



2013 IAAPA Institute for Attractions Managers Course Schedule

		Sunday, June 02, 2013	Monday, June 03, 2013	Tuesday, June 04, 2013
Start	End	Room: Cassia 3211	Room: Cassia 3211	Room: Cassia 3211
8:30	9:00	Arrival, collect course materials, etc	Class announcements.	Class announcements.
9:00	10:00	Introduction to the Attractions Industry Part 1	Financial Management Part 1	Case Study Group Work
10:00	10:15	Morning break	Morning break	Case Study Group Work
10:15	11:15	Introduction to the Attractions Industry Part 2	Financial Management Part 2	Case Study Group Work
11:15	12:15	Human Resources and Leadership Part 1	Revenue Operations Part 1	Presentation of Case-studies
12:15	13:15	Lunch	Lunch	Presentation of Case-studies
13:15	14:15	Human Resources and Leadership Part 2	Revenue Operations Part 2	1:00 pm: Lunch and Certificates
14:15	15:15	Marketing and PR Part 1	<i>Facility Operations and Safety</i>	2:00pm: Course concludes
15:15	15:30	Afternoon break	<i>Off-site Tour to USS*</i>	
15:30	16:30	Marketing and PR Part 2	<i>Off-site Tour to USS*</i>	
16:30	17:00	Wrap up Day 1	<i>Off-site Tour to USS*</i>	
17:00		Day 1 concludes	<i>Day 2 concludes *</i>	

Note: Buses will depart from the Sands Expo and Convention Center Porte Cochere at level 1, located in front of the exhibition halls on Bayfront Avenue