin’s premier parks and attractions through EDUTours and education seminars.

**KARLS ERLEBNIS-DORF**
Situated in the Berlin Brandenburg area, Karls Erlebnishof Elstal is a family-owned attraction named after Grandfather Karl, who specialized in the cultivation of strawberries. Visitors near and far come to experience the family's seven farm playgrounds, where delicious food and beverages can be enjoyed. Additionally, Karls Erlebnis-Dorf has become the recognized leader for its fantastic shopping experience.

**BERLIN ZOO**
The Berlin Zoo was the first zoo in Germany and is home to more than 19,600 animals, including polar bears, elephants, seals, lions, giraffes, and many, many more. The zoo offers up-close views of its inhabitants during feeding time, animal shows, and personal meetings. New this summer, the zoo has welcomed two panda bears to its exhibit—the only pandas in Germany.

**TROPICAL ISLANDS**
Located just one hour south of Berlin, Tropical Islands Resort is a tropical theme park getaway for the whole family, including spas and saunas for adults, adventure fun for children, and a wide range of unique accommodations—from rooms to lodges and tents. Additionally, Tropical Islands Resort is the world’s largest indoor water park.

**WHY BERLIN?**
EAS 2017 is where leisure, attractions, tourism, and entertainment professionals come to find the solutions and partnerships they need to balance guest expectations with the realities of running a smart and profitable business. With more than 500 exhibiting companies on the trade show floor, EAS 2017 has everything you need under one roof.

**WHY BERLIN?**
EAS 2017 is the place to find all the tools you need to create a fun, safe, and unforgettable experience for your guests. Showcasing exhibitors include:

- Admission/Financial Equipment
- Coin-Operated Machines
- Computer Systems/Software
- Costumes
- Decorations, Displays, and Sets
- Event Equipment
- Facility and Grounds
- Food and Beverages
- Games and Devices
- Gifts, Novelties, and Souvenirs
- Hi-Tech Equipment and Services
- Insurance
- Leisure Consultants
- Leisure Development and Construction
- Participatory Play Equipment
- Party Equipment
- People-Moving Equipment
- Photography Solutions
- Production Services
- Rides (including family rides, thrill rides, children’s rides, roller coasters, and more)
- Security Equipment
- Shows/Productions
- Sound and Light Systems
- Stage Decorations
- Theatrical Equipment and Supplies
- Themed Equipment
- Trade Association Services
- Trade Publication Possibilities
- Water-Related Equipment and Supplies

**EAS 2017**
EAS 2017 is the place to find all the tools you need to create a fun, safe, and unforgettable experience for your guests.
**TUESDAY, 26 SEPTEMBER**

**Opening Ceremony**
08:45–09:55
 Euro Attractions Show 2017 kicks off with the Opening Ceremony held in the IAAPA Theatre sponsored by Europa-Park — and introductory words from IAAPA Chairman of the Board Greg Hale, IAAPA President and CEO Paul Noland, and Senior Vice President of IAAPA Europe, Middle East, and Africa Operations Karen Staley. See what’s new in the leisure, tourism, entertainment, and attractions industry and celebrate the official opening of the show.

**HR Lunch and Learn — From Start to Star: How to Hire, Train, and Retain Staff**
12:30–15:00
 Attendees take part in an interactive and fun workshop and learn the best tips to attract, hire, train, and retain staff and management teams. Think outside the box, and you will feel energized and ready to recruit after the session.

**Opening Reception**
18:00–21:30
 Euro Attractions Show attendees will mix, mingle, and recap the first day while enjoying great food, entertainment, and drinks at the exclusive 17th-century Charlottenburg Palace — the largest palace in Berlin. Located only a few minutes from the Messe Berlin Exhibition Center.

**WEDNESDAY, 27 SEPTEMBER**

**Leadership Breakfast with Christoph Kiessling of Siam Park**
08:30–09:55
 Known for its world-class collection of water slides, Thai styling, and lush vegetation, Siam Park’s managing director, Christoph Kiessling, shares his experience developing the “showcase of a water park” with his father, Wolfgang. The Leadership Breakfast is held in the IAAPA Theatre sponsored by Europa-Park.

