

TransWorld Seminars 2020

Halloween Seminars

Wednesday Halloween Speed Seminars

How To Make Cash With Carnival-Style Games!

1:00pm - 1:30pm

Speaker: Brian Luallen

Long before his extensive career in the haunted attraction industry, Brian ran the games department at the Georgia Renaissance Festival. In this fast-paced class he will touch on the best games to build, how to price them, clever theming ideas and how to make the most cash you can while keeping the customers happy!

The Do's and Dont's of Alcohol Sales

1:40pm - 2:10pm

Speaker: John Eslich, Factory of Terror

Last year John Eslich (Factory Of Terror in Canton Ohio) jumped with both feet into serving alcoholic beverages at his venue! He will cover the unexpected complexities of liquor laws, the massive revenue potentials that can be achieved and what a steep learning curve that a first-year experiment into adult beverages can be!

Fun Food and Frights!

2:20pm - 2:50pm

Speaker: Jason Willis, Houston Scream Fest

Food is a great way to really improve the overall happiness of visitors to your attraction and it also has excellent sales potential. Learn the basics of how to get into food concessions, tips and tricks to maximize sales, and some of the better selling items (including funnel cakes, Mexican street corn, tacos, pizza and snow cones) from the team behind Houston Scream Fest!

Gift Shops and the Pros & Cons of Special Event Merchandise

3:00pm - 3:30pm

Speaker: Patti Ludwinski, Darkness Haunted House and Hauntworld Magazine

Do you open your haunted house for special event nights like Krampus Christmas or My Bloody Valentines? Do you capitalize on selling special event merchandise in your gift stores for these dates? This speed seminar will walk you through the pros and cons of special event merch as well as gift store merchandise in general, highlighting what to buy and how many to buy.

Give Your Customers What They Want and Something Different: The VIP Experience!

3:40pm - 4:10pm

Speakers: Spencer Terry, Fear Factory Haunted House

Heidi Dunfield, Co-Owner, Fear Factory Haunted House

Every customer wants their own unique and memorable experience, so give it to them, all while making more money, creating more loyalty, and yielding a better customer experience! Learn tips, tricks, queue designs, sales tips, and incentives to help drive your overall VIP experience with Fear Factory GM and HAA Board Member Spencer Terry.

Thursday Halloween Seminars

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

8:30am - 12:30pm, Room 264

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 19, 2020 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

Turn Your Haunted Attraction Into a Scream Park!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

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

Take your Haunted attraction to the next level! I will show you:

1. How to add more attractions and increase your ticket price without increasing your payroll!
2. The top 10 ways of adding more revenue streams to your bottom line.
3. How to maximize your payroll and get the most out of your October schedule!
4. How to maintain maximum "Scare-Factor." This is why they come!
5. How to avoid common mistakes that cost you big money or could even close you down!

Each attendee will receive my recommended supplier list for "hard to find items" and a free copy of my new screamscape audio for your haunt. Whether you are a haunted house or hayride, I will show you how to keep your patrons screaming for more!

WIN-WIN: Maximize Revenue While Enhancing the Guest Experience

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: John Eslich, Factory of Terror

Guests are buying an experience when attending a haunted attraction and are willing to spend dollars above and beyond the box office ticket. In this seminar, John will share some simple methods and ideas that you can incorporate at your attraction to add money to your bottom line. Ticketing, concessions, merchandise and Que-line activities all have

opportunities for upcharges and add-ons that will have your guests cheering and enhance their experience during the Halloween season. John will also discuss off-season revenue generating events. These events are a great way to build brand awareness, engage with customers outside of the Halloween season and maintain staff, while also generating additional dollars.

How to Be as Inclusive as Possible at Your Haunted Attraction: Exploring Sensory Inclusive™ and Why Your Business Should Be Too!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Nicole Ginsburg, Frightmare Farms Haunted Scream Park, Museum of Intrigue and Intrigue & Co

In 2019, Frightmare Farms Haunted Scream Park became the first Sensory Inclusive™ Haunted Attraction in the nation - certified by KultureCity, a non-profit organization. This certification provided the necessary training to allow Frightmare Farms to be inclusive all the time. They were able to accommodate guests with sensory sensitivities every night! Yes, even on the busiest nights of the year! Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD, anxiety and other similar conditions. Join Nicole as she shares everything from their experience with the organization to touching stories of patrons who got to experience a haunted attraction for the very first time to the nuts and bolts of appealing to a whole new customer base that will quickly become HUGE FANS of YOUR attraction!

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Maximize Your Queue Actors' Potential

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Allen Hopps, Stiltbeast Studios

Allen has been acting in haunted attraction lines for over 20 years. He will present strategies for creating memorable and outstanding characters to represent your attraction. He will also break down a few acting styles, types of entertainment and techniques that are successful in a haunted attraction queue.

Analyze This: Tracking Success in Social Media

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Kevin McNulty, President & CEO NetWeave Social Networking

Great social media campaigns can help lead to increased website visitors, better search engine placement, stronger customer engagement, and even new customers. How can operators track results across social media platforms and determine success? Learn how to understand the difference between metrics and analytics and how to make that information work. Discover great ways to visualize data and present it to others while ensuring social media efforts are paying off and yielding results.

DMX Lighting Control & More!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Lee Lindquist

DMX is one of the most widely used and commonly found communications of lighting and show effects. But how exactly do you use it for your purposes? And what all could you do with it? Well, this is exactly where you'll find out. We'll go through everything you want to know to gain a starter's understanding of what DMX is and how to use it.

