

**EAS**Euro  
Attractions  
Show27-29 SEPTEMBER  
**LONDON**  
2011

# Institute for Attraction Managers 2011

Produced by

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europe

IAAPA will again be offering its signature management development programme, the *European Institute for Attractions Managers*, in conjunction with the *Euro Attractions Show (EAS)* in London in September 2011.

The two and a half day programme offers attendees detailed training in attractions management and is directed at emerging industry professionals with 2-3 year's experience, who have the potential and commitment to be on a senior management team. It is also an excellent programme for managers entering the attractions industry laterally from other businesses providing a solid foundation on how attractions operate and what the key drivers and the metrics for success.

"The whole course was great; I really enjoyed meeting the other park managers and learning new business practices."

Shireen Hurney, Blackpool Pleasure Beach

The course covers the following five core subject areas, all presented by leading experts from the European attractions industry:

- **Attractions Finance:** Capital, expense and revenue budgeting and other financial tools.
- **Attractions Marketing:** The role of public relations, media relations, advertising, group sales and marketing.
- **Attractions Leadership:** Successful human resources development strategies.
- **Facility Operations and Safety:** Industry regulation, facility management best practices and crisis management.
- **Attractions Revenue Operations:** The role and importance of food and beverage, merchandise and games.

There is a case study on the afternoon of the last day, where the knowledge gained is applied to real life scenarios.

The course begins on **Sunday September 25** and continues **through September 27**. The introductory day will take place at Chessington World of Adventures just outside of London and will continue on the following days at the Olympia Exhibition Center, the venue for the Euro Attractions Show. Included in the course registration is a badge for EAS 2011, which begins on 27 September 2011 and ends on 29 September 2011. Attendees can participate in additional seminars offered on the 28th of September and may visit the exhibit floor with over 270 suppliers from more than 100 countries, demonstrating products from rollercoaster design to ticketing software and much more.

For more information on the **EAS 2011** and the **Institute for Attractions Managers**, please contact Jakob Wahl at the IAAPA Europe office at [jwahl@iaapa.org](mailto:jwahl@iaapa.org) or call him at **+32 2 401 6161**

We have sent employees from Europa Park for two consecutive years and the programme has proved to be a great tool for managers in mid-career. I was really pleased to see participants from our park coming back having developed a better view of the total operations of a park and, of course, having a great time while building a network of industry colleagues, with whom they can share experiences and knowledge."

Roland Mack, Europa-Park

**Course Fee:**

IAAPA members is **£ 455** + 20% UK VAT  
Non-members **£ 800** + 20% UK VAT

**The fee includes:**

- Course materials,
- Certificate of completion,
- Day-time meals and refreshments,
- Transfer to Chessington World of Adventures including evening dinner
- Badge for the Euro Attractions Show (EAS)