**Lunch and Learn — What’s New in the Attractions and Leisure Industry in 2017**
12:30–14:00
 See what’s new in the industry. Hear about the results and impacts products made on facilities in 2017. Vivid roundtable discussions provide participants with information on this year’s novelties. Each presenter will present for 10 minutes, and then they will join a table for in-depth discussions on the details related to their speeches.

**THURSDAY, 28 SEPTEMBER**

**EDUTour to Berlin Zoo**
09:00–11:30
**EDUTour to Small Park/Indoor Playground Day**
09:30–15:00
**Water Park Forum at Tropical Islands**
09:30–16:00
**EXHIBIT FLOOR OPEN**
10:00–16:00

**EAS 2017**

**SCHEDULE-AT-A-GLANCE**

IAAPA members receive complimentary access to many of the seminar programs, while non-members can register for the programs for a small fee.

**SUNDAY, 24 SEPTEMBER**
08:30–19:00
 IAAPA Institute for Attractions Managers*

**MONDAY, 25 SEPTEMBER**
08:30–19:00
 IAAPA Institute for Attractions Managers*
12:00–18:30
 IAAPA Safety Institute*
13:00–17:45
 EDUTour to Karls Erlebnis-Dorf Park*

**TUESDAY, 26 SEPTEMBER**
08:30–14:00
 IAAPA Institute for Attractions Managers*
08:45–09:55
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10:00–18:00
 EXHIBIT FLOOR OPEN
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 SEMINAR TRACKS (See next page for details.)
12:30–15:00
 HR Lunch and Learn — From Start to Star: How to Hire, Train, and Retain Staff*
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 Young Professionals Forum and Reception*

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All events take place at the Messe Berlin Exhibition Center unless otherwise noted. *Separate registration required. **Subject to change. Visit www.IAAPA.org/EAS for more information. Please note: Participants must be 18 years of age for all EAS events.

**NETWORKING OPPORTUNITIES**

Mingle with industry professionals from all over Europe. Make an impact and build lasting relationships in Berlin to better your business at these exclusive events available only to EAS 2017 attendees.
WORLD-CLASS EDUCATION

DIGITAL FUTURE TRACK
Explore the new digital landscape and how its possibilities can help bring your business to the next level.

TUESDAY, 26 SEPTEMBER
Digital Transformation: Bridging the Analogue World with Digital
12:00 – 13:55
From your marketing efforts to your customer experience, new digital technology is everywhere. In this seminar, learn about how these new technologies can help bring your business to the next level.
Speakers: Robert Arvidsson (Liseberg), Eric Cassot (Disneyland Paris), Christoph Zawohin (NLP), more to be announced

Digitalization Creates and Boosts Business Value AND Guest Value
14:15 – 15:20
Embrace the digital age and find out how to use big data and new digital tools to reach your audiences.
Speakers: Robert Owen (Blackpool Pleasure Beach), Marlomy Losata (Compagnie des Alpes), more to be announced

Digitalization with No Borders + Panel
15:30 – 16:30
In this session, we’ll explore how to develop your guest experience digitally and how to manage digital presence on all touchpoints.
Speaker: Markus Ruotsalainen (Liseberg), more to be announced

PROFIT + REVENUE TRACK
Hear about new and exciting ways to increase and expand your profits.

TUESDAY, 26 SEPTEMBER
Fine Dining vs. Volume Dining
12:30 – 13:45
Explore how to make dining the heart of the guest experience, discover how you can make food and beverage popular by offering guests a variety of creative approaches to dining in a park, and compare quick food experiences with the fine-dining experience.
Speakers: Ivan Marburger Jüli (Tivoli Gardens), Michel Mayer (Futuroscope), Bas Bakkers (The Coca-Cola Company), more to be announced

Festivals and New Events
14:00 – 15:15
Offer more to your customers and give them more opportunities and reasons to return. Learn how organizing events and festivals can also help you appeal to a different audience.
Speaker: Bruno Vanswelnaers (Tomorrowland), more to be announced

51 Ways to Increase Profits
15:30 – 16:45
Let attractions veterans teach you how to increase profits in your facility. Hear how to develop a creative and unique approach to generating more profit. You will receive practical details on generating a profitable attraction through new opportunities.
Speakers: Massimiliano Freddi (Leolandia), Stephanie Schaub (Chocoversum), Emil Erfenden (High Chaparral), Isorna Parva (Belantis), more to be announced

CEO Talk
17:00 – 18:00
In-depth discussions and interviews with influential park owners and CEOs.
Speakers: Robert Doh (Kärts Tourismus GmbH), Eddie Kemaley (Wisconsin Dells), Erwin Lienenbach (Belantis), Andreas Leicht (Hansa Park), Andreas Sewing (Fort Fun), Martin Krüger (LEGOLAND Deutschland), more to be announced

SAFETY + SECURITY TRACK
Learn about new concerns and solutions relevant to the industry’s most important topic and have the chance to sit in on a safety panel discussion.

WEDNESDAY, 27 SEPTEMBER
Crisis Communication
12:00 – 13:30
Planning for an incident or an emergency situation is never fun, but it is an essential part of any attraction facility’s operations toolbox. It involves coordination and communication between the attraction’s management team and with outside agencies. What can attractions managers learn about incident planning from the experiences of other operators and what best practices can they take back to their facility?
Speakers: Eric Cassot (Disneyland Paris), David Mandel (IAAPA), more to be announced

Safety and Security Best Practices
13:45 – 15:00
Hear, learn, and receive insight into new trends in the security field. In this session, attendees will learn how to ensure best practices in attractions security and security for big crowds, both highly important for any attraction.
Speakers: Paul Chestelot (Disneyland Paris), Mogena Canter (Tivoli Gardens), Frank Berach (Etheling), Alyssa Sogi-Dolev (Qlyr), more to be announced

CREATING AND IMMERSIVE EXPERIENCES TRACK
Theme parks have been home to immersive experiences since their inception. And it’s not all about VR headsets and projection, but rather a range of trades that can deliver true experiences from storytellers, designers, technologists, and media creators. Hear from them all as we immerse you in their world.

WEDNESDAY, 27 SEPTEMBER
The Big Brand Debate
12:30 – 13:45
Learn how to grow your own park and brand (IP is not the solution to it all), how to manage your different brands and sub-brands, and how to create a sustainable and attractive brand identity, especially with co-branding with partners.
Speaker: Fernando Ablade (PortAventura World), more to be announced

TEA Presents: “Immersive Experience”
14:00 – 17:30
Explore the scope of the immersive experience. Learn how to create unique experiences through case studies with experts and operators.
Speakers: Jose Zenera (Thinkwell), Ray Hoke (Ray Hoke Architects), Travis Klimon (Luce Group), Colette Pinzou (It Ain’t Shakespeare, Inc.), Hans Sliedsen (AV Stumpff GmbH), Karan Stanley (Dan Pelelman), more to be announced

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TRENDS + NEW IDEAS TRACK
Discover the latest industry trends and be inspired by new ideas.

WEDNESDAY, 27 SEPTEMBER
New Trends in Parades and Multi-Media Spectaculars
15:15 – 16:30
Discuss the details of this unique and exploding trend — parades — and learn how to develop parades and the positive impacts they can have on your attraction.
Speakers: Jose Zenera (Thinkwell), Jean-Christophe Canzores (ECA2), more to be announced

Animal Attractions Panel — How to Take Your Visitor Experience to the Next Level
16:45 – 18:00
With a focus on themeing and the visitor experience, discover what wildlife attractions can offer.
Speakers: Karan Stanley (Dan Pelelman), Dr. Andreas Kriener (Berlin Zoo), Bob Montgomery (Longleat), Frankwin van Beers (Wildlands), more to be announced
The IAAPA Institute for Attractions Managers is the industry’s premier management development program. Taking place at the Hampton Inn Berlin, this two-and-a-half day course is directed at emerging industry professionals with 2-3 years’ experience, those who have the potential and commitment to be on a senior management team, or newly hired executives joining the attractions industry. This includes vice presidents, directors, managers, department heads, and supervisors who want to expand their industry knowledge and advance their career. The IAAPA Institute for Attractions Managers is also an excellent opportunity for managers entering the attractions industry laterally from other businesses to gain a solid foundation on how attractions operate, and to understand the industry’s key drivers and metrics for success.

The program covers five core subjects: Finance, Operations and Safety, Marketing and Communications, Revenue Operations, and Human Resources and Leadership.