Creating the Illusion of Depth and Distraction in 3600 Seconds!!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Buck Burdick

This LIVE FULL CONTACT Scenic demonstration will show you how to take a small area from Bluh to BMM in (1) hour.

In a whirlwind 3600 seconds (1 hour) tour, as the title suggests, this seminar is going to be fast and crazy...so buckle up and hang on. Witness first-hand the design and fabrication of a 1 of a kind scene. Buck and the team from Station 5 Productions are going to teach you a few different things.

1. How to fake the illusion of space. Making things seem larger than they truly are.
2. How to add depth, dimension, and layers. These simple techniques will help sell the illusion. They will also help distract your guests to optimize the scare.
3. And Finally...The "EXO-Spaznetic 9600" drop panel installation. Gone are the days of fence latches for drop scares...it's 2020 for Pete's sake. With the EXO-Spaznetic you will discover the latest evolution of drop scares. Bring your scene and scare to the next level!

Now, not only is this seminar worth hundreds of dollars, we have a BONUS for attendees.

At the conclusion of the seminar, we will be giving away the EXO-Spaznetic drop scare and the entire custom built scene - a value of over \$2000.

Unraveling the Mysteries of Animating Your Props

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Steve Koci, Nuts and Volts Magazine

Are you looking to make the jump into providing motion for your display but are unsure of how to start? Have you already started down this road but run up against roadblocks that left your builds gathering cobwebs on the workbench instead of in your haunt? Confused by all the strange language and descriptions? Wondering if you have the skills to even attempt your own animated props? If so, you should add this class to your must do list as we strip away the confusion and lay the groundwork you need to design and build your own Animatronics. We will cover what you will need to get started and have plenty of examples of props you can start building right away. Have no fear (save that for the customers), Steve can show you how to get those props moving!

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Friday Halloween Seminars

Workshop: xLights 12-Hour Power Training Class Taught by the Legendary Core Developer Keith Westley

Friday 9am - 5pm, Saturday 9am - 1pm (1.5 days - Hour Lunch Break on Friday), Room 274

\$300/attendee (pre-registration)

\$350/attendee (on-site registration)

Speaker: Keith Westley, Core Developer/xLights

Pre-requisites:

Ideally attendees will have watched this YouTube video (<https://www.youtube.com/watch?v=xtemNvNfsMw>) to at least start to get exposed to some of the basic concepts, but understanding will not be assumed. Attendees should have at least installed xLights and had a bit of a play with it.

To get value from the course you must bring with you a laptop with xLights installed on it to use during class sessions. You will need to take notes as materials are not handed out in the session.

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Learning Objective:

Walkthrough all the key processes in xLights (and xSchedule - the show player) to setup a display and utilise the available tools to sequence your display.

Agenda:

- Introductions
- Overview of xLights and the controlled lighting ecosystem
- Setting up your layout including downloading and creating models
- Singing faces, submodels and custom models
- An overview of effects and a deep dive into some of the more useful but obscure effects including VUMeter, Shaders, Movie
- Value curves, colour curves, bulk editing
- Sequencing AC props
- Sequencing servos and DMX props
- Importing sequences
- Sequencing styles including lazy but effective sequencing
- Connecting and configuring controllers
- Playing your show using xSchedule intermediate (including building interactive shows) - we will also touch on Falcon Player

Animatronics for the Veteran Prop Builder

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Steve Koci, Nuts and Volts Magazine

Join us for an in depth look at building animated props with the experienced builder in mind. We'll skip the intro material and jump right into discussing how we can incorporate new ideas and techniques into our prop designs as well as ways to better incorporate them into our haunts. While pneumatics and wiper motors provide the backbone of many of our moving props, there are many other fantastic techniques available. We'll look at alternative methods that you can utilize that will allow you to take your props up a notch or three. The creation of a successful Animatronic requires some form of control in order to be effective. We will explore some of the features you should take into consideration when selecting an appropriate controller to bring your props to life. If you want to push the envelope and take your props beyond the ordinary, this class is for you! It's time to add some new tricks to your tool belt that will help make you an even more talented prop creator.

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Hard Core Customer Service! The Best Techniques for Dealing With Angry Guests and Customer Complaints

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Six Flags Theme Park

Customer Satisfaction is key to growing your haunt business and negative reviews can deliver fatal blows. Join us for a panel discussion with Six Flags Haunt Operators on how to best resolve customer complaints and improve your haunt experience. We want your customers to leave terrified and thrilled for all the right reasons.

Zombie Soup for the Soul: Advice and Strategy for Starting a Haunted Attraction

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Billy and Karen Groeneveld, Enigma Haunted House

Starting up any business can be overwhelming, cause hand wringing, stress and even make you sick. So take some time, sit back, relax and get some advice in starting a professional haunt from the ground up. Learn what has worked for us from corporate setups, what to look for in a building location, branding, setting expectations, delegating responsibilities and creating a cohesive crew. Our successes and failures in construction, marketing and recruiting can help you avoid pitfalls, overcome hurdles and give you a roadmap to enjoying a rewarding business in the haunt industry. Billy and Karen started Enigma Haunt in Florida 9 years ago. Enigma Haunt has been rated #1 in Florida by both ScareFactor.com and Haunted House Media and has been a "Top 20 Must see Haunted Attraction" by USA Today.

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Surrounding Your Guests with Powerful Audio. Designing Immersive Sound Systems to Set Yourself Apart from the Quiet Competition

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Mike Parpovich, Zombie Army Productions

Beaker from Zombie Army Productions will show you how to enhance your customers' experience with an auditory assault. Immerse your customers (and actors) further into your attraction's atmosphere. He will share his audio knowledge to take your attraction to the next level and bring your customers' experience to life. He will take you through the initial design phase, building audio files, speaker choice, speaker placement, and bring the process together implementing immersive audio into your attractions.

