



**NASHVILLE, TENNESSEE**  
**Day 1 – Tuesday, July 18th**

START TIME	END TIME	DESCRIPTION	SPEAKER
8:00:00 AM	9:00:00 AM	Light Breakfast/Check-In	
9:00:00 AM	9:25:00 AM	Welcome and Introductions	Jerry Merola, AEM/Jackie Zilligen, FEU
9:30:00 AM	9:55:00 AM	ICE BREAKER	Gary Arvedon, Amusement Products
9:55:00 AM	10:00:00 AM	Word from Amusement Products	Gary Arvedon, Amusement Products
10:00:00 AM	10:40:00 AM	Testing Market Feasibility & Developing Your Business Case	Jerry Merola, AEM
10:40:00 AM	10:55:00 AM	<b>BREAK</b>	
10:55:00 AM	11:35:00 AM	Designing an extraordinary environment to create a memorable guest experience	Doug Wilkerson, Dynamic Designs
11:35:00 AM	11:40:00 AM	Custom Furniture Solutions	Chuck Courter, Venue Industries
11:40:00 AM	12:00:00 PM	The "WOW" Factor Using AV and Lighting	Mike Bovino, DFX Sound Vision
12:00:00 PM	1:00:00 PM	<b>PHOTO &amp; LUNCH</b>	
1:00:00 PM	1:20:00 PM	The Science Behind Indoor Attractions	Russ Van Natta, Creative Works
1:20:00 PM	1:30:00 PM	ICE BREAKER	
1:30:00 PM	2:10:00 PM	The Guest Experience Formula	Frank Price, FL Price
2:10:00 PM	2:30:00 PM	"Tips & Advice on How to Build a Successful FEC Website".	Danielle Hardin, Party Center Software
2:30:00 PM	3:15:00 PM	<b>FEU TRADE SHOW &amp; BREAK</b>	ALL
3:15:00 PM	3:55:00 PM	Setting the Stage for Group Event Sales	Sherry Howell, CenterEdