

# TransWorld Seminars 2019

## Halloween Seminars

### Wednesday Halloween Speed Seminars

#### **How Does It Move Like That? 5 Crazy Prop Mechanisms to Haunt Your House!**

1:00pm - 1:30pm, Room 263

Speaker: Ed Gannon, Dark Hour Haunted House

Bring your scare environment to the next level with motion! These 5 different Mechanisms will give your props movement that will leave your guests asking, "How are they doing that?" These devices can be scaled to accommodate very large "Demons" or sized down for tiny "Sprites". I will show you how to make them and attendees will leave with a clear understanding of how to use these mechanisms in their attraction. Whether you have an entire scream park or a scary yard there is something here for everyone at every level.

#### **Front of House Operations: A Critical Key to Your Haunted Attraction Success!**

1:40pm - 2:10pm, Room 263

Speakers: Spencer Terry/GM and Stephanie Mason/Front of House Operations Director, Fear Factory Haunted House

We all know and love acting, scaring, costumes and back of house operations-it's in our blood. Yet, for a haunt to be successful, a smooth balance and combination of front AND back of house logistics are vital. Join Fear Factory's General Manager and Front of House (FOH) Director to learn more about what FOH details can help align your haunt for success of a large attraction (like our 6 building 2.5 acre downtown attraction) or small operation (like a non-profit, volunteer based event), how to hire for success, boost morale and retention goals, day of operation and throughput logistics, customer service, point of sale tips, ideas to increase sponsorships and more, plus we'll unveil Fear Factory's top secret plans for 2019 that will engage in a new front of house experience. We'll also cover some failures and learning points for us, to hopefully help you avoid the same mistakes, plus we plan share several files and documents so you don't have to reinvent the wheel--all of which helps grow our industry to make it stronger!

#### **Sonic Shock: Using SOUND to Scare!**

2:20pm - 2:50pm, Room 263

Speaker: Jake Farmer, Dark Hour Haunted House

Sound in a haunted attraction is often overlooked during the design phase, or left until the last minute. But why? It has the ability to enhance any environment and it is the unsung hero of horror movies. At Dark Hour, the audio plays a huge part in changing and creating the environment for every show that we present, at least 5 different themes a year. Join me as we take a look at some quick ways to enhance the customer experience – and increase the screams – by using audio to your advantage!

#### **Head To Toe Horror: Use the Principles of Makeup to Completely Detail Haunt Actors**

3:00pm - 3:30pm, Room 263

Speaker: Kyle Vest, Prince of Fear and Skin Wars

Don't be frightened by makeup, learn top secrets from Skin Wars celebrity Kyle Vest. This 30-minute speed seminar will cover the head to toe details of your haunt actors. No Character is finished for the most part without makeup. Now how is your haunt on level of professionalism and details? Are you a brand-new haunt that is opening or one who's been around for 25 years, no matter what, the first step with the actors is their look and you get to decide if you want your attractions top of the line or just settle? Being at the level of Universal Studios isn't having to break your budget but, it can set you apart from your competitors. How much skin shows on your actors, how far in depth can you take each character, and how? This class literally goes from head to toe in detailing each actor for you!

### **Building Interactive Photo Ops That Will Blow Up On Social Media!**

3:40pm - 4:10pm, Room 263

Speaker: Ben Armstrong, Netherworld Haunted House

Guests love to take photos! These days pop up attractions all over the country are capitalizing on this craze by creating events designed for Instagram and other social media. Learn how to create photo ops that guests will interact with and grow your online presence!

### **How to Run a Very Profitable Giftshop: What You NEED to Know!**

4:20pm - 4:50pm, Room 263

Speaker: Patti Ludwinski, Hauntworld Magazine

Gift stores can make your attraction tens of thousands of dollars; learn what to buy, how much to sell for, what to sell, and how to use your gift store to make a profit and promote your attraction.

## **Thursday Halloween Seminars**

### **C.H.A.O.S. Safety Seminar**

8:30am - 12:30pm, Room 263

HAA Members: \$10, Non-Members: \$65

Produced by The Haunted Attraction Association

Without SAFETY, your customers are at risk, your staff is at risk, you are at risk, and this industry is at risk. The Haunted Attraction Association and TransWorld Exhibits company team up again this year to bring you the Certified Haunted Attraction Operator Safety (C.H.A.O.S.) course. It is highly recommended to anyone running a haunted attraction. This eight hour certification starts with our four hour FIRE SAFETY course on March 21, 2019 from 8:30am - 12:30pm. explores the historical origins of the NFPA 101 "The Lifesaving Code" and how other NFPA codes and standards impact your overall risk reduction and safety strategy for your haunted attraction. This course will count towards your eight hours required to receive your certification. Then choose from any of the additional C.H.A.O.S. certified seminars offered at TransWorld to help complete your eight hours. "Safety training should not end once your season begins. Undoubtedly you will hire some staff members after you have already completed your initial safety training during orientation. Make sure to take the time to adequately train these new team members before they start working in your attractions. You can never be too prepared. It is also a good idea to do an all haunt safety training review and evacuation drill mid-run as a refresher." -Brett Bertolino, Terror Behind the Walls at Eastern State Penitentiary, Philadelphia, PA

### **Make Some Noise! Use Old Fashioned Guerilla Marketing Concepts to Advertise Your Haunt**

Halloween Seminar

9:00am - 10:00am, Room 276

Speaker: Rich Hanf, Fright Trail

FREE Early Bird seminar

Let's face it...it doesn't matter how good your show is...how much money you've spent...or how much you've improved..... IF NOBODY TURNS OUT TO SEE IT!!! Cutting back on advertising dollars when times are hard is a common and many times fatal mistake made by Haunters. Truth is, when times get tough, it's time to double down. But what do you do if your budget doesn't allow you to increase your advertising efforts? Welcome to the world of Guerilla marketing. In this seminar, veteran Haunter Rich "Horror Master" Hanf will share the secrets of effective marketing that has kept him in business for over 40 years. One of Transworld's best loved and compelling speakers, Rich will be revealing rarely talked about, yet highly effective Guerilla Marketing techniques. With his Fright Trail Haunted Woods getting more than 62 Million views on social media, Rich is uniquely qualified to teach you things others have yet to learn. Leave this seminar knowing what to do to stay alive in this expensive, ever changing, and highly competitive industry. Being a Haunter is.....CRAZY.....missing this seminar.....INSANE!!!

### **Advanced Movie Level Haunt Detailing and Painting Techniques**

10:15am - 11:15am, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Ethan Turon, Haunted Web Productions

Deliver the WOW factor and learn to create over the top immersive sets that will leave your customers screaming for more! This hour long seminar will focus on building out film quality haunt sets from ground up. Learn how to plan and map your sets, create consistent theming, prop sourcing, advanced painting and distressing techniques, and all of the finishing touches that will bring your sets to life. Blow your customers minds with sets so detailed they will feel like they are a part of the environment. This seminar will also include a comprehensive take home packet so that you may hone your skills that you have learned and apply them in your attraction. Create spectacular sets that will blow your customers minds!

### **World of the Weird: Crazy Unique Ideas to Make Your Haunt Both Scary and Entertaining**

11:30am - 12:30pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Allen Hopps, Dark Hour Haunted House

Six Weird set ideas! Can be applied to almost any set/theme you already have- these are an overlay to existing sets to make them new and super charged. Six Unique Costume and Character ideas! Big bold or scary things that will make your attraction stand out. Six Crazy places to mine for concepts! The non haunting world is rife with ideas and visuals that are perfect for haunts - if you know where to look.

### **3 Primary Digital Marketing Channels That Every Company Needs**

11:30am - 12:30pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Alton J. Duderstadt II, Searchology, Inc.

There are over 25 channels of digital marketing to choose from but which ones really work to grow your business? Join Alton J. Duderstadt II, President/Chief Searchologist, of Searchology, Inc., for a detailed dive into Google Local Listings, Search Engine Optimization, and pay per click opportunities. This crash course in digital marketing will help you streamline your current digital marketing efforts, help decrease the 'digital noise', save you time, and money. Find out how to rank well in the search engines and improve your foot traffic on-site and online. Get focused. Get targeted. Get digital.

### **Beyond Hollywood: Next Level Makeup and Characters that Will Freak Out Your Guests!**

12:45pm - 1:45pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Alana Rose Schiro

For your Haunt needs, we know that budget and time management is everything when turning your actors into Monsters. Two time FaceOff veteran and GameFace winner Alana Rose Schiro will demonstrate how to create a Hollywood quality character using generic prosthetics in just under an hour.

### **Ann Marie's Guide for Success in Owning a Haunted Attraction**

12:45pm - 1:45pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Ann Marie Gavinski, Wisconsin Fear Grounds

The only time success comes before work is in the dictionary. Join Ann Marie Gavinski of the legendary Wisconsin Fear Grounds on a journey that will explore the importance of developing and implementing a business plan for owning a successful haunted house. She will even take it one step further and discuss how to make this plan evolve for your business from year to year. Everyone struggles to find, hire, train, and retain their staff. Learn firsthand how Ann Marie manages to maintain more than 90% of her staff season after season. Ann Marie will also reveal some of her secrets to

“Advertising” and “Marketing.” What worked in the past may not bring the crowds to your door today. She will review what you need to do to get customers to your event and how to have those customers return year after year. Additionally, there comes a time when even the most successful Haunted Houses in the country hit an attendance wall. Ann Marie will divulge some additional steps you can take to increase the revenue stream and break through. Finally, she will review the importance of being proactive and not reactive with your event’s safety and security. Remember – if you want to be SUCCESSFUL, it’s time to get to WORK! C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **Scream Parks: The Advantages of Creating Multiple Attractions in One Location**

2:00pm - 3:00pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Randy Bates, The Bates Motel

Double or triple your sales by having multiple Haunted houses, Hayrides, Corn Mazes and other revenue generating activities all in one location. Make your event a whole night of entertainment by creating a Halloween Theme Park and greatly expand how much money each of your guests will spend on site. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **Be a Moving Monster Making Machine: Learn How to Build Amazing Motorized Effects!**

2:00pm - 3:30pm, Room 263

\$75/attendee (pre-registration) | \$90/attendee (on-site registration)

Speaker: Steve Koci, Nuts and Volts Magazine

It’s time to talk shop! We’ll discuss motors, materials, mechanisms and mounts and how it all connects together. There will be designs suitable for beginners and seasoned builders alike to satisfy all experience levels. This will be so much more than just a presentation on how to make props! Part demo, part instruction, the goal will be to provide the answers to your burning questions. There will be an opportunity for you get up close with the props and discover exactly what makes them tick and how to make your own when you get home. This special 90 minute seminar will start off with a prop building presentation and Q & A session during the time allocated for the class. You will be free to closely examine the demos and get answers to any questions you may have. If you are ready to take your animated prop building to the next level, this workshop is for YOU!

### **Advanced Event Planning and Management: Make Things Run So Smooth It's Scary!**

3:15pm - 4:15pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Buck Burdick

This seminar will give attendees a strong knowledge base of event planning obstacles. Opening any type of Public Attraction ( Hayride, Corn Maze, Escape Room, Haunted House, Paintball, etc.) has numerous steps that must be completed before opening day. By attending this event, Buck will make sure you save potentially thousands of dollars in common pitfalls and unexpected expenses. Buck will also give you some guidelines on how to organize your event. This segment has been popular with attendees in the past. The techniques given are vital to smooth and profitable events. If you are looking for ways to make your event more profitable and less stressful, this seminar is for you. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

## **Friday Halloween Seminars**

### **The Nuts and Bolts of Event Safety**

Halloween Seminar

9:00am - 10:00am, Room 276

Panel: Tim Gavinski/Wisconsin Fear Grounds • Ken Donat/Donat Insurance • Michael Jubie/Headless Horseman • Randy Bates/The Bates Motel

### FREE Early Bird seminar

Join the Discussion: Security and Safety should be the two top priorities for every event. Our Industry thrives on creating memorable experiences that provide our guests with a safe and secure environment. We have brought together an Expert Panel of Owners / Operators with a plethora of experience who will share their knowledge and best practices that will shine a spotlight on the importance of bringing security and safety to the forefront. Prepare to manage your risk, whether its day to day operations or the steps you should take during any crisis. Be a part of the conversation by asking questions and sharing your own concerns. The take away from this discussion will be the useful information you need to improve the Operational Security and Safety of your event. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **Creating Great Public Relations on Purpose**

10:15am - 11:15am, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Nancy Milton, Insight Marketing and Communications

As creative entrepreneurs, making a plan isn't always top of mind. This year, boost your success by creating an affordable, achievable PR plan to reach your customers through non-paid media on TV, radio, print, online and social media.