OMG! Did You See This?! Crisis Communication in the Age of Social Media

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Kevin McNulty, President & CEO NetWeave Social Networking

Social media is such a big part of our lives now that people naturally flock to it for information in times of crisis. Make sure your attraction is prepared to provide the information needed and to address any real-time information being broadcast by others. You must be prepared with a quick response time and the appropriate skills. Learn the fundamentals of crisis communication, planning, and applying both to the unique environment of social media.

Grow Your Own! Creating a Makeup Training/Internship That Grows a Culture, Teamwork, and the Skills You Need!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speakers: Spencer Terry, Becky Manuel and Chelsea Harbert; Fear Factory Haunted House

Need more qualified makeup staff? (Don't we all?) Fear Factory Haunted House in Salt Lake City had a dilemma a few years ago: We needed to increase the amount of skilled makeup artists. Yet they weren't coming to us... so we went to them. Learn (and take home all the documents) of how we planned, marketed, taught summer internship classes, and achieved our goals of making our makeup team one of the strongest in the industry. Learn how you can easily duplicate

a similar model by using skills, staff and talent that you already have. This was by far one of the best decisions in the history of our brand, and we want to share it with you! Taught by Fear Factory GM and HAA Board Member Spencer Terry, and Fear Factory's amazing Makeup Department Managers, Becky Manuel and Chelsea Harbert. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Your Light in Shining Armor

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Jake Farmer, Dark Hour Haunted House & Effects To Go, LLC

Riding in valiantly at the end of a long, stressful build season is LIGHTING! Lighting is capable of rescuing a show in need, still making it a memorable experience for customers! Even if your show isn't in need of rescuing, lighting can take a good thing and make it better. In this age of LED technology, there are more tools for lighting your attraction than ever before! (And they are getting more affordable.) In this class we will take a look at some tools of the trade, as well as some design theories that can help "cover gaps" in an attraction and enhance the customer experience. Don't let your countless labor hours building scenery be wasted by inefficient lighting. Join Jake for this fun class on light done right in your attraction.

Creating Effective Haunt Characters

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Jonathan Glickman

Guests love to rave about the incredible and interesting characters they meet inside and outside of a haunt. Creating characters for that unique guest experience is not always intuitive, but there are tools to empower scareactors to raise the bar in their character interactions. Jonathan Seth of Enigma Haunt in Boca Raton will break down a process to create those memorable characters (and understand how to assist your scareactors), with tips to make your scareactors stand out from the pack and bring your haunt to life.

Delivering The WOW! Building Massive Scares Into Your Haunted Attraction!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speakers: Ed and Jim Terebus, Erebus Haunted House

Erebus Haunted House is known Industry wide for its huge and unusually creative scares, many of them based on easily understood mechanical principles. Join the Terebus brothers on a detailed and spirited examination of some of their most memorable gags including the Bottomless Pit, The Spiked Spindle, Spiked Walled and the infamous Mutant Gorilla.

Bring Airbrushing Into Your Attractions!!!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Kyle Vest, Prince of Fear, Skin Wars TV Series, Season 2

Kyle Vest from Season 2 of Skin Wars (GSN & Netflix) is hosting a 1-hour long class with detailed information and demonstrations. It is a multi-level class covering all aspects of AIRBRUSHING. Kyle has over 20 years of experience in haunted attractions worldwide, including 10 years with Universal Studios, and he will teach you how to bring multiple levels of airbrushing into your attractions. This seminar is also designed for the artist looking for new tricks and tips. Use this class to help kickstart a strong business or motivate the artist in you. This class will cover: types of tools and set ups, types and brands of makeup, costs involved, and more! Don't miss out on this year's most artistic class!

Thirteenth Floor Entertainment Presents: Advanced Topics in Haunted Attraction Design & Operations

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Thirteenth Floor Entertainment Group

The Thirteenth Floor Entertainment Group has successfully expanded operations to over a dozen locations around the country in a few short years by carefully dialing in on a high quality customer experience for anyone visiting their venues. Join a team of senior level designers and operators as they discuss vital topics key to elevating your haunted attraction business with practical techniques and philosophies applicable to events of any size.

Building Your Dream in the Woods and the Challenges of Outdoor Haunting

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Rich Hanf, Fright Trail

Although Terror in the Woods is a great name for an outdoor attraction, Terror OF the Woods is a lot closer to the reality of outdoor Haunting. Although many would-be Haunters think that doing an outdoor show is an easy way to avoid the expenses (no greedy landlords, oppressive codes, sprinkler systems, flame proofing, or other headaches that have become characteristic of indoor Haunts), the truth is that outdoor haunting presents challenges that puts it in a class all by itself.

In this rarely given seminar, Rich Hanf will teach you everything you need to take your dream of an outdoor show and make it a reality. Rich will share his SECRETS of SUCCESS - from the pitfalls of designing an outdoor attraction, to running the right electric, to hitting your demographic with cutting edge digital marketing, to protecting your investment with rain insurance - in this gritty, real-life seminar. Walk in hoping to get the answers you need, and walk out knowing how to not only open your show, but how to stay alive so that you can keep Haunting year after year. Join us... won't you? C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

In-Depth Actor Training

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speakers: Ben Armstrong, Netherworld Haunted Attraction; John LaFlamboy, HellsGate & Statesville Haunted Prison; Allen Hopps, Stiltbeast Studios

The most complex, difficult and rewarding aspect of your Haunted Attraction is a powerful and consistent performance by your actors. There is nothing easy about hiring, training and retaining a skilled cast but there are tried and true techniques that can make the journey a lot easier! Join John LaFlamboy of HellsGate Haunted House, Allen Hopps of Dark Hour Haunted House and Ben Armstrong from NETHERWORLD Haunted House as they discuss tips, techniques, and best practices designed to greatly improve the quality and retention of your actors!

