

# Schedule-At-A-Glance

<b>Sunday</b> Nov 14	7:30 a.m. – 3 p.m.		IAAPA International Charity Golf Tournament at Hawk’s Landing Golf Club*
	9 a.m. – 5 p.m.		Rookies and Newcomers*
	12 p.m. – 4 p.m.		Angels in Action
	5 p.m. – 7 p.m.		Institute for Attractions Managers*
<b>Monday</b> Nov 15	7:30 a.m. – 6 p.m.		Attendee Registration
	8:30 a.m. – 9:15 a.m.	Museums & Science Centers	Museum and Science Center Day Welcome and Opening Address
	8:30 a.m. – 9:45 a.m.	Family Entertainment Centers	Fishing for Group Sales, Minnows to Whales
		Waterparks & Resorts	Waterpark State of the Industry Address and Welcome
		Zoos & Aquariums*	Why do Zoos and Aquariums Succeed?
	8:30 a.m. – 9:45 a.m.		Best Practices in Loss Prevention: Who Do You Trust?
			Photo Gifts—Going Beyond the Picture
			The “Generation Jeopardy” Game Show
	9 a.m. – 5 p.m.		Food and Beverage Consulting Program*
	9 a.m. – 5 p.m.		Institute for Attractions Managers*
	9:30 a.m. – 11:15 a.m.	Museums & Science Centers	State of the Industry: Museums and Science Centers—A Common Voice
	10 a.m. – 11:15 a.m.	Family Entertainment Centers	Engaging Staff to Improve FEC Service & Profits
		Waterparks & Resorts	How to Improve Investments in New Attractions
		Zoos & Aquariums*	The Age of Consumer Capitalism and Its Impact on Your Bottom Line
10 a.m. – 11:15 a.m.		Saving Time & Money with Smart Project Planning and Utilizing Green Strategies	
		Group Sales: A 2010 Case Study	
		How to Create and Sustain a Culture of Performance	

Registration
Exhibits
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Specialty Track Seminars
General Interest Seminars
Vendor Tours
Behind-the-Scenes Tours

\* Separate registration required.

Monday  
Nov 15

11:30 a.m. – 12:45 p.m.		HR: Where the Thrills Begin
		Crisis Management: The Smart Plan for Preparedness
		Branded Food and Restaurant Concepts—Are They Right for Your Facility?
11:30 a.m. – 12:45 p.m.	Family Entertainment Centers	The Power of Negotiating Your Advertising Assets
	Museums & Science Centers	Virtual Presence and Social Media
	Waterparks & Resorts	10-Point Countdown to Safety Success
	Zoos & Aquariums*	The Importance of Audience Research
1 p.m. – 2:30 p.m.	Zoos & Aquariums*	Zoo & Aquarium Day Joins Lunch and Learn: Tales from the CBS Hit Show “Undercover Boss”
1 p.m. – 2:30 p.m.		Lunch and Learn: Tales from the CBS Hit Show “Undercover Boss”
2:30 p.m. – 3:45 p.m.	Family Entertainment Centers	Employment Auditions—Next Generation of Employee Screening and Hiring
	Museums & Science Centers	Establishing a Meaningful, Powerful, and Productive Brand Identity
	Waterparks & Resorts	Waterparks Food & Beverage Workshop and Roundtable
2:30 p.m. – 3:45 p.m.		Reduce Your Souvenir Apparel Inventory Costs—Produce It In-House
2:30 p.m. – 5:15 p.m.		Technology Trends Showcase
2:45 p.m. – 4 p.m.	Zoos & Aquariums*	The Importance of Edutainment
4 p.m. – 8 p.m.	Zoos & Aquariums*	Zoo and Aquarium Day Social and Behind-the-Scenes Tour at Disney’s Animal Kingdom
4 p.m. – 5:15 p.m.	Museums & Science Centers	Exhibition Design—New Trends and Innovations
4 p.m. – 5:15 p.m.		Building a World Class Service Culture
		Sponsorship Programs: Valuing Your Assets