### **Secrets to the Ultimate Haunted House Experience!**

10:15am - 11:15am, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: John Denley, Boneyard Productions

How many times have you walked into a Haunted Attraction and been underwhelmed before you even entered? Maybe it was the long lines? Perhaps it was a worn out façade or even worse, actors outside smoking or eating a slice of pizza. The whole illusion was ruined before the show even started. I have haunted the largest casinos, stadiums and theme parks in the world. I also have run my own haunt since 1992. We all want to have the scariest haunt and of course make lots of money, I can show you how to do both! It doesn't matter whether you are a seasoned professional or just starting out, we will cover every phase of a super successful show!

### **Run Huge Crowds Through Your Haunt with Maximum Guest Satisfaction!**

11:30am - 12:30pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Brett Bertolino, Eastern State Penitentiary

Over the past 28 years, the team at Eastern State Penitentiary have transformed a small, single night Halloween fundraiser into Terror Behind the Walls – a massive haunted house in a real prison that is arguably one of the largest and most successful haunted attractions in the county. In this seminar Brett will reveal the strategies that have proven successful in driving attendance and maximizing revenue all while maintaining good/excellent guest satisfaction ratings of 91%. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **How to Create Incredible Images and Videos Optimized for Social Media**

11:30am - 12:30pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Laura Kilpatrick

Social media is a monster...are you conquering the beast? In this class you will learn the key requirements for incredible images and video on your social platforms. Join Laura (Designs That Kill/ Dark Hour Haunted House) and discover tips & tricks for everything from framing & lighting to hashtags & copywriting. Arm yourself with properly optimized content and prepare to slay with social media!

### **Over the Top Customer Experience: Make Sure Every Moment Counts!**

12:45pm - 1:45pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Thirteenth Floor Entertainment Group

The difference is in the details! Sometimes it's the littlest things that may matter the most. In a world where customer feedback and sentiment is paramount, every moment of your customer experience counts. From before they arrive at your event, until after they leave, make sure you are covering all the bases. Learn what the world's largest haunted house company does to ensure they rock the guest experience, creating satisfied customers who will go out and recommend their attractions to others.

### **Caves, Creatures Cathedrals- Learn The Secrets of Epic Foam Construction!**

12:45pm - 1:45pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Dan Faupel, Creative Visions

In this class Dan Faupel will share decades of design and fabrication experience to help make your next foam project a success. He will go over design, the best way to choose between different types of foam materials, and fabrication techniques. He will cover foam working tools, coating types, textures and techniques. Dan will also examine different foam projects, and the steps it took to get to the finished piece. Even advanced foam-working veterans are sure to walk away from this seminar with several new tips and tricks!

### **Dynamic Haunted House Actor Training**

2:00pm - 3:00pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Allen Hopps, Dark Hour Haunted House

The top three exercises that you can do with your cast! Use these exercises to pull your cast out of their shell, learn where they will fit best in the haunted house. Want stronger muscles- exercise! Want a stronger cast- exercise them! These exercises are Allen's most telling exercises about your cast. \*Bonus! I will teach two warm up exercises that you can use before the show to get your casts energy up! C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **Top 10 Things Your Attractions Needs to Change NOW Before Halloween 2019**

2:00pm - 3:00pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Larry Kirchner, The Darkness Haunted House

From how you're marketing your attraction, to increasing revenue; how you sell tickets, keeping your haunt safe, to how you get your customers to market your attraction for you! You will learn the top 10 things you must do in 2019 to increase your attraction's bottom line. Learn everything from the top 10 best places to advertise your attraction to improvements you need to add to make your customers SCREAM!

### **Killer Costumes Creating Iconic Mind Blowing Characters for Your Event**

3:15pm - 4:15pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Ben Armstrong, Netherworld Haunted House

This class will feature an in depth discussion on the many elements that go into creating original characters and costumes for your event including ergonomics, repair and cleaning, pros and cons of mask styles, backstory and design and how to organize your backstage to launch your army of darkness!

### **Scaring up Sponsorship for Your Attraction**

3:15pm - 4:15pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speakers: Dr. Michael Book, Michael Kimzey & Brian Ward

It's easy to get carried away with "making the scary" and neglect other important aspects of making your attraction a success. In this seminar, we delve into the commonly misunderstood science of sponsorships. With 25 years of experience curating sponsor relationships for Halloween events and attractions, the owners of Danger Run will guide you through this challenging and rewarding process that will help take your event to the next level.

## **Saturday Halloween Seminars**

### **Bloody Mary's "Hands On" Makeup To Die For "Decayed and Rotted Burnt Ghoul Victim"**

Halloween Seminar

9:00am - 10:00am, Room 276

Speaker: Bobbie Weiner, Bloody Mary Makeup

FREE Early Bird seminar

Bloody Mary will take you through the steps of making your actors look like they were in the chair for 2-3 hours. There will be sample make-up kits distributed among the audience to work on a buddy to create a character who looks like their burnt skin has been rotting for years. Bloody Mary will take you through each step and show you how you can do FX Makeup quickly and efficiently to last many extra hours into the night of fright and still look fresh. There will be prizes for the creator of the best character and their model will be featured in Bloody Mary's next Bloody Mary Comic Book.

### **The Franchise Concept That's So Easy to Implement, It's Scary**

Halloween Seminar

9:00am - 10:00am, Room 264

Presenter: Halloween Express

FREE Early Bird seminar

### **Projector Mapping Using After Effects**

10:15am - 11:15am, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Jordan Nash

Projection mapping is one of the newest and most exciting things to come to the Halloween and Christmas display industries. It involves the use of projectors to create unbelievable, moving, and interactive elements as you've never seen before. This course will cover projection and playback technology, a live demonstration of creating a projection map, and creating animated content using Adobe After Effects.

### **Unforgettable Scares: The Biggest Gags from Decades of Haunting**

10:15am - 11:15am, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Pete Karłowicz & Aaron Smith, Niles Haunted House

Niles Haunted House is renowned for its extreme creativity in creating intricate and unique scares both actor driven and automated. Learn how they shock and terrify their patrons through simple mechanisms and clever setups that even untrained volunteers can use to effectively scare almost anyone.

### **Emerging Trends in the Concession Industry and How to Maximize Your Profitability**

10:15am - 11:15am, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Steve Ward, Gold Medal Products

During this seminar you will learn exciting new trends that are emerging in the concession industry. In addition we will discuss creative ways to increase profitability at your concession locations.

### **Over The Top Midway and Line Entertainment**

11:30am - 12:30pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speakers: Bart Butler/Haunted Schoolhouse and Laboratory and Michael Edwards/Terror in the Corn

WARNING!!! Standing in line can cause extreme boredom, annoyance and even rage. You run the risk of having unhappy customers – even if you have the best haunt in the world. If you can keep your customers entertained before they enter your attraction, then half the battle is won. HEAR proven tactics and techniques that can keep your audience pumped up and ready to be scared! LEARN how to find and prepare the best actors to inhabit your Midway! C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **Replicating Terror: An Introduction to Mold Making and Resin Casting**

11:30am - 12:30pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Alex Lohmann, When Hinges Creak

This one hour class will be a fast-paced, but informative introduction into the world of mold making and resin casting. Alex Lohmann will show you the basics of the process and give you enough instruction to get started in this useful technique. It can be a daunting process to learn so sign up and let's take some of the fear out of the job so we can frighten our audience. Again and again and again...

### **Using Math to Get Your Creative Team on the Same Page!**

11:30am - 12:30pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Amy Hollaman, EPIC Entertainment Group

Do you struggle with getting your haunt build completed on time for opening night? Do you have artistic and creative types on your team that sometimes just spend too much time on the details while leaving other projects untouched? Learn a system that will help get your makeup, costume, theatrical and tech crew on the same page by using a mathematical system to prioritize projects. This seminar will explore a Microsoft Excel document that will give your team the tools to sync up and conquer projects the way you want them to, plus you'll have excellent records of your creative process for years to come. Stop drawing ideas on napkins and stop saying "that's not what we discussed". Get it together by simply counting from 1 to 5!

### **Advanced Fabrication for Artists and Craftsman: Add Insane Detail with 3D Printing, CNC Machines and Vacuum Forming**

12:45pm - 1:45pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Brian Warner, Evilusions

Learn about automating some of your scenic design process. We will give an overview on how to utilize the technologies of using cnc routers, 3d printing and vacuum forming to leverage your scenic design. Even if you don't have the equipment yourself, we'll tell you where to get ready-made pieces or subcontract custom work to still utilize them in your design process.

### **The Art of Audition: The Zombie Army Way**

12:45pm - 1:45pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Kyle LaFlamboy, Zombie Army Productions

Actors are your greatest asset and your greatest vulnerability. The Audition process is a critical element that should set your show up for a season of financial, critical, and artistic success. But, if your audition is overlooked or rushed, you could be fighting a month long battle of being understaffed that could lead to terrible reviews, drops in attendance, and a poor experience for your existing staff. In this seminar Kyle will walk you through the “production” planning that Zombie Army puts into its audition week; Messaging, Promotion, Advertising, Planning, Staffing, Audition Games, Hiring Philosophies, and Staff Management.

### **Let’s Do This All Year Long: The 4 Seasons of Entertainment!**

12:45pm - 1:45pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speakers: Scott Swenson and Robbi Lepre

Join industry experts Robbi Lepre and Scott Swenson as they share their more than 50 years of combined entertainment experience creating, installing and operating seasonal events and festivals. Explore the guest expectations for Halloween, Christmas, Spring and Summer events. Discover how you can tap into the emotional content of each season. Learn how to develop an event template that can be applied to each festival so that you can generate additional revenue year round. Whether you represent a Theme Park looking to encourage repeat visitation or an independent entertainment provider looking to expand your season, this seminar will provide you with valuable first hand information. Don’t miss this opportunity to gather information from these two Entertainment veterans.

### **Recruiting and Training an All-Star Make-Up Team**

2:00pm - 3:00pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speakers: Bud Stross and Aryn Fox, Dent Schoolhouse

Need help creating an army of makeup monster makers? Aryn Fox, Makeup Manager of the Dent Schoolhouse and season 2 Finalist of Skin Wars, and Bud Stross, co-creator of The Dent Schoolhouse, will open the doors to expose tips and tricks in creating the perfect Makeup team! This class will cover workflow, training artists, acquiring artists and retaining artists. Consistency and award-winning makeups are the goal for this team and yours! Makeup ordering, organization, preseason prep and how the makeup department works with the other departments in a haunted house company will also be covered. This class will be geared for an attraction just starting out or even the season haunted attraction. Come prepared with questions and to have fun!

### **Triple the Terror! Learn 61 Scares in 60 Minutes**

2:00pm - 3:00pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speakers: Allen Hopps/Dark Hour Haunted House • Ben Armstrong/Netherworld Haunted House • Ed Terebus/Erebus Haunted Attraction

Join Your Hosts, Allen Hopps of Dark Hour, Ed Terebus of Erebus Haunted Attraction and Ben Armstrong of NETHERWORLD Haunted House on a pulse pounding journey through 61 scares in 60 minutes! In this rapid fire high energy class you will learn some of the best ways to use actors, sets, and special effects to make your guests scream and scream again - moderated by some of the most well known shock masters in the business!

### **Upset, Angry, and Aggressive Patrons? Here’s How to Tackle Even the “Scariest” In-Person and Online Confrontations**

2:00pm - 3:00pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Alyssa Schipani, Design By Aly

A patron is mad. They have a problem, they want a solution, and they want to tell someone about it right NOW! As haunt owners and managers, that person is us. How do we address the situation face-to-face? Over the phone? On social media? People have no problem expressing their anger and telling absolutely everyone they can about it...so we have to work fast! In this interactive seminar, Alyssa Schipani will demonstrate specific techniques on how to take

control and de-escalate those situations while maintaining professionalism. Attendees in this seminar will also learn better communication tips, ways to make customers feel important and appreciated, and how to rise to a new level of service excellence. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **Create Insanely Detailed Props to Wow Your Customers**

3:15pm - 4:15pm, Room 264

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Christopher de Troy

The devil is in the details: This energetic and creatively thought - provoking seminar is dripping with time tested Hollywood secrets, painting recipes and visual trickery that is still used as staple practice by Entertainment Industry Professionals all over the world. We will cover in depth how to make and enhance hand-held objects and items used by Performers to add exceptional visual quality to both character and costume. You will learn how to build and add stunning detail to larger props to help promote the desired effect of your Guest's immersive experience. You will learn how to make fast and easy filler props to help enhance the desired illusions and give your Customers the best experience possible, without breaking your budget trying to fill up space. We will apply these ideas to every theme and setting in the Industry, and most likely touch on some new ones. I will share tricks and treatments to make visually stunning props that set the foundation and add the perfect visual tone to your Attraction. I will share countless trash to treasure secrets, tell you the right choices of paint and materials for specific projects and how to be a better proactive junk collector. We will discuss the proper ways to stage props to create specific atmospheres and how to use them to help give visual cues. Tried and true layering techniques and illusions passed down from the leading Prop Artisans in the Entertainment Industry will be shared step by step. We have a lot of creative and exciting material to cover, and it is my mission to inspire, educate and encourage Attractions to nurture and embrace an individual sense of style to stand out above and beyond your competition. You will leave this richly educational seminar with a strong creative skill set to create insanely detailed props to WOW your Customers.

### **Add Impressive Revenue to your Attraction With Food, Photos and Games!**

3:15pm - 4:15pm, Room 263

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Panel: Dwayne Sanburn/13th Gate Haunted House • Mike Henrie/Nightmare on 13th • Michael Jubie/Headless Horseman

Moderated by: Tim Gavinski, Wisconsin Fear Grounds

You have a massive captive audience at your attraction, why not make even more money while increasing guest satisfaction? In this seminar three leading industry experts will discuss some of the tried and true methods of increasing revenue with food sales, midway style games and souvenir photo sales! Learn the latest trends and techniques to grow your bottom line!

### **10 Steps to Create the Ultimate Crowd Control Plan**

3:15pm - 4:15pm, Room 276

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Buck Burdick

Have you heard the phrase, "If you build it they will come?" You've built an amazing attraction. You've marketed that attraction. Now what do you do with all those people? Crowd control is typically not on your list of priorities, but it should be. Proper management of people at your event is critical to its long term success. The number one complaint of any public attraction is waiting time. This seminar will give you powerful tools and strategies that will not only make your event safer but more profitable. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

### **The Haunted Attraction Association State of the Industry Seminar**

Halloween Seminar

4:30pm - 5:30pm

Convention Center, Room 231

Speakers: The HAA Board of Directors

FREE for all attendees

Join the HAA Board of Directors in an open discussion about the 2018 haunt season and the upcoming 2019 season. Moderated by Brett Hays, President of the Association. We will discuss what went right and what went wrong. Be prepared to ask questions and share your experiences. This is a must attend seminar – hear what other haunters are doing across the U.S. and abroad from marketing to safety to operational tips. It will be packed with valuable information for every haunter whether you are a beginner or a long time haunt veteran. Excellent networking opportunity. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

## **Sunday Halloween Seminars**

### **Here's What's Wrong with Your Advertising and How to Fix It**

Halloween Seminar

9:00am - 10:00am, Room 276

Speaker: Dick Terhune, Voice From Hell

FREE Early Bird seminar

Your actors are top-notch...your scenes are impeccably designed...but that queue is looking more-than-a-little light! What's wrong? Most likely- your Advertising. For the last decade, DICK TERHUNE "THE VOICE FROM HELL" has worked with top haunted attractions worldwide to optimize their ad content and significantly boost ticket sales and market awareness. So bring your most terrifying advertising horror stories, marketing fails and PR disasters. If you don't know what's broke, you can't fix it! This is where you learn how.

## **Escape Room Seminars**

### **Thursday Escape Room Seminars**

#### **The Elephant in the Room: Escape Room Ethics - the Good, the Bad, the Ugly and How We Can Come Together to Change It!**

Escape Room Seminar

9:00am - 10:00am, Room 260

Speakers: Shawn Fischtein, Escape Games Canada • David Spira, Room Escape Artists • Nicole Ginsburg, Museum of Intrigue • Brian Lacertosa, The Puzzle Effect • Samantha Hatfield, 13th Gate Escape

Moderated by: Lisa Spira

FREE Early Bird seminar

Turn your sensitivity down and your listening skills up. For the first time, industry professionals risk life and limb to discuss what few of us dare to and you're invited! The proverbial Elephant in the Room: ethics! Yeah, yeah, we're a new industry but let's be real; we know right from wrong and general business practices are starting to emerge as the industry matures. Did you buy a Space Wars game from overseas? Is your neighbor leaving bad reviews on your business page? Charging \$30 to play in a dollar-store inspired escape room? Maybe selling stolen games is your thing? We've seen it all and we've got some things to say. Join us as we tear down some of the dirtiest of dirty practices and find out how you can be more honest in your business. This is a FREE seminar but to set a good example we want you to tell us what it's worth. All monies will be donated to the St. Louis Ronald McDonald House charity.

#### **Management Tug of War: The Art of Knowing When to Pull, Hold on Tight, and Let Go**

10:15am - 11:15am, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Sebastian Ponce, Chief Operating Officer, The Puzzle Effect

Overview of management topics regarding standard operating procedures, the employee life cycle from onboarding to separation, and recommendations on operational systems. Common management pitfalls and obstacles as well as dispelling antiquated management practices and methodologies. Visit the topic of employee development and importance of goal setting, day to day coaching, and incentive/recognition programs.

### **The Art of Immersive: How to Transport Customers with Scenic, Story and Game Flow**

11:30am - 12:30pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Nick Moran, Creative Director at Time Run in London. (Sherlock: The Game is Now in the world of the BBC's Sherlock)

Sherlock: The Game Is Now is the first, permanent IP based venture in the escape room industry co-created with the team behind the show. A collaboration between Hartswood Films and Time Run, Sherlock: The Game Is Now brings the world of the iconic BBC series to life, giving players from all over the world the opportunity to step into the shoes of the world's most famous detective. But how did the project come to be - and what learnings were made along the way? How can these learnings - in scenic detailing, narrative structure and game flow - help the realisation of your experience? Well, settle down, John. You're in for quite a tale. In this talk, Nick Moran (Time Run), details the various observations, logical inferences and deductions gleaned from the winding journey of this escapade – and how you can utilise the art of immersive to better hone your project and your practice.

### **Hiring Process: What You Need to Know About Building and Retaining a Dynamic Team!**

12:45pm - 1:45pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Amy Philip, Escape Games PDX

How to source, interview, train and develop your team. A strong team leads to a great business reputation through excellent customer service. Your company culture doesn't happen in a bubble and it starts at the top to ensure everyone feels connected to your vision.

### **Escaping Safety Issues with Your Escape Room**

2:00pm – 3:00pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Matt Rarick

### **Be an Escape Room Prop Medic**

3:15pm - 4:15pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speakers: Brian Warner/Evilusions, Michael Goff/Mystery Manor

Learn the basics of troubleshooting, quick fixing, and properly repairing and maintaining Escape Room Props. We will cover the basic skills, and tips and tricks learned from years of building, repairing, and maintaining props. Learn the basic components and how to identify what to buy as replacements, and what to always have on hand.

