



ASIAN Attractions Expo



2013

INSTITUTE FOR ATTRACTIONS MANAGERS

(The Asian Attractions Expo will again offer this signature IAAPA management development program in **Singapore, 2-4 June 2013.**)

Who Should Attend

IAAPA's Institute for Attractions Manager Program (IAM) is a management development program that offers attendees the ability to deepen their understanding of the modern attractions industry operates across a variety of disciplines. It is a great tool for managers in mid-career, to learn about the industry in the widest perspective, see how and why the industry works as it does as well as build a network of industry colleagues to help sustain your career growth in the future.

It is also an excellent program for managers entering the attractions industry laterally from other businesses providing a solid foundation on how attractions operate, how they measure success and what the challenges and key operational issues are that they face.

"As an operator I've found the institute program to be a very valuable learning experience for my managers. It's very practical, very hands-on and great way to learn about this business. I highly recommend it."

TOM MEHRMANN, CHIEF EXECUTIVE, OCEAN PARK CORP.

Course Faculty:

Faculty members are drawn from across the industry in Asia, Australia, and the US and include:

- **Shaun McKeogh**, Trainer & HR Consultant ProFun Management
- **Paul Pei**, Executive Director Sales and Marketing, Ocean Park Hong Kong
- **Matthias Li**, Deputy Chief Executive and CFO, Ocean Park Hong Kong
- **Ron Merriman**, Principle, Management Resources
- **John Hallenback**, Vice President of Park Operations, Universal Studios Singapore Resorts World Sentosa

FEE: IAAPA Member US\$499 | Nonmember US\$699

The course begins on Sunday, 2 June and continues through Tuesday, 4 June. The course takes place at the Sands Expo and Convention Center at Marina Bay Sands. Included in the course registration is a badge for AAE 2013, which begins on 5 June and ends on 7 June 2013. Attendees can participate in expo education conference program visit the exhibit floor with almost 300 suppliers, demonstrating products from more than 100 product categories.

Further details on the course including a detailed timetable and a link to registration form can be found [here](#).

Curriculum:

The courses are a blend of classroom instruction, audio presentation, case study, class work, and field work. Attendees will receive a detailed workbook for each course with additional references and online support material.

Download a detailed curriculum [here](#):

Subject Areas:

- **Attractions Finance:** managing capital, expense and revenue budgeting, and other financial tools.
- **Attractions Marketing:** marketing, media relations, advertising, group sales, and public relations.
- **Attractions Leadership:** human resources development strategies
- **Facility Operations and Safety:** industry regulation, facility management best practices, and crisis management.
- **Attractions Revenue Operations:** food and beverage, merchandise, pay-per-experience attractions, and rental services revenue.
- **Field Trip:** Experiential learning at Universal Studios Singapore Resorts World Sentosa.
- **Case-study:** A detailed case-study on last day challenges attendees to apply the knowledge gained in the classroom to a practical scenario.

Attendees will leave the course with a solid understanding of the key disciplines and processes required to manage a successful attraction.

Registration Fee Includes:

- Course tuition and support materials
- Asian Attractions Expo registration
- Daytime meals and refreshments
- Expo Education Conference
- Certificate of completion

"I have always found great value for money in sending our staff through IAAPA's Institute for Attractions Managers through the years. Not only is it a very effective way of upgrading their skills and preparing them for bigger responsibilities, it also does so in a networking environment with very seasoned industry speakers and practitioners."

CESAR MARIO O. MAMON, CHAIRMAN & PRESIDENT
ENCHANTED KINGDOM, INC.



THREE WAYS TO REGISTER:

ONLINE:

www.IAAPA.org/AsianAttractionsExpo

FAX:

(Hong Kong) +852/2871 9754

MAIL FORM TO:

Asian Attractions Expo 2013 Registration
c/o Media International, Inc.
Rm. 1201 Brightway Tower
33 Mongkok Rd., Mongkok, Kowloon, Hong Kong

REGISTRATION QUESTIONS:

Contact Media International, Limited at aae@media-international.com

INSTRUCTIONS:

To avoid duplicate charges, **do not both FAX and MAIL forms.**

Please print. Photocopy form for additional registrants.

For more information, visit www.IAAPA.org/AsianAttractionsExpo or call IAAPA (USA) +1 703/836-4800.