**Speakers:** Sandy Clark (ENGIE), Massimiliano Freddi (Leolandia), Ellen Verburg (Walibi Holland), Eric Cosset (Disneyland Paris), Mikael Ahlerup (AIK FC), and more to be announced.

**Silver Sponsor:** Replay Entertainment

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**EDUTour to Karls Erlebnis-Dorf Park**

13:00 – 17:45

Join industry professionals on a tour to Karls Erlebnis-Dorf Park near Berlin. This farm-themed leisure attraction impresses with lovely outdoor playgrounds and is well-known for its unique food and beverage and shopping outlets. Karls Erlebnis-Dorf Park also provides a variety of family-friendly attractions with a strong sense of nature and harmony.

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**Family Entertainment Centre/Small Park/ Indoor Playground Day**

09:30 – 15:00

The “conference within a conference” offers a full day of seminars, discussions, and speakers dedicated to indoor playgrounds, mini-golf centres, laser games, and bowling centres. Speakers share their insights on topics ranging from educational concepts to birthday party planning.

**Speakers:** Jan-Maarten de Raad (Jora Vision), Tom Boye (VDH), Ian Kearney (Fit for Free), Michael Collins (LDP), Edward Bolluijt (NiZoRo), Andreas Severing (Fort Fun), Janica Durphy (The Web Adventure Park), and more to be announced.

**Silver Sponsor:** QubicaAMF Bowling, Sacoa Playcard System

**Supporting Organization:** Lappset Creative

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**Water Park Forum**

09:30 – 16:00

An information-packed seminar and networking educational event designed specifically for water park owners, operators, designers, and manufacturers. Explore new water park developments across Europe, discover Tropical Islands, and learn smart ideas to increase revenues, embrace the combination of safety and design, and more.

**Speakers:** Thomas Sjöstrand (Liseberg), Massimiliano Freddi (Leolandia), Catherine Zimpfer (Säntispark), and more to be announced.

**Silver Sponsor:** Polin Waterparks, Water Technology Inc. (WTI)/ Neumann Appo, ProSlide Technology

**Supporting Organization:** World Waterpark Association

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**IAAPA Safety Institute**

12:00 – 18:30

The IAAPA Safety Institute presents the latest information on safety standards and demonstrates the norms. The all-day seminar will address developing a strong safety culture with your team with a focus on operational perspectives, risk assessment while opening a new ride, and risk mitigation in your attraction. There will also be an in-depth discussion on collecting and reporting safety data.

**Speakers:** Philip Gearw (Gearw Engineering), Paul Chatelot (Disneyland Paris), greni-Chirri (Technical Services), David Bronlew (Molten), Marcus Brion (Merlin Entertainment), and Alan Love (Choice Insight), more to be announced.

**Platinum Sponsor:** Simtec Systems, Setpoint Inc.

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**EDUTour to Berlin Zoo**

09:00 – 11:30

Join industry professionals on a tour to Berlin Zoo. The Berlin Zoo is the oldest zoological garden in Germany. With a range of over 19,400 animals from 1,400 different species and a floor area of about 330,000 square meters, the Berlin Zoo is one of the most outstanding zoological attractions in Germany. The Zoo has been home to various world-famous animals, such as Knut the polar bear and Bobby the gorilla. It also provides a variety of animal shows and educational activities and offers its facilities for private events.

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**Young Professionals Forum and Reception**

18:00 – 21:15

IAAPA welcomes young professionals to explore a holistic view of achieving career success in the industry. Learn about the many career options in the industry, receive advice on how to be a great leader in any role, and learn the secrets for how to stay up-to-date on industry trends from special industry guests and a panel of young professionals. Most importantly, the Young Professionals Forum is the best opportunity to ask questions and get feedback from a mixture of students, peers, and industry legends in one room.

**Speakers:** Cornel Blicher (ChessLab), Efi Basavurili (Blooloop), Melissa Lockwood (Ferrari World Abu Dhabi), Miro Gronau (Leisure Expert Group Inc.), and more to be announced.

**Silver Sponsor:** Replay Entertainment

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**BECOME IAAPA CERTIFIED.**

Participate in the IAAPA Institutes and educational seminars to qualify for continuing education hours towards IAAPA Certification. Visit www.IAAPA.org/certification for more information.

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**PROFESSIONAL DEVELOPMENT**
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