## **Friday Escape Room Seminars**

### **Setting Expectations for Escape Room Design in 2019**

Escape Room Seminar

9:00am - 10:00am, Room 260

Speakers: Lisa and David Spira, RoomEscapeArtist.com

FREE Early Bird seminar

In this talk, Lisa and David Spira of RoomEscapeArtist.com will provide context and recommendations for anyone opening or operating an escape room business in 2019. People enter escape rooms from a diverse array of backgrounds.

This talk will cover how haunted attractions owners have raised the bar and pitfalls they need to look out for. It will also address strengths and weaknesses of industry players from other backgrounds; painting a picture of where this industry has evolved from and where it might go.

### **Small Markets Big Props: How to Play with the Big Boys on a Smaller Budget!**

10:15am - 11:15am, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Shawn Fischtein, Escape Games Canada

Wanna' rock the socks off your customer's expectations? Do you like hearing your customers say things like, "that was so much better than the other place we went to". Then this seminar is for you. Grab your best friend and your notebook and get ready to learn how to make your dollars count. We'll share all the little tricks that the big guys use and teach you how to do it on a shoestring budget. Change your game, build better props, spend your money wisely, and get your word of mouth engine kickin'. It doesn't matter what size escape room business you run, this puts you on a level playing field with the biggest and baddest of them all.

### **Bring Your Gaming Experience Alive in Any Space: Special Events, Offsites and Collaborations**

11:30am - 12:30pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Nicole Ginsburg, Museum of Intrigue

Have you thought about adding a special event to your business but not sure where to start? Pondered how you can execute a game in another space like a library or different store front? Thinking about co-hosting a gaming event? Are you currently running events but want to kick it up a notch? This is the seminar for you! Special Events can strengthen your brand, boost your sales and be super fun for all evolved! Whether you are thinking about going off site or you want utilize your space in a different way to increase your visibility and attract repeat customers, Nicole will give you the playbook! She will share proven tips to making Special Events, Offsites and Collaborations a success! This seminar will include an updated step by step guide to hosting your next event and sharing an event that you will be able to implement right away!

### **Escape Room Gameplay and Next Level Puzzle Concepts that Will Make You a Screaming Success!**

12:45pm - 1:45pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: John Denley, Escape Room International, Escape Room Catalog & Boneyard Productions International

Escape Rooms are becoming so popular that competition is getting fierce. With more and more rooms popping up in every major city, how do become the "stand out" show that everyone is talking about? I have designed and built shows all over the world and I am going to share my formula and findings with you!

### **Why and How-To Tech: A Deeper Look at the Wide Range of Tech Available and What Is Right for Your Business!**

2:00pm - 3:00pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Gabriel Goldstein

Take a dive into the wide range of technology available to develop escape rooms. There is a wide range of old and new technologies available to the Escape Room owner and it can be tough navigating the field. The class will cover Escape Room tech from business and technology perspectives to assist Escape Room (ER) owners, ER tech types, and ER game designers as to why tech in Escape Rooms may be important and provide guidance as to execute the tech they need. The presentation will generally cover the gamut; electronics, software, and mechanics available to the owner or game designer!

### **Seasonal Escape Rooms: Are Season-Based Escape Rooms a Good Idea? Taking the Right Approach, the First Time!**

3:15pm - 4:15pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Laura Hawkins, Gamemasters Escape Rooms

After launching a Christmas-based escape room this past December, it is clear, opportunities exist for other seasonal specialties such as Halloween. Whether switching out a currently running room or creating a temporary pop up in a mall, season specific rooms create new enthusiasts, exposing escape rooms to a wider audience. Exploring the concept of how a seasonal escape room can boost sales, generate awareness for a brand, plus create new escape room enthusiasts as families and friends search for season-based activities. We will review the case study for a seasonal room A Christmas Story in which one was a mall pop up and the other was an active room converted over to host A Christmas Story. This is the perfect seminar for anyone contemplating season rooms or looking for fresh ideas for your existing seasonal business!

## **Saturday Escape Room Seminars**

### **Escape Rooms are Magic (And Other Love Stories)**

Escape Room Seminar

9:00am - 10:00am, Room 260

Speakers: Bizzaro, Greg Dow, Krystal Lawrence

FREE Early Bird seminar

Three magicians from Las Vegas walk into an escape room... It sounds like a joke, but that is exactly how Test Subjects was formed. Journey into the dark gooey crevices that form the collective minds of Bizzaro, Greg Dow and Krystal Lawrence and learn how they approach making escape rooms. Come witness how they apply magical thinking and theatrical flair when creating their puzzles and room scenarios. You will get to see (magic) tricks of the trade, unique props and other weird stuff they have created in their pursuit of immersive gameplay. The group, Test Subjects, are magicians from Las Vegas who approach escape rooms from the mindset of performers whose job it is to mystify and entertain people. They create rooms and puzzles much like they create magic, by first thinking about the effect and experience they want the people involved to have and then working out a method. Escape Rooms are amazing scenarios for people to be in and they are magic without the expectation.

### **State of The Industry: 2018 Recap and What to Expect in 2019**

10:15am - 11:15am, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Presented by the Room Escape Conference Advisory Board: Megan Mouton, Clue Carre • Nicole Ginsburg, Museum Of Intrigue • Erick Gyrion, Escape Room Wisconsin • Amy Philp, Escape Games PDX • Brian Lacertosa, Puzzle Effect • Lucas Johnson, Locked Escape Games

It's no secret the Room Escape Industry has exploded over the last few years. What does the future hold? The Room Escape Conference Advisory Board is ready to answer the burning questions!

### **Escape Room Operations Bootcamp: A Rundown of How To Manage Your A-Team, Ease Your Workload, Keep Your Customers Returning & Bring Your ER to a Profitable 7-Day a Week Business**

11:30am - 12:30pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Samantha Hatfield, 13th Gate Escape Rooms

Are you a new or involved ER owner who is in need of easing your workload, bringing your team to their A-Game, & looking to become profitable 7 days a week? If so, you do NOT want to miss this Escape Room Bootcamp! This seminar will give you the insight & materials needed on how to successfully manage your business and its employees, keep your customers returning, gain corporate clients, and ease your workload to allow you the time and energy to focus on growing your brand! All successful business owners need a little help to stay ahead of the game and competition. Allow the provided materials of this seminar to become your new checklist for your next big move in the growth of your business and take advantage of the Q&A session at the end of the seminar.