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Haunt Mechanisms Workshop! (Make Prop Machine Models!)

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

\$60/attendee

Speaker: Ed Gannon, Fright Kingdom

This is a Workshop - Only Available to Register Pre-Show. Price includes Product.

Attendees will build four different working Prop Mechanisms in class that they can take home! Then use these working models to create life-size versions to use in your haunt or escape attractions! Bring your scare environment to the next

level with motion! These 4 different Mechanisms will give your props movement that 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” as the models you will create in class will demonstrate. Ed will show you how to make them, and attendees will leave with a clear understanding of how to use these mechanisms in their attraction. You can be a Haunt Engineer! Whether you have an escape attraction, an entire scream park, or a scary yard, there is something here for everyone at every level.

Hollywood Detail for Escape Rooms and Haunted Houses

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Larry Kirchner, Hauntworld and Halloween Productions

Learn how to create Hollywood level detailed sets and rooms for your haunted house and escape rooms. We'll teach you tricks to create breathtaking set design for any type of themed attraction. What steps do you take to design a new room? How do you achieve your goals to bring a concept to life ready to film a movie? Learn where to acquire materials, how to find props, where to look and what to spend. Our company has created over 500 themed environments and we'll teach you the tricks of the trade.

Saturday Halloween Seminars

Workshop: xLights 12-Hour Power Training Class Taught by the Legendary Core Developer Keith Westley

Friday 9am - 5pm, Saturday 9am - 1pm (1.5 days - Hour Lunch Break on Friday), Room 274

\$300/attendee (pre-registration)

\$350/attendee (on-site registration)

Speaker: Keith Westley, Core Developer/xLights

See additional details about this workshop on the Friday Seminars page in this document.

61 Detailing Tips in 60 Minutes!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speakers: Ben Armstrong, Netherworld Haunted House; Dwayne Sanburn, 13th Gate; Bud Stross, The Dent Schoolhouse
The haunt is built and the props are set, but what about the finishing details that will breathe terrifying life into your twisted creation? Join Dwayne Sanburn of the 13th Gate, Bud Stross from The Dent Schoolhouse and Ben Armstrong from NETHERWORLD Haunted House in a whirlwind of crazy ideas exploring the freaky final touches – the veritable icing on the cake that will take your haunted attraction to the next level!

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Special Effects: Out of the Box Thinking

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Harold Bufford, Deadhouse Designs

A look at special effects from multiple industries, how they work, and how they can integrate into your attraction to produce a unique experience. We will cover overview of special effects across multiple industries, and then take a deep dive into how to create these effects and how they can be integrated into your attraction.

Replicating Terror: Learn the Casting and Molding Process to Create Fantastic Props!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Alex Lohmann, When Hinges Creak

A beginner's guide to making molds, casting and finishing props. Alex will show you the ins and outs of making your own molds, doing your own casting and how to apply finishes to your pieces. This class will be touching on silicone molds, casting resins and finishing processes. It is designed to take some of the fear out of attempting this useful skill.

Six Classic Sets in 60 Minutes

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Allen Hopps, Stiltbeast Studios

You may not even have heard of these sets because they have been around a long time. Allen will break down these sets, explain how they work and tell you how to implement them in your attraction effectively.

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Creating Buzz! How to Get the World Talking Through Word of Mouth Advertising

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Jordan Carter, Silverwood

Word of Mouth Marketing is the most important factor in your marketing strategy. In fact, over 62% of surveyed guests say that they visited an attraction because a family member or friend told them about their experience. But how do you get people talking? Find out some of the most proven and effective Word of Mouth strategies to make your guests start marketing for you.

Tried and True Ticketing Strategies That Will Maximize Revenue

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Brett Bertolino, Vice President and Director of Operations Eastern State Penitentiary Historic Site, Inc., Terror Behind the Walls

2020 will mark the 30th Season of Terror Behind the Walls at Eastern State Penitentiary. Over the past three decades, event organizers have developed a successful mix of ticketing strategies that have transformed a single-night Halloween-themed fundraiser into one of the largest and most successful haunted attractions in the country. This seminar will explore timed ticketing, dynamic pricing, online and advanced purchase discounts, promotions, coupons, upsells, VIP experiences and other strategies that have proven to have a positive impact on the bottom line.

Epic Foam Fabrication Techniques for Iconic Creations

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Dan Faupel, Creative Visions

In this class, Dan 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!

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Hollywood Production in a Back Pack: Social Media Videos Made Easy!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Robert Jarzen, Creative Services Director

Robert Jarzen, Creative Services Director for 6 Entercom radio stations, and in the entertainment industry for over 35 years, talks tips, social media and inexpensive gear suggestions for those that find themselves doing more and more video for their business or attraction but don't have the budget or equipment to go "pro".

Years of on the fly video production, writing and producing has helped Robert create award-winning content on a budget and all as a one person operation. From concept to production to social engagement, Robert shares how you too can make short videos with everything you need fitting in a backpack.

Key takeaways: Video tips and the equipment you need to get started.

