IAAPA Attractions Expo

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IAAPA ATTRACTIONS EXPO 2015

Conference: Nov. 16-20, 2015 • Trade Show: Nov. 17-20, 2015 Orange County Convention Center • Orlando, Florida, USA www.IAAPA.org/IAAPAAttractionsExpo



Designing Entertainment: Halloween, Haunts, and Other Seasonal Events

Robin Cowie & Joel Talacko Nov. 16 2:00PM





Overview for Howl-O-Scream 2015

- 1. Project goals & scope
- 2. Ideation & Design
 - Brainstorming
 - Story Guide
 - Design Guide
- 3. Marketing Production
- 4. House Design & Production
- 5. Publicity & Roll Out
- 6. Results





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- Halloween festival
- 16 years
- 3 parks
- 22 haunts
- Roaming creatures
- Live shows
- Lots of food & drink



1. Project Goals & Scope



- a. Create icon, theme, & experience
- b. Create marketing campaign
- c. Synergize in all 3 parks
 - marketing
 - entertainment
 - merchandise
 - culinary
- a. Sell tickets!



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2. Ideation & Design: Brainstorming workshop



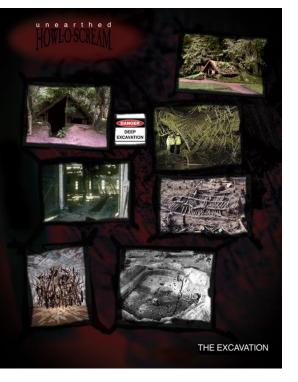
- Cassadaga
- St. Augustine
- Living Library

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2. Ideation & Design: Development





• 3 experts:

Ben Rock (Hell Boy/ Dark Tower) Jamie Nash (Altered/ VHS 2) Robin Cowie (Blair Witch)



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2. Ideation & Design: Story Guide



rtists Conception of the house, pre-dig, ba

excavated. The most economical (and enthe rchaeology students set up and organize the ould need to be set up and the park's archite didn't interfere with the excavation

3.2.4. Excavation Starting on September 1, 2015 the excavation ideed, the buried artifact was an entire house hich might have indicated something of its h





(blue)

The back of the cards and the edges dis DRAFT 2/13/15 COR from 1 to 7 in order of power - 7 being the strong

The twenty-second card is unsuited and 6.5. Gameplay To battle, 2 players draw a card, and reveal the

> a indicated at the bottom of every card Blood beats Bone Bone beats Spirit
> Spirit beats Blood

D	RA	87	2	/15	115	C	ON

There are 3 color coded suits that the cards come in: Blood (red). Bone (green), and Spirit

Any distribution or use outside of SeaMortd Parks.



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DRAFT 2/13/15 COMPANY CONFIDENTIAL a distribution or use outside of SealDorbi Parks & Entertainment sensered is strictly conhibite

1.1. Purpose of this Story Bibl Page 04 Page 04 Page 04 Page 04 Page 04 Page 05 Page 05 Page 05 Page 05 1. Tag Line - Pe

- 90 page story guide
- Backstory
- **Contemporary story**
- Story as:
 - Haunted House
 - Marketing
 - Card Game
 - In Park Experience
 - Culinary
 - Merchandise



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2. Ideation & Design: Design Guide and tools





Buch Gaules HOWLO SCREAM

Unearthed

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3. Marketing Production: stills and icon









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3. Marketing Production: films & spots



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3. Marketing Production: films & spots

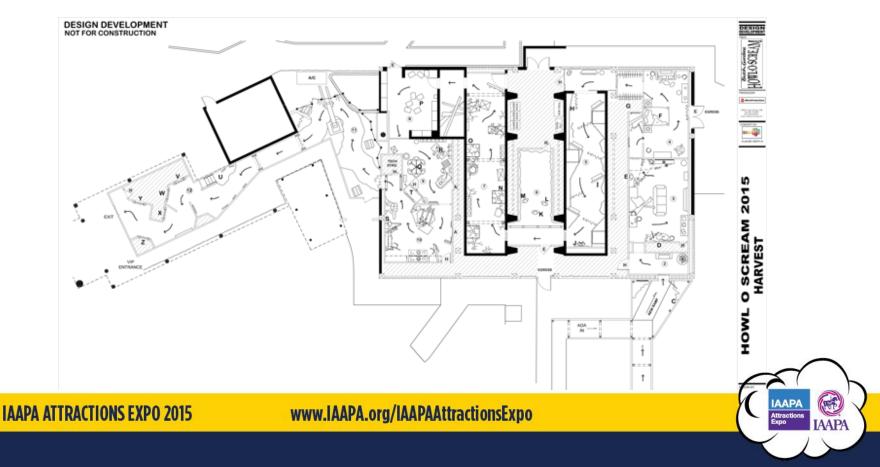








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4. House Design & Production: design & story