### **Marketing: In-depth Look at the Sales Funnel and Marketing Strategy You Should Be Using to Boost Your Business**

12:45pm - 1:45pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Stuart Bogarty, t'rapt

Do you feel like you are just throwing money at marketing and seeing the same return? Are you feeling like your marketing and promotions are on a hamster wheel? Are you looking to take your business to the next level but think your marketing plan is not ready? Join Stuart as helps you discover your next moves. He will share with you experiences on: Grassroots Marketing, "Sales Calls", Merchandising, Media Buying, "The Sales Funnel" and more!

### **How to Design Amazing Rooms in a Restrictive Environment: Everything from Drop Ceilings to Weird Corners to Windows and Every Weird Thing in Between!**

2:00pm - 3:00pm, Room 260

\$50/attendee (pre-registration) | \$60/attendee (on-site registration)

Speaker: Erick Gyrion, Escape Room Wisconsin

Discover the art of transforming office spaces into dreams! Most buildings don't come pre-equipped with trap doors, alligator pits, spiked ceilings, or secret passageways. In fact, most come with unsightly, un-themed levels of beige that are less imaginative than cold oatmeal. In this fun and interactive seminar, you will learn the basics of Immersive Visual Development. Explore theatrical tricks to fool the eye and ensnare the senses of your guests from the moment they walk in the door. Learn to revamp your space and turn liabilities into assets. Escape Rooms have the unique opportunity to truly offer an Escape from reality. Let's break out the power tools and spackle to ensure there are no cracks in that facade!

### **Neuroscience of Online Persuasion**

3:15pm - 4:45pm, Room 260

\$75/attendee (pre-registration) | \$90/attendee (on-site registration)

Speaker: German Garcia-Fresco, Ph.D

Garcia-Fresco, PHD and owner of Extreme Park Adventures (2018 Inc Magazine Award recipient) will be presenting a 1.5 hour seminar on the Neuroscience of Online Persuasion. Have you ever purchased something or agreed with someone and wondered later what made you give in so easily? Would you like to know how to make people push the buy button more often and generate more sales? This seminar explores the art and science of persuasion. Outlining the ways that persuasion is used, tips on withstanding persuasion, different persuasive techniques, cognitive bias, and more makes this course an excellent guide to using persuasion in your business. Whether for personal or professional means, learning how to persuade others (and be persuaded less) can help save you time, patience, energy, and money. Everyone from toddlers to adults are susceptible to persuasion and this course will teach you how to capitalize on this fact. By explaining the ways that persuasion is used, the science behind it, social dynamics, and more, you may find yourself surprised at how much you can learn and what you can do with your new-found knowledge using ground breaking neuroscience.

## **Christmas Seminars**

### **Thursday Christmas Seminars**

#### **Stuff Your Stockings with Added Revenue!**

9:00am - 10:00am, Room 261

Speaker: Shane Dabbs, Santaland

FREE Early Bird seminar

Learn how to increase profits with added revenue through up charges for your Christmas event. With Christmas it's all about families and what they can do together as a family. We'll show you how to bring those families together while

increasing your overall ticket price and the best part of all Your customers get to pick and choose! Learn how you can double even triple your admission through up charges that keep your customers happy and coming back for more.

### **Do You Hear What I Hear? Creating Immersive Environments Through Proper Use of Sound and Content**

10:15am - 11:15am, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speakers: Scott Gasparich, VP of Creative & Strategic Development at Oak Island • Desiree Lambert, Director of Creative and Sales at Oak Island

Creating immersive environments through the use of proper sounds and content. A Seminar never sounded so good. We will explore the differences in Secular and Non Secular Music to enhance and broaden the impact of your Christmas event. We will discuss the emotional dynamics of sound, the highs the lows and the moments in-between. We will discover the nuances of live music and the excitement performers bring to a memorable event experience.

### **T'was the Night Before Christmas: Storytelling Through Creative Visioning and Interactive Design**

11:30am - 12:30pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Desiree Lambert, Director of Creative and Sales at Oak Island

Tell your story in a brand new light! This seminar will encourage you to think about the story you want your event to tell, through reimagining tradition and exploring ways to put guests front and center by encouraging them interact with the story around them. Discover whimsical moments that generate positive responses and opportunities for repeatability that naturally come to life when you commit to telling your story!

### **Rockin' Around the Christmas Tree: Entertaining the Masses Through Diversified Entertainment LineUps from Stage Shows to Strolling Performances**

12:45pm - 1:45pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Sharon Aguillen

Ever wonder how to create a Christmas tradition through entertainment? No matter the size of your budget, this seminar will provide insight into crafting your show offerings to create entertaining experiences and appeal to a variety of audiences that keep them coming back year after year for their holiday traditions!

### **It's Beginning to Look a Lot Like Christmas! The Art of Cohesive Cross Department Utilization for Holiday Events**

2:00pm - 3:00pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speakers: Ben McTyre, Entertainment / Events Manager for Six Flags Fiesta Texas • David Major, Entertainment / Events Manager for Six Flags Great America

## **Friday Christmas Seminars**

### **Must Be Santa! How Selecting the Perfect Santa Can Make or Break the Guest Experience**

Christmas Seminar

9:00am - 10:00am, Room 261

Speaker: Joe Barney

### **Rudolph the Red Nosed Reindeer: The Added Value of Live Animals at your Event**

10:15am - 11:15am, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Nicole Iannazzo, IN Promotions, LLC

Want to stand out from the other Holiday events in your area? Whether you are looking to add to an existing event or creating a new event, incorporating live animals is a perfect way to elevate your event. In this seminar we will discuss how live animals can entertain, educate and generate revenue while creating lasting memories for your guests.

### **Merry and Bright: Using the Right Mix of Theatrical Lighting, Christmas Lighting and Special Effects to Transform Your Space**

11:30am - 12:30pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Chris Werner

A case-study presentation highlighting three recent high-profile winter projects completed by the team at Chris Werner Design. The discussion focuses on lessons learned, best practices, integration of technology, and the occasional anecdotal story related to dramatically transforming existing spaces into memorable and profitable experiences. We'll touch upon topics ranging from LEDs to lasers, PAR cans to pyro, and strobe lights to snow machines.