Speed Makeup: A Perfect Base for Any Design

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Amber Johnson, The Dent Schoolhouse

A five minute or less face that can get your actor out the door or build upon for a more intense design. How to achieve the most impactful scary face when you have no time by quickly accenting deep contours and contrasting highlights.

Create Mind Bending Special Effects By Projecting Video! An Introduction to Projections and Projection Mapping

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Jordan Nash

Create something extraordinary to entertain your Halloween guests! In this class we will cover: what projections can do for your attraction, basic techniques, and what you need to know to get started. We will dive into software, playback, types of projectors and lenses, video formats and resolution, and where to get Halloween related video content. We will also touch on projection mapping, and types of objects ideal for projection mapping.

The Art and Science Behind Increasing Revenue and Customer Experience by Selling Food and Alcohol at Your Attraction

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Patrick Konopelski, Owner/Shocktoberfest

Are you ready to take your concessions to the next level? Do you want to learn the proper way to sell alcohol at your attraction? Consultant, Patrick Konopelski has been in the food and hospitality business for 38 years and the haunt industry for 28 years. He will teach you the art and science of food and beverage sales. You made your money at the ticket booth. Now you will learn how to get additional dollars from your guests once they are on your property. He will show you what you are doing wrong and teach you how the amusement parks generate huge profits in their F&B departments. C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

The Secret to Increase Revenue at Haunted Houses or Escape Rooms

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Larry Kirchner, Hauntworld and Halloween Productions

Learn secrets to doubling your revenue at your haunted house or escape rooms. Haunted Houses are quickly becoming burdened by high costs for staff, marketing, security, taxes and more. How can you increase revenue without raising your ticket costs? Ticket costs are already at the point where customers are being turned off. Haunted Houses and Escape Room need to keep first price low while offering additional revenue streams that add to the bottom line.

This seminar will dive into several ways you can not only double your revenue while also increasing guest experience delivering better ratings than ever before. This seminar will make your business more successful.

Build Your Army!

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: John LaFlamboy, Founder and Director of Zombie Army Productions and HellsGate Haunted House

The success of your attraction lives and dies with the cast and crew that work behind your walls. From small home haunts to mega haunts, the time and effort you put into your show's production design can be the difference between a successful year or a missed opportunity. In this seminar, John will walk you through the Zombie Army process of designing, staffing, training and retaining your team. In our 22 year history, we have produced multiple shows (HellsGate Haunted House, Statesville Haunted Prison, The Fear at Navy Pier, Container 9, The Dragons Dome, Haunted Spaceship and more) with diverse show needs and are continually improving upon our production techniques.

C.H.A.O.S. (this seminar goes towards your C.H.A.O.S. Safety Certification)

Seven Layers of Extreme PROP Detailing

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

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Christopher de Troy, 13th Hour Haunted House and Escape Games

This informative seminar will leave you feeling energized, fully confident and ready to create your masterpiece as you move forward into your next Haunt season. Follow Christopher, if you can, as he shares his 30+ years of professional design experience in this exciting seminar! How much detail is enough? How much is too much? How do you decide what products to use to bring your patrons from observing the scenes to becoming engrossed within the scene? Can you use the same paints on a foam axe as you would a faux stone wall? Why can't people tell that I have a prop in my hand? How does light color affect my scene? This seminar will answer all of your questions and give you the boost your patrons will never forget!

Escape Room Seminars

Thursday Escape Room Seminars

Management Boot Camp

10:15am - 12:15pm, Room 275

\$100/attendee (pre-registration)

\$120/attendee (on-site registration)

Speakers: Brian Lacertosa and Sebastian Ponce, The Puzzle Effect

This management bootcamp will cover in detail the policies and procedures your escape room business should have in place in order to ensure not only success but also sustainability. We will provide a roadmap as well as resource recommendations to help you with operations, human resources, training, and employee development. This extended seminar includes 90 minutes of content and a 30-minute Q&A session to allow for more specific and personalized experience.

Great for management staff, potential owners, owner-operators, and owners who want to exit operations.

Game Design: Unique Strategies for New Experiences

12:45pm - 1:45pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Jono Naito, Museum of Intrigue, Intrigue & Co, Story Machine Games

What does it mean to improve our experiences? To make something new? To experiment? Join a conversation-based lecture focused on concrete methods used to examine and study our creations and the creations of others, and to create strategies to make novel experiences. Try out different 'litmus tests': Spatial heatmapping, puzzle taxonomy, immersive categorizing, game graphs, and more to take what you make and see how it can be made new, fresh, and stand out in a larger and larger market. As part of this talk there will be a method of live input and questions, as well as real-life examples of experiments that have succeeded and failed. These case studies come without secrecy or NDAs- let's talk, creator to creator!

The Screenplay & You: Utilizing Film Industry Techniques to Create Movie-like Escape Room Experiences

2:00pm - 4:00pm, Room 275

\$100/attendee (pre-registration)

\$120/attendee (on-site registration)

Speaker: Richard Keehn, Lokey's Escape Rooms (Sarasota, FL)

A 2 hour crash course in screenplay writing, and how that can be specifically applied to your escape rooms. Whether it's 3-Act structure; mid-point reversal; protagonist vs antagonist; affect vs effect; motifs and themes; and so much more, get ready to craft an experience that will certainly help differentiate your room – and even your business – from anyone else's!

Friday Escape Room Seminars

Make Your Business Make More Cents: From Additional Revenue Streams to Small Market, Big Brand!

10:15am - 11:15am, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Benito Suppa, Durham Escape Room

So you have Escape Games and you sell merchandise. You might even have Axe Throwing, Food or Archery. But...what if there was a way to leverage your brand and create multiple revenue streams? Can you really compete with the big franchises or larger companies in your market?