THE BRIDAL ROOM / THE BEDROOM - ROOM 4

Creative	Scenic/SFX	Lighting	Audio	Costume	Make-up / Props	Cast
Stepping through another set of SEMI-OPAQUE FROSTED FEAR FLAPS, Guests momentarily step into a hallway and them move directly into the Bridal Bedroom belonging to SCARLETT. Looking through holes in the plaster and wood, Guests will see an under-sized double bed against one wall (with a canopy that is in disrepair and falling). A pool of blood has stained the once-white sheets. A very old-fashioned make-up dresser leans against another wall and a pot-bellied stove / fireplace glows in a corner. Several dusty portraits occupy otherwise-empty wall space. On the wall next to the bed is some sort of shrine to SCARLETT's dead husband, Abraham. There we see a wedding portrait of the two of them in a frame that resembles a snake eating its tail. Candles, small ingredient bottles, mortar & pestle, and other unusual items indicate that something sinister has been performed here. Guests will be surprised to discover a SCARLETT MINION (F) with a long metal "grasping tool" hiding behind the torn canopy and moving purposefully about the environment. She is dressed like SCARLETT, but does not have	SEMI-OPAQUE FROSTED FEAR FLAPS UNDER-SIZED DOUBLE BED STANDS AGAINST ONE WALL w/ ripped canopy MAKE-UP DRESSER WITH MIRROR. POT-BELLIED STOVE / FIREPLACE. DIRT & MILDEW SCENT POPS	"SPECIAL" on shrine and pools where SCARLETT MINION moves in the room.	Commercial music. Pre-recorded females voices chanting something in unfamiliar. languages.	SCARLETT MINION (F): Dressed in a similar way to	SCARLETT MINION (F): Similar tg SCARLETT,	2





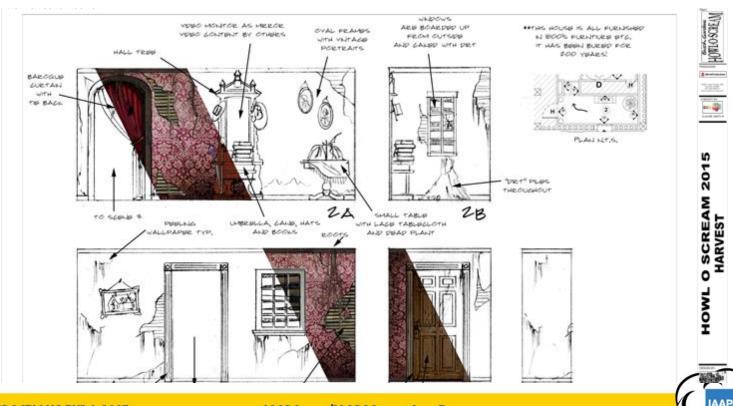
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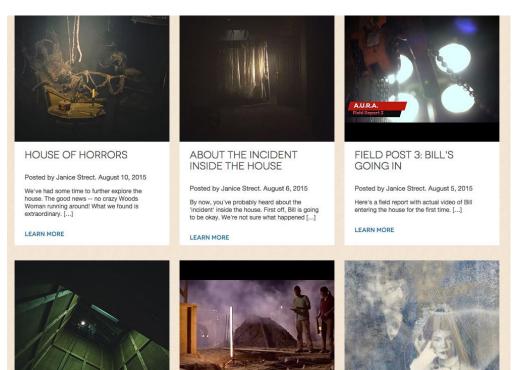
4. House Design & Production: production



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5. Publicity & Roll Out:



- Howloscream.com
- AURAtec.biz
- Social Media

1 x join us video
4 x story documentaries
Hundreds of posts/ images
5 x making of videos
3 x what to expect videos
Hundreds of interviews



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5. Publicity & Roll Out:







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6. Results - advertising



1 x extended online film
1 x branding commercial
1 x testimonial commercial
Outdoor
Print
Radio
Partnerships/ Co-brand

All tied to in park experience.



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6. Results – merchandise & culinary







6. Results – raves & attendance



Best Theme Park Halloween Event As chosen by readers of USA TODAY and 10Best



Theme park scares: Halloween Horror Nights vs. Howl-O-Scream



Scenes from "Unearthed: Scarlett's Revenge" at Howl-O-Scream at Busch Gardens Tampa (left)

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