Company		IAAPA Member ID
Address		
City	State/Province	Zip/Postal Code
Country	E-mail	
Telephone (include area/country code and number)	Fax (include area/country code and number)	

REGISTRANTS (BUY THREE, GET THE FOURTH FREE UNTIL 26 APRIL)

#1			
First Name	Last Name	E-mail	Title/Position
#2			
First Name	Last Name	E-mail	Title/Position
#3			
First Name	Last Name	E-mail	Title/Position
#4 (FREE!)			
First Name	Last Name	E-mail	Title/Position

EXPO AND CONFERENCE FEES

		Prior to 26 April	After 26 April
Registration (Includes: Expo, Education Conference, and IAAPA Safety Institute)	IAAPA Member	<input type="checkbox"/> US\$50	<input type="checkbox"/> US\$65
	Nonmember	<input type="checkbox"/> US\$80	<input type="checkbox"/> US\$95
Institute for Attractions Managers (Includes Expo, Institute, and Education Conference) Sunday, 2 June - Tuesday, 4 June	IAAPA Member	<input type="checkbox"/> US\$499	<input type="checkbox"/> US\$499
	Nonmember	<input type="checkbox"/> US\$699	<input type="checkbox"/> US\$699
Behind-the-Scenes Tour at LEGOLAND Malaysia and Puteri Harbour Family Theme Parks Tuesday, 4 June	IAAPA Member	<input type="checkbox"/> US\$109	<input type="checkbox"/> US\$109
	Nonmember	<input type="checkbox"/> US\$129	<input type="checkbox"/> US\$129
Opening Night Event at Marina Life Park, RWS Wednesday, 5 June	IAAPA Member	<input type="checkbox"/> US\$109	<input type="checkbox"/> US\$109
	Nonmember	<input type="checkbox"/> US\$129	<input type="checkbox"/> US\$129
Leadership Breakfast Featuring Tom Mehrmann, Chief Executive, Ocean Park Corp. Thursday, 6 June	IAAPA Member	<input type="checkbox"/> US\$59	<input type="checkbox"/> US\$59
	Nonmember	<input type="checkbox"/> US\$79	<input type="checkbox"/> US\$79
Young Professionals Forum Thursday, 6 June	IAAPA Member	<input type="checkbox"/> US\$49	<input type="checkbox"/> US\$49
	Nonmember	<input type="checkbox"/> US\$69	<input type="checkbox"/> US\$69
Behind-the-Scenes Tour at Universal Studios Singapore Friday, 7 June	IAAPA Member	<input type="checkbox"/> US\$49	<input type="checkbox"/> US\$49
	Nonmember	<input type="checkbox"/> US\$69	<input type="checkbox"/> US\$69
Post-Expo Tour - Bali, Indonesia Saturday, 8 June - Monday, 10 June	IAAPA Member	<input type="checkbox"/> US\$599	<input type="checkbox"/> US\$599
	Nonmember	<input type="checkbox"/> US\$699	<input type="checkbox"/> US\$699

TOTALS

Please Note: Asian Attractions Expo 2013 is not open to the general public. Only registrants wearing an event badge will be allowed on the trade show floor.

PRIMARY BUSINESS (PLEASE CHECK ONE)

Professional Position (select one)		Buyer Type (select one)
<input type="checkbox"/> Senior Management/Owner/Director/Vice President <input type="checkbox"/> Mid-Level Management/Operations <input type="checkbox"/> Supervisor/Assistant <input type="checkbox"/> Spouse/Child/Other		<input type="checkbox"/> Senior Management/Owner/Director/Vice President <input type="checkbox"/> Mid-Level Management/Operations <input type="checkbox"/> Supervisor/Assistant <input type="checkbox"/> Spouse/Child/Other
Job Responsibility (select one)		
<input type="checkbox"/> Architect <input type="checkbox"/> Human Resources <input type="checkbox"/> Financial Management <input type="checkbox"/> Engineer <input type="checkbox"/> Marketing	<input type="checkbox"/> Public Relations <input type="checkbox"/> Food and Beverage <input type="checkbox"/> Merchandising <input type="checkbox"/> Games <input type="checkbox"/> Gaming	<input type="checkbox"/> Government <input type="checkbox"/> Operations <input type="checkbox"/> General Manager <input type="checkbox"/> Safety/Maintenance <input type="checkbox"/> Spouse/Child/Guide
Business Type (select one)		
<input type="checkbox"/> Amusement Park <input type="checkbox"/> Theme Park <input type="checkbox"/> Water Park <input type="checkbox"/> Family Entertainment Center <input type="checkbox"/> Museum/Science Center	<input type="checkbox"/> Concessionaire <input type="checkbox"/> Carnival or Fair <input type="checkbox"/> Casino/Gaming <input type="checkbox"/> Shopping Center/Mall <input type="checkbox"/> Themed Entertainment <input type="checkbox"/> National or State Park <input type="checkbox"/> Hotel/Resort	<input type="checkbox"/> Zoo/Aquarium <input type="checkbox"/> Attraction <input type="checkbox"/> Real Estate Developer <input type="checkbox"/> Investor <input type="checkbox"/> Manufacturer/Supplier <input type="checkbox"/> Spouse/Child/Other

PAYMENT INFORMATION

Payment must be received 15 days before the conference date in order to guarantee your place. Registration is confirmed on receipt of payment. **Note:** Advance fees will be processed in US dollars.

Name on Credit Card	
Credit Card Number	Expiration Date
Mastercard VISA AMEX Discover Union Pay	
Verification No.	Expiration Date
Authorized Signature	

TOTAL ADVANCE CONFERENCE & EXPO FEES US\$