

2013 IAAPA Leadership Conference and Latin America Networking Event

6–8 March 2013 • São Paulo, Brazil



PHOTO BY ALEXANDRE DINIZ



PROGRAM

www.IAAPA.org/LeadershipConference





Welcome!

Welcome to Brazil and the 2013 IAAPA Leadership Conference and Latin America Networking Event! It is fantastic that you have chosen to join us for what promises to be an outstanding event.

As the first event of its kind in Latin America, the conference is sure to provide a unique learning opportunity as you gather with colleagues from around the world. This year's program includes one-of-a-kind tours at IAAPA member attractions, a keynote luncheon with Marcelo Gutglas, President and CEO, Playcenter, São Paulo, Brazil, and numerous networking opportunities.

The connections, knowledge, and relationships you make over the next few days will surely further you in the achievement of your goals and future success. Therefore, it is our expectation that you will find this conference invaluable.

Here's to a great time of learning and relationship building in this great City of São Paulo in the beautiful country of Brazil.

Will Morey
Chairman, IAAPA Board of Directors

2013 IAAPA Leadership Conference

SCHEDULE-AT-A-GLANCE

WEDNESDAY, 6 MARCH 2013

Breakfast on your own

- 08:30 Departure from Hotel Pullman São Paulo Ibirapuera lobby area*
- 10:30 – 13:00 **Wet n' Wild**
The tour will begin with a welcome from Alain Baldacci, President, Wet n' Wild, followed by guided behind-the-scenes tours of the water heating system, retractable roof, life guard training, filtration system, and cash bracelet operation. In addition to lunch at Wet n' Wild's White Pavilion Convention Center, a keynote address by Marcelo Gutglas, Playcenter; São Paulo, Brazil will be presented.
- 15:00 – 19:00 **Hopi Hari**
Guests will be welcomed by Armando Pereira, President, Hopi Hari followed by small group, guided tours of park highlights. A dinner in the new Justice League themed area will follow the tours. The group will depart Hopi Hari at 19:00 and arrive at Hotel Pullman São Paulo Ibirapuera at approximately 20:30.

THURSDAY, 7 MARCH 2013

Breakfast on your own

- 09:30 Departure from Hotel Pullman São Paulo Ibirapuera lobby area*
- 10:30 – 12:15 **O Mundo Da Xuxa**
Guests will be welcomed by Marcelo Beraldo, General Manager, O Mundo Da Xuxa. Located inside a shopping center, attendees will learn about this small amusement park's operations, enjoy the rides, and see themed shows with its unique characters. Also, attendees will hear about the park's successful brand partnerships social programs. The group will depart O Mundo Da Xuxa at approximately 12:30.
- 13:30 – 15:00 **Lunch at Figueira at Jardim Paulista**
- 16:00 – 18:00 **Museu do Futebol (Museum of Football)**
Located in the world famous Pacaembu Stadium, the tour will begin with a presentation by museum directors. The group will tour operational areas of the museum, learn about the accessibility program, and have a photo opportunity on the Pacaembu Stadium bleachers. Buses will depart Museu do Futebol at approximately 18:00 and arrive at Hotel Pullman São Paulo Ibirapuera at approximately 19:00.

Dinner on your own

FRIDAY, 8 MARCH 2013

Breakfast on your own

- 09:00 Departure from Hotel Pullman São Paulo Ibirapuera lobby area*
- 10:30 – 16:30 **São Paulo Zoo**
Guests will tour operational areas of the zoo including food production, organic recycling, water treatment, and certification. A traditional Brazilian barbecue lunch will be served at the zoo at 14:00. The buses will depart São Paulo Zoo on a staggered schedule beginning at 14:30 with the final bus departing at 16:00. The final bus should arrive at Hotel Pullman Sao Paulo Ibirapuera at approximately 17:00.

**All buses leave promptly at the scheduled times. The events will occur rain or shine so please plan accordingly. Please note the arrival times are an estimate and may vary depending on traffic and other factors.*

Please thank the sponsors

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Latin America Networking Event

As of February 14, 2013



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