



Success in Every Direction!

IAAPA Attractions Expo 2008 • Orlando, Florida USA

The Institute for Media Relations in the Attractions Industry

In this day-long course, 20-year industry media veteran Courtney Simmons will outline ways to work with the press to generate positive coverage for your attraction and understand the secrets for effectively managing bad news coverage during a crisis.

Through a combination of classroom instruction, participant interaction, and hands-on demonstration, you will learn how to work with all types of media in a variety of circumstances.

Good News: Learn how to tell your story to the press. You'll start by developing an understanding about what's newsworthy and what's not. Then you'll learn how to craft, deliver, and pitch your story in a way that will generate news coverage. You will leave the course with real-world examples of interesting story angles and sample press releases.

Bad News: You'll also learn how to effectively manage difficult news stories. Whether it is a management change or a crisis ... have no fear, in this course; you will also learn how to develop and deliver the company's message; understand every step of the communications and media process; and gain comfort and confidence to effectively manage an on-camera interview.

Ms. Simmons will share tips on establishing ground rules for interviews; bridging to message points; looking good on TV; improving body language; answering questions; identifying loaded questions; and handling hostile interviews.

This course offers something for everyone who may need to work with the press. Whether

you're a beginner or an experienced pro, the strategies, secrets, and techniques you'll learn in this course, will help you drive your business and safeguard your image

Our Facilitator



As Senior Director of Corporate Communications and Public Relations for Sony Online Entertainment, Courtney Simmons is responsible for the strategy and execution of all corporate communication programs, making sure they remain consistent with SOE's plans and policies, while managing

all aspects of media relations and executive communications. Before joining Sony, Simmons was the head of the PR and government affairs office at LEGOLAND theme park in Carlsbad, California. Simmons also spent many years with Six Flags Magic Mountain as their PR Director, publicizing the biggest and best roller coasters in the world.

Date:
Thursday November 20, 2008
8:30 a.m. – 5:45 p.m.

Course Fees:
Member US \$195.00
Non-member US \$295.00

Conference: Nov. 17–21, 2008 Trade Show: Nov. 18–21, 2008
Orange County Convention Center North/South Building
Orlando, Florida USA To register or exhibit visit www.IAAPA.org.

Success in Every Direction!

2008 Advance Registration Form Register online at www.IAAPA.org



Annual Conference and Trade Show
of the International Association of
Amusement Parks and Attractions
CONFERENCE: NOV. 17-21, 2008
TRADE SHOW: NOV. 18-21, 2008
Orange County Convention Center
In the North/South Building
Orlando, Florida USA

The Ultimate Destination

Company: _____
 Address: _____
 City: _____ State/Province _____ Zip/Postal Code: _____
 Country: _____ E-mail: _____
 Telephone: _____ Fax: _____ Cell Phone: _____
(include area/country code and main office number)

Mailing Contact: _____
 (The mailing contact will receive all badges for registrants listed below if received by November 3, 2008.)

Please Print Registrant Name(s) Here Enter the appropriate code from each section below.

First Name	Last Name	Check below if you are a first-time buyer to the show.	Registration Classification from 1 below.	Professional Position from 3 below.	Job Responsibility from 3 below.	Business Type from 3 below.	Institutes from 4 below.	Educational Sessions from 5 below.	Educational Tours from 6 below.	Special Events from 7 below.
1.										
2.										
3.										
4.										
5.	(FREE!)									

Register four people and get the fifth one free!

1. Registration Classification and Fees

Enter the appropriate code in the **Registration Classification** box above for each registrant. For example, the Buyer code is (B).

Registration Classification Key

Buyer (B) Consultant (CC)
 Spouse Buyer (SB) / Spouse (S) Child 7-17 Years (K)
 Manufacturer/Supplier (MS) Child 0-6 Years (KC)

Fees	Earlybird Special If received by Oct. 3		Advance Registration If received by Nov. 3		On-Site Registration If received after Nov. 3	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
KC	US\$ 90	US\$ 190	US\$ 110	US\$ 240	US\$ 140	US\$ 290
	FREE	FREE	FREE	FREE	FREE	FREE

2. Membership Affiliation

Circle one affiliation below. (*Pay Member Rate)

- A. IAAPA Member # _____
 B. OABA* Member# _____
 C. SLA* Member # _____
 D. IISA* Member # _____

3. Demographics

Please place the appropriate codes in the corresponding boxes above for each registrant. **REGISTRATION WILL NOT BE PROCESSED WITHOUT THIS INFORMATION.**

Professional Position (Select One)

- A. Senior Management/Owner/Director/V.P. C. Supervisor/Assistant
 B. Mid-Level Management/Operations

Job Responsibility (Select One)

- A. Architect J. Gaming
 B. Human Resources K. Government
 C. Financial Management L. Entertainment
 D. Engineer M. Operations
 E. Marketing N. General Manager
 F. Public Relations O. Safety/Maintenance
 G. Food and Beverage P. Owner
 H. Merchandising Q. Manufacturer/Supplier
 I. Games R. Consultant

Business Type (Indicate Main Business Type)

- A. Small Amusement Park M. Retail/Shopping Center
 B. Large Amusement Park N. Concessionaire
 C. Theme Park O. Exposition/Fair
 D. Family Entertainment Center P. Casino/Gaming
 E. Waterpark Q. Architect/Land Developer
 F. Zoo/Aquarium R. Sports Facility
 G. Museum/Science Center S. Haunted Attraction
 H. Tourist/Historic Attraction T. Campground/RV Park
 I. Carnival U. Theater/Arena/Stadium
 J. Hotel/Resort V. Party Rentals/Inflatables
 K. Public Recreation and Parks W. Manufacturer/Supplier
 L. Themed Entertainment Z. Consultant

4. Institutes

Select from the choices below, and place the code in the event boxes above for each registrant.