This seminar is going to discuss things that will make you different, make you stand out and how to think above others in your industry.

From leveraging your brand in your market and beyond, to creating multiple revenue streams utilizing that brand, to mixing up your marketing message to speak to different demographics, to becoming an inclusive space, and lowering your carbon footprint. All of these things are going to help you separate from the pack and help generate more revenue!

How to Choose an Escape Room Theme That Will Make You the Most Money!

11:30am - 12:30pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

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

The Theme or game design you select can make or break you! Who is your target audience? How often do you need to change your game up? I can save you thousands right out of the gate! I will explain and offer many techniques that will help you to take the top slot in your area! Let's discuss how to give your establishment longevity and how to make you more money! Whether you are just entering the industry or are a seasoned professional, I have information, trusted supplier lists and time-tested examples of how to make your show the one every is talking about!

A Funny Thing Happened on the Road to Riches: A Diagnostic Driven Look at Expected Revenue Versus Reality and If We Can Change It!

12:45pm - 1:45pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Paul Wood, Rush Hour Live Escape Games

Like most owners, Paul had the magic moment in July of 2016 when he played his first escape room and immediately wanted to get into the business! It took Rush Hour Live Escape Games over a year to get open (November 17th of 2017). Paul has owned a business before, and had a good idea of what he was getting into, BUT somehow Paul's calculations of where his business would be after two years of being open don't match where he is now.

Knowing he is not the only one in the scenario, Paul is ready to open the folder and talk TRUE numbers, review his plan, his assumptions and see where the plan and reality diverged! He invites any other escape room owner to bring their business plans, booking software reports, and basic QuickBooks reports (P&L, Expense report with percentage, Cash Flow, and Balance Sheet) and compare notes on what they had planned and where they ended up. Paul will cover what he knows now that he didn't know then, and how he thinks he can get back to something more like what he had planned. Most of all, Paul wants to find out where all that money goes, because it certainly isn't going in his pocket!

Are you ready to crack the case with Paul...the case of "What happened on the Road to Riches?"

Creating the Essential Silent Character: Space Planning and Design to Tell Your Story The Best Way Possible!

2:00pm - 3:00pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Melisa McCelvey, Eleventh Hour Enigma and Distinctive Designs

Are you exploring the idea of starting a new attraction? Considering a remodel of your current facility? Adding a new game or feature? Thinking about expanding to another location? Then this interactive seminar will provide you with some information to help guide you.

From the moment your customers step into your door you have already started revealing a narrative...your story. Physical environments play a vital role in how people feel. When spaces are designed with this in mind, you can begin shaping your customers emotions and more fully engage them into the story.

What story does your physical environment convey? What is the role of space at your venue and how can you manipulate it to be an integral part of your experience? In other words, what is the character of your square footage? How can you design spaces to help tell a truly immersive story? Whether you do-it-yourself, hire a designer, or a professional architect; Mel will share some tricks of the trade to help you navigate the design, permitting and building process. Having a well-designed, story-telling, space can be less expensive and more immersive than an inefficiently designed facility. By using real world examples, learn how to best utilize your space to create your Silent Character!

Escape the Clutches of Common Video Mistakes: Follow the Clues to Video Tips and Gear Needed to Make Your Own Social Media Content

3:15pm - 4:15pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Robert Jarzen, Creative Services Director

Robert Jarzen, Creative Services Director for 6 Entercom radio stations, and in the entertainment industry for over 35 years, talks tips, social media and inexpensive gear suggestions for those that find themselves doing more and more video for their business or attraction but don't have the budget or equipment to go "pro".

Years of on the fly video production, writing and producing has helped Robert create award-winning content on a budget and all as a one person operation. From concept to production to social engagement, Robert shares how you too can make short videos with everything you need fitting in a backpack. Key takeaways: Video tips and the equipment you need to get started to promote your Escape Room Adventure.

Saturday Escape Room Seminars

Adding to Your Business to Build a Stronger Customer Base: Special Events, Large Gaming, Special Certification

10:15am - 11:15am, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Nicole Ginsburg, Museum of Intrigue, Intrigue & Co and Nightmare Farms Haunted Screampark

As the industry grows so does the expectations of our customers and fans! Have you thought about adding a special event to your business but not sure where to start? Are you currently running events but want to kick it up a notch? Have you thought about creating or purchasing a large game? Explored the possibility of special certifications? This seminar will be fast paced and jammed packed with information of possibilities plus resources for adding to your business! Join Nicole as she opens up her Play Book to you and shares some proven tips to making Special Events successful, rocking Large Gaming and unique Certifications that will set you apart!

PANEL: Current Trends: What Are We Seeing, Where Are We Going and How Do We Get What We Want!

11:30am - 12:30pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Panel:

Dwayne Sanburn, The 13th Gate Escape and The 13th Gate Haunted Attraction in Baton Rouge, LA

Erick Gyrion, Escape Room Wisconsin in Appleton and Green Bay, WI

Roberta Scott-Alton, Breakout Escape Rooms and Board Game Lounge in Saskatoon, Saskatchewan

Jonathon Driscoll, Escaparium Laval - Jeu d'Évasion - Escape Game in Laval, Quebec

Moderated by: Amy Philip, Escape Games PDX in Portland, OR; paradigmQ Escape Games in Vancouver, WA

Engage with a panel of owners from different markets to hear and discuss about past trends, current trends and trend setting!

Some of the topics that will kick this seminar into high gear....