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Monday Nov 15	4 p.m. – 6:15 p.m.	Family Entertainment Centers	7 Star Customer Service: Starting at the Top to Impact the Bottom Line
	4 p.m. – 8 p.m.		Splash Blast: Behind-the-Scenes Tour and Social at Wet 'n Wild Orlando*
	6 p.m. – 7:30 p.m.		Museum and Science Center Social
	7:30 p.m. – 8:30 p.m.		Benelux Get-Together

Tuesday Nov 16	7:30 a.m. – 6 p.m.		Attendee Registration
	8 a.m. – 8:30 a.m.		IAAPA Annual Business Meeting
	8:30 a.m. – 9:45 a.m.		Kickoff Event 2010: See it All Here!
	8:30 a.m. – 11:30 a.m.		SeaWorld Orlando Midway Games Tour*
	9 a.m. – 5 p.m.		Attractions Protection Program*
	9 a.m. – 5 p.m.		Institute for Attractions Managers*
	10 a.m. – 6 p.m.		Exhibit Floor Open
	12 p.m. – 2 p.m.		Vendor Tour: Waterpark Suppliers*
	12 p.m. – 2 p.m.	Family Entertainment Centers	Coaching Your Staff: Motivating Your Team to High Performance
	12 p.m. – 2 p.m.		Retail and Merchandise Roundtable Financial Management Roundtable Mesa Redonda en Espanol para Latinoamérica
3 p.m. – 5 p.m.		Vendor Tour: Point-of-Sale System Suppliers*	

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**Tuesday**  
Nov 16

3:30 p.m. – 4:45 p.m.	Family Entertainment Centers	Navigating the Top 10 FEC Danger Zones!
3:30 p.m. – 4:45 p.m.		Attraction Development & Expansion: Taking the First Steps
		CEO Speak: Managing the Guest Experience
		2010 Food Trends
		Midway Games: Cash Management and Loss Prevention Solutions
		An Inconvenient Seminar: How to Calculate Your Attractions Carbon Footprint
		Consumer Trends Research
		The Americans with Disabilities Act and the Attractions Industry
4:30 p.m. – 9:30 p.m.		Disney's Hollywood Studios Tour*
5 p.m. – 6:15 p.m.	Museums & Science Centers	Steal This Idea! Tried and Tested Operations Practices
	Family Entertainment Centers	Form, Function, Redemption, and You
5 p.m. – 6:15 p.m.		Food & Beverage Workshop & Roundtable
		The Coaching Workshop: How to Communicate and Motivate in a Coaching Style
		Thinking Locally
		Reboot: The Information Technology Panel
		OSHA: How Regulations are Being Applied to Parks, Attractions, and Other IAAPA Members
6 p.m. – 8 p.m.		Opening Reception*
7:30 p.m. – 9:30 p.m.		Young Professionals Get-Together*

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Wednesday  
Nov 17

7:30 a.m. – 6 p.m.		Attendee Registration
8:30 a.m. – 9:45 a.m.	Family Entertainment Centers	The Rhythm of Teamwork: Getting Your People in Sync
	Waterparks & Resorts	Project Green Wolf: What it Takes to Be Green
8:30 a.m. – 9:45 a.m.		Midway Games Trends Panel
		The Power of Promotions and Partnerships
		Food Safety
8:30 a.m. – 9:45 a.m.		GM and Owners' Breakfast: Tom Williams, Chairman and CEO, Universal Parks and Resorts*
8:30 a.m. – 11:30 a.m.		Explorers Wanted: Kennedy Space Center*
9 a.m. – 5 p.m.		WAVES for Success*
10 a.m. – 12 p.m.		Vendor Tour: Museum Suppliers*
10 a.m. – 6 p.m.		Exhibit Floor Open
12 p.m. – 2 p.m.	Amusement & Theme Parks	Keynote Luncheon with Roland Mack*
	Family Entertainment Centers	Lunch and Learn: Birthday Party Celebration*
12 p.m. – 2 p.m.		Games Managers' Roundtable
		Marketing Managers' Roundtable
1 p.m. – 3 p.m.		Vendor Tour: Food and Beverage Suppliers*
1 p.m. – 3 p.m.	Museums & Science Centers	Traveling Exhibits Showcase