	Member	Non-Member
Institute for Emerging Leaders.....(EMG)	@ US\$450	@ US\$650
Institute for Marketing.....(IVM)	@ US\$195	@ US\$295
Institute for Leadership.....(IST)	@ US\$195	@ US\$295
Institute for Safety.....(ISF)	@ US\$195	@ US\$295
Institute for Media Relations.....(IMR)	@ US\$195	@ US\$295
Institute for Operations: Haunted Attractions.....(IHA)	@ US\$195	@ US\$295

(Includes Behind-the-Scenes Tour at Universal's Halloween Horror)

5. Educational Sessions

	Member	Non-Member
Education Program.....(EDU)	@ FREE	@ US\$325
Career Slam.....(CS)	@ FREE	@ FREE
Food and Beverage Consulting Program.....(FBC)	@ US\$95	@ US\$135

6. Educational Tours

Select from the choices below, and place the code in the tours boxes above for each registrant.

	Member	Non-Member
Jungala Fever: Games and Retail Tour – Busch Gardens Tampa.....(JVF)	@ US\$79	@ US\$99
Disney's Hollywood Studios Tour.....(DHS)	@ US\$99	@ US\$119
Shuttle Launch Experience – Kennedy Space Center.....(SLE)	@ US\$79	@ US\$99
Aquatica Tour and Social.....(ATS)	@ US\$99	@ US\$119
Lunch with the Sharks Tour – SeaWorld Orlando.....(LST)	@ US\$99	@ US\$119
Haunt Tour: Behind the Scenes at Universal's Halloween Horror... (HNT)	@ US\$99	@ US\$119
Trade Show Floor Tour: Point of Sales System Suppliers.....(TPO)	@ US\$15	@ US\$25
Trade Show Floor Tour: Plush Suppliers.....(TPL)	@ US\$15	@ US\$25
Trade Show Floor Tour: Waterpark Suppliers.....(TWT)	@ US\$15	@ US\$25
Trade Show Floor Tour: Museum Suppliers.....(TMS)	@ US\$15	@ US\$25
Trade Show Floor Tour: Inflatable Product Suppliers.....(TIN)	@ US\$15	@ US\$25
Trade Show Floor Tour: RFID Suppliers.....(TRF)	@ US\$15	@ US\$25
Trade Show Floor Tour: Food and Beverage Suppliers.....(TFB)	@ US\$15	@ US\$25
Trade Show Floor Tour: Haunt Suppliers.....(THS)	@ US\$15	@ US\$25

7. Special Events

	Member	Non-Member
Zoo and Aquarium Day at SeaWorld Orlando.....(ZAD)	@ US\$50	@ US\$75
General Managers and Owners Breakfast.....(GMB)	@ US\$85	@ US\$85
Opening Reception.....(ORT)	@ US\$25	@ US\$25
Lunch and Learn.....(LL)	@ US\$35	@ US\$35
Gala.....(GLA)	@ US\$150	@ US\$150
Women in the Industry Luncheon.....(WIN)	@ US\$35	@ US\$35

8. Payment Information

CREDIT CARD NUMBER _____ REGISTRATION FEES: \$ _____
MasterCard, VISA, AMEX, Discover or check payable to IAAPA
 INSTITUTION FEES: \$ _____
 EXPIRATION DATE _____ CVV CODE _____ EDUCATION SESSIONS FEES: \$ _____
 EDUCATION TOURS FEES: \$ _____
 AUTHORIZED SIGNATURE _____ SPECIAL EVENTS FEES: \$ _____
 GRAND TOTAL, ALL FEES: \$ _____

Cancellation Policy: Only written requests received at IAAPA's office on or before October 17 will receive a refund. Please mail requests to: IAAPA Refunds, 1448 Duke Street, Alexandria, VA 22314 USA
Note: Avoid duplicate charges. Do not FAX and MAIL registration forms. Checks will not be accepted on site.

Source Code:
 WEB

Register online at www.IAAPA.org
 Fax registration form to (USA) +1 301/694-5124
 Mail registration form to:
 IAAPA Orlando 2008 Registration
 c/o Experient - P.O. Box 3867
 Frederick, MD 21705 USA

Questions? Call Experient at (USA) +1 301/682-7302
 Toll free in the USA +1 866/233-7970

To receive Membership Information, contact IAAPA today via phone (USA) +1 703/836-4800 or visit www.IAAPA.org.

Persons with disabilities indicate special needs: _____