- The Last Minute Culture: how to capitalize and manage the chaos of the unknown
- Bridging the shift in target age/demographic and how to accommodate that demand
- The evolution of themes and keeping up with the "Jones"
- Talent scouting and the emerging skills that are now needed
- Keeping players engaged beyond the "room"
- ...and so much more!

Solving The Social Media Puzzle!

12:45pm - 1:45pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Kevin McNulty, President & CEO NetWeave Social Networking

Great social media campaigns can help lead to increased website visitors, better search engine placement, stronger customer engagement, and even new customers. But in the age of big data, which numbers are the correct combination for unlocking your social media potential? Learn how to identify the puzzle pieces and how they fit together to make that information work for you. Discover great ways to visualize data and present it to others while ensuring social media efforts are paying off and yielding results.

Consumer Behavior Analysis: A Deep Look Inside the Minds of Your Customers Before and after They Play Your Games

2:00pm - 3:00pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Shawn Fischtein, Escape Games Canada

Getting in the minds of your customers shouldn't be difficult. In this 1-hour seminar we'll go into what drives people to play escape rooms, how they feel when they're playing, and what makes them talk about you after they've left.

- Learn why you might not be 'getting' your market and what you can do about it.
- What makes other escape rooms more appealing to book, the top 5 factors in the decision making process not counting google ranking.
- A quick and final end to the Public vs. Private debate.
- An analysis of the types of customers you will encounter and how to engage with them.
- Stand your ground: why firing customers isn't always a bad thing.
- The briefing and why it could be the most important part of your game.
- Understand the nuances of balancing hints and assisted game-play with enjoyment.
- The debrief and why it's the second most important part of the player experience.

- Why some enthusiasts and players who want to 'win' are the real losers.
- Managing expectations and staff training techniques to turn game masters into empathic angles from escape room heaven.
- The after-party; you've got their money, now what?

Axe Throwing Fundraising: Grow Your Business with a Fundraising System Designed to Grow Year after Year!

3:15pm - 4:15pm, Room 275

\$50/attendee (pre-registration)

\$60/attendee (on-site registration)

Speaker: Marty Parker, Throw Nation

One year from now, how are you going to keep the axes flying and the money flowing at your Axe Throwing facility?

What will be your competitive edge and magic sauce be to have people come back on a repeat basis to your facility?

Learn how to set up a system of repeat business from creating a memorable, high value add group sales process through the vertical of FUNDRAISING!

Bowling allies have been using the strategy of setting up bowling tournaments for years to get repeat business year after year and now you have the hottest, edgiest sport out there to build a book of repeat business.

This session will give you the tools you need in a step by step process to build a switch that you can flip to repeatedly book and grow charity business. Set up the system, check on the system and the let the system work for you.(THE LESS YOU WORK, THE MORE MONEY YOU MAKE!!!).

You will be given access to:

- A manual to run fundraising events
- Marketing materials to copy
- A system to go home and implement

Christmas Seminars

Thursday Christmas Seminars

Intro to Projector Mapping

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Jordan Nash

Projection mapping is the art of transforming any object into something extraordinary, and is currently taking the industry by storm. In this class we will cover: why projection mapping is incredible, what it can do for your display, basic techniques, and what you need to know to get started. We will dive into software, playback, types of projectors and lenses, types of objects ideal for mapping, creating a map for your object, video formats and resolution, and where to get content.

xLights 101: Network and Layout Setup

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Lee Lindquist

This course serves as an introductory overview of computer and lighting controller networking technologies and will provide foundational knowledge of how to design a new animated lighting display in xLights from the ground up. Attendees will gain an understanding of many key xLights use cases, design concepts, and naming conventions for the physical setup and software modeling of an animated lighting display, with a quick-start and ease-of-use focused approach. Specific topics covered will include: controller setup and configuration, model and prop basics, and establishing a basic understanding of setting up your show network.

How To Build a DIY Animated Pixel Display: The Show Basics to Get You Started

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Vinny Bittinger

We've all seen the videos on YouTube and Facebook of the amazing musically animated light shows. So how do you get started? There are so many possibilities! In this seminar, we'll break everything down to the basics and show you how to get the ball rolling. If you are so overwhelmed that you don't know where to begin, THIS is the seminar for you.

Using Audacity to Create Your Own Jingles and Voice-Overs

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Carl Mirsky

Voice-overs and personalized jingles are the perfect way to make your show and event more unique and special for your location and audience. However, professional services can get so expensive. We will teach you how to use free software like Audacity to create your own and get that extra special touch without breaking the bank.

Power and Electricity: AC and DC Basics

3:15pm - 4:15pm, Room 261

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Nick Johnson

Participants will learn basic electrical theory and terminology in this seminar. We will discuss the 2 types of electricity and how they work. We will review basic electrical symbols, circuit protection, wire sizes, types of conductors, and why they are important. There will be a hands on demonstration of the different types of electrical tools used in the trade followed by a Q&A session.

Friday Christmas Seminars

xLights 12-Hour Power Training Class Taught by the Legendary Core Developer Keith Westley

Friday 9am - 5pm, Saturday 9am - 1pm (1.5 days - Hour Lunch Break on Friday), Room 274

\$300/attendee (pre-registration)

\$350/attendee (on-site registration)

Speaker: Keith Westley, Core Developer/xLights

Pre-requisites:

Ideally attendees will have watched this YouTube video (<https://www.youtube.com/watch?v=xtemNvNfsMw>) to at least start to get exposed to some of the basic concepts, but understanding will not be assumed. Attendees should have at least installed xLights and had a bit of a play with it.