### **Interactive RGB: Sound and Light Displays**

12:45pm - 1:45pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Justin Love & Josh Trees

In this class you will learn how to operate the Aurora System by Limbic Media. The Aurora system can be synchronized to music or other sounds. This class will cover all aspects of how the Aurora system operates as well as the components that are needed to complete an installation.

### **How to Increase Holiday Revenues by Creating a Welcoming and Festive Atmosphere**

2:00pm - 3:00pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speakers: Josh Trees and Stacey Jordan

Learn how to increase 4th quarter revenues by utilizing Holiday décor and lighting. We will show you how to create a warm and welcoming atmosphere that will increase your attendance during the Holiday Season. Topics will include décor ideas, timelines, vendors and Holiday marketing strategies.

## **Saturday Christmas Seminars**

### **Step into Christmas! Building a Christmas Brand: Foundation to Fortune with Scott Gasparich**

Christmas Seminar

9:00am - 10:00am, Room 261

Speaker: Scott Gasparich, VP of Creative & Strategic Development at Oak Island

FREE Early Bird seminar

Creating an impactful brand in the Christmas entertainment business can be met with stiff competition. Become familiar with the proven steps you can take in building a strong competitive brand foundation, growing momentum, and flourishing.

### **Santa Claus is Coming to Town: Creative Solutions for Queuing, Length of Stay and Point of Sale in a Santa House Experience**

10:15am - 11:15am, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Phil Raybourn

### **A Cool Yule! Increase Revenue through Trending Retail and Culinary Experiences Wrapped Up with a Holiday Twist**

11:30am - 12:30pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Kim Beck, Retail Development Manager at Oak Island

'Tis the season for shopping and dining! Learn the foundations for creating experiential retail and culinary moments that will generate revenue and leave guest dazzled! Discover how to identify your Christmas demand, trends, and revenue experiences that pertain to your stores and restaurants. Also, learn how to blend your existing inventory and new event products through holiday visual merchandising techniques.

### **Spirits to the Spirit of the Season: Producing Proven Technical Value in Transforming Halloween to Christmas**

12:45pm - 1:45pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Joe Whitcher, COO at Oak Island

Thinking about decorating for Christmas? Ever wonder how to transition your space from one event to another in time to maximize your operating calendar? This seminar will explore various techniques and approaches to managing this process through the use of creative positioning, design solutions and identifying and multi use assets while keeping each event unique.

### **Tradition Meets Technology**

2:00pm - 3:00pm, Room 261

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Jared Everline, Director of S4i at S4 Lights

Holiday Events require more and more technology to compete, but the tradition of the holiday does not need to be sacrificed. Come join us for a discussion on how to Select Product and Technologies in order to help grow the tradition of your event, not change it. Always remember: Just because RGB can be any color, doesn't mean it should be every color.

## **DIY Seminars**

### **Friday DIY Seminars**

#### **Christmas Display 101: Start to Finish - The Show Basics**

10:15am - 11:15am, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Vinny Bittinger

You've seen it on YouTube, the videos get shared on Facebook, and now you want to do that too. This course will work through all the basic elements of a pixel-based RGB Christmas Light Display. You will learn layout planning, building basics, simple networking, electrical and computer elements; and so much more! If you want one of those fancy displays you've seen online, you will NOT want to miss this course.

#### **The World of Blinky Flashy Pixels**

11:30am - 12:30pm, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Michelle Pellegrin, Crockett Fantasy of Lights

Blinky Flashy How To: Moving to the world of DIY pixels is overwhelming. There is a lot of terminology and technical knowledge that must be learned, but nothing compares to seeing the lights flash for the first time. In this class, we will go over the very basics needed to get a string of pixels working. Reading and researching how to do it is one thing, but actually seeing it down takes some of the fear out of entering the world of pixels. We will have the needed materials for you to look at and take the time to show you the process of getting them to blink and flash. This class will help you to overcome some fear and make you feel confident in your ability to take this new step!

#### **Discover Strategies for Constructing Battery-Operated Mobile Props**

2:00pm - 3:00pm, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Bill Porter

Learn how to take a Raspberry Pi, a Mobile Phone Charger, some pixels (RGB lights), and some free software to change your props to be mobile. Interact with your audience in a new way. Everybody has seen static lights, or lights that flash (whether to music or other things) but join the next big movement in display lighting with mobile props. Don't be tied to an outlet – become mobile!

### **Basic Controller Builds for Beginners: Learning to Assemble and Climatize Your Boxes**

3:15pm - 4:15pm, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Ricky Cloutier

Nothing screams DIY more than experiencing the many ways people put their controllers together for their light display. There are many different options for building a light show controller box. Hopefully, we will find the one that is just right for you. The assembly of a controller box course will focus on keeping it secure, grounded, and weatherproof.

## **Saturday DIY Seminars**

### **xLights Layout and Design: xLights 101!**

10:15am - 11:15am, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Sean Meighen, xLights

This is the basic starter class designed to get you started with xLights. Before you can get started making those lights blink and dance to music, you need your dream home layout completed. This class will teach you how to create a house layout including yard props and a mega tree. Basic tips on design concepts and future proofing your show will be discussed and illustrated. Soon, you'll be on your way!

### **xLights Sequencing: xLights 201!**

11:30am - 12:30pm, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Ron Howard, xTreme Sequences

This is the second xLights class and will focus on the exciting process of sequencing those lights. In this class you will learn how to make those flashy effects and dancing lights. "xLights Layout and Design" course is highly recommended before taking this course. Basic use of effects to paint music with lights will be discussed and illustrated. You don't have to be a musician or artist to make truly remarkable sequences. There will be plenty of tricks of the trade shared to get your creative inner sequencer fired up!

### **Singing Faces and Lyric Tracks**

2:00pm - 3:00pm, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: Carl Mirsky

Those faces that sing the lyrics of the songs are pretty cool, right? They are one of the most popular elements in any Christmas display. In this course, you'll have the opportunity to see first hand how you can create a lyric track to your favorite Christmas songs and put together your own singing band!

### **Building a Theatrical Light Show**

3:15pm - 4:15pm, Room 262

\$40/attendee (pre-registration) | \$50/attendee (on-site registration)

Speaker: David Peace

In this talk, we will go over what makes a theatrical light show different from a musical light show. We will go over the key concepts that help build drama, excitement, and focus audience attention to "make them emotionally invested." Our goal is to induce an emotional response in your guests, much like something seen at a Disneyland show. We will discuss ideation, content creation, sequencing techniques, and finally, the equipment to use that will help build a fantastic theatrical experience.