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<b>Wednesday</b> Nov 17	3:30 p.m. – 4:45 p.m.		Disney Legends 2010	
	4 p.m. – 6 p.m.	Family Entertainment Centers	Vendor Tour: Inflatable Product Suppliers*	
	4:30 p.m. – 6 p.m.		IAAPA Brass Ring Awards	
	6 p.m. – 7:30 p.m.		Carnival Amusement Industry and Showmen's Reception	
	6 p.m. – 8 p.m.	Family Entertainment Centers	FEC Reception	
			European Reception	
			Recepción para America Latin	
6:30 p.m. – 9:30 p.m.	Waterparks & Resorts	Waterpark Social at Universal CityWalk's Red Coconut Club		

<b>Thursday</b> Nov 18	7 a.m. – 9 a.m.		4th Annual IAAPA Charity 5K Fun Run & 1K Fun Walk*		
	7:30 a.m. – 6 p.m.		Attendee Registration		
	8 a.m. – 9 a.m.		Asian Breakfast		
			Canadian Breakfast		
	8:30 a.m. – 9:45 a.m.	Amusement & Theme Parks	All in the Family: How Two Family-Run Facilities Make it Work		
		Family Entertainment Centers	If You Promote It, They Will Come—Lessons in Promotions & Sponsorships from the Minor Leagues		
	8:30 a.m. – 9:45 a.m.		Food & Beverage Case Study		
			Midway Games Showcase: The Best Design, Display, and Prize Products in 2010		
Innovations in Entertainment					
Weathering the Storm: Handling Weather-Related Crisis Events at Your Facility					

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Nov 18

9 a.m. – 5 p.m.		Project Planning for the Attractions Industry*
10 a.m. – 6 p.m.		Exhibit Floor Open
10:30 a.m. – 12:30 p.m.		Vendor Tour: Redemption Systems Suppliers*
12 p.m. – 2 p.m.	Family Entertainment Centers	FEC Roundtable Lunch
12 p.m. – 2 p.m.		Entertainment Managers' Roundtable
		Legal Roundtable
		Mesa Redonda Em Portugues
3 p.m. – 5 p.m.		IAAPA Career Slam 2010 (Students Only)
3:30 p.m. – 4:45 p.m.	Amusement & Theme Parks	Weird, But It Works
	Family Entertainment Centers	Case Study: Converting an FEC to an All-Access Debit Card System
3:30 p.m. – 4:45 p.m.		Designing Guest Experiences to Take Advantage of Social Media
		Old School vs. New Media—Today's Public Relations Methods
		Hot Topics in Government Relations
		Operational Finance
		History in the Making: A Look at Coney Island Yesterday & Today
		Closing the Gaps: Improving Guest Service, Retention, and Morale
5 p.m. – 6:15 p.m.	Family Entertainment Centers	Improving F&B at FECs: Making it Work
6 p.m. – 7 p.m.		Tour followed by the IAAPA Celebrates at The Wizarding World of Harry Potter event* (event follows tour at 7:30 p.m.)
7:30 p.m. – 11:30 p.m.		IAAPA Celebrates at The Wizarding World of Harry Potter*

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Friday  
Nov 19

8 a.m. – 4 p.m.		Attendee Registration
8:30 a.m. – 9:30 a.m.	Social Media Symposium	Bloggng & Facebook & Twitter, Oh My!
9:45 a.m. – 10:45 a.m.	Social Media Symposium	Social Media & Mobile Marketing: Are We Really Selling Anything?
		How Social Media Has Changed the Face(book) of Human Resources
10 a.m. – 4 p.m.		Exhibit Floor Open
11 a.m. – 12 p.m.	Social Media Symposium	Social Media—Impact & Advocacy Measurements
		Mapping Social Technology to the Travel Buying Process
11 a.m. – 1 p.m.		Vendor Tour: Haunt Suppliers

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