To get value from the course you must bring with you a laptop with xLights installed on it to use during class sessions. You will need to take notes as materials are not handed out in the session.

To get value from the course you must bring with you a laptop with xLights installed on it to use during class sessions. You will need to take notes as materials are not handed out in the session

Learning Objective:

Walkthrough all the key processes in xLights (and xSchedule - the show player) to setup a display and utilise the available tools to sequence your display.

Agenda:

- Introductions
- Overview of xLights and the controlled lighting ecosystem
- Setting up your layout including downloading and creating models
- Singing faces, submodels and custom models
- An overview of effects and a deep dive into some of the more useful but obscure effects including VUMeter, Shaders, Movie
- Value curves, colour curves, bulk editing
- Sequencing AC props
- Sequencing servos and DMX props
- Importing sequences
- Sequencing styles including lazy but effective sequencing
- Connecting and configuring controllers
- Playing your show using xSchedule intermediate (including building interactive shows) - we will also touch on Falcon Player

xLights 102: Musical Animation Sequencing

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speakers: Michael and Diana Stoffregen, Owners/Showstoppers Sequences

This could also be called "Basic Sequencing for Those Who Aren't in Their Right Mind." xLights sequencer Michael Stoffregen of Showstopper Sequences presents an introductory sequencing class giving you a methodology for sequencing that helps you overcome creative paralysis.

Capturing The Christmas Spirit!

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Scott Swenson

Scott Swenson Industry professional Scott Swenson (Christmas Town at Busch Gardens, Christmas in the Wild at ZooTampa, Angels of Peace 2014 IAAPA Heartbeat Award-winning show writer) shares insight and practical advice on how to create a unique take on the Christmas season that will fit both your budget and your brand. How many lights do you really need? What kinds of entertainment or interactive activities would be best for your event? What can you do that no one else can do to make your event a family tradition? Mr. Swenson will provide both practical case studies from his own career as well as suggestions for new ideas based on your specific needs. The realm of Christmas events is growing quickly. This seminar will give you the tools you need to elevate your event without losing the magic and wonder of the season.

DIY Light Show Controllers: What They Do and Which Ones to Buy

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: David Spalding

Light show controllers were developed to give users multiple ways to manipulate light displays in an easy to use package. While there are advantages and disadvantages to every controller, there are several things to consider when determining what controller is right for you. This class examines the types and implementation of controllers in hobbyist and commercial lighting displays.

The Art of 3D Props for a Light Show Wow Factor: Full Dimensional High Density Impressively Decorative!

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Ron Howard, Owner/xTreme Sequence

In this class we will look at various 3D models and props that can truly take your light show to the next level. 3D is nothing new but the adoption into light shows is just getting started. Until recently there were few options with software that offered unlimited control for axis points using 3D objects. That has all changed and it is the new frontier for those thirsty for more creativity. High-Density will be the theme for 2020. Low-density props are going by the wayside and being replaced with unique patterns and shapes. The mega tree is no longer the star of the show today with emerging designs that will set your light show apart. For residential or commercial there is always a potential prop that can prevent a yes from the client or spouse because of how it looks during daytime! We will look at ideas for uniquely decorated light props guaranteed to leave a lasting impression. We will delve into the concepts of these props, how to make them dance and how to manage them in a show.

Portable Props, Wearables, and Lighting on the Go

3:15pm - 4:15pm, Room 261

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Mark Valentine, Bentonville Heart Lites

Learn how to take a Raspberry Pi, a Mobile Phone Charger, some pixels (RGB lights), and some free software to make your props mobile. 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!

Saturday Christmas Seminars

Workshop: xLights 12-Hour Power Training Class Taught by the Legendary Core Developer Keith Westley

Friday 9am - 5pm, Saturday 9am - 1pm (1.5 days - Hour Lunch Break on Friday), Room 274

\$300/attendee (pre-registration)

\$350/attendee (on-site registration)

Speaker: Keith Westley, Core Developer/xLights

See additional details about this workshop on the Friday Seminars page in this document.

Advanced Projection Mapping using After Effects

10:15am - 11:15am, Room 231

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Jorden Nash

Ready to take your visual projections up a notch? In this class, we will do a live demonstration using Adobe After Effects to map and animate a surface. We will also look at applying premade and generated content to different areas. We will cover techniques of compositing, masking, content management, key framing, and playback. We will also cover how to integrate projections into your Christmas Show.

Walking Through Christmas with Added Revenue

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Shane Dabbs, Santa Land

Whether your event is a drive-through, a guided show, or a walk-through, this seminar will share tips on keeping your customers longer and interacting more at your event. This will increase your overall profits for a very Merry Season.

Scaling Your Business and Building Equity

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speakers: Josh Trees, Jeff Krall & David Felt

In this class we will discuss the key factors that will enable you to grow your business and take it to the next level. In order to scale, you need to learn how to successfully run and manage multiple crews. We will also discuss the marketing secrets that have helped the presenters of this class grow their business year after year. In addition, we will talk about how to continually build equity in your company.

Synching RGB Lights to Music The Easy Way With Aurora

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

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Justin Love

Justin will show you a simple "Plug and Play" system that will turn ordinary Christmas displays into interactive light shows.

Converting Your Halloween Display Into A Christmas Display

3:15pm - 4:15pm, Room 261

\$40/attendee (pre-registration)

\$50/attendee (on-site registration)

Speaker: Tom Betgeorge, Magical Light Shows

The Class will cover how to plan, set up, and easily convert your animated Halloween light show to a Christmas set up! Will go over common props, wiring, and various techniques to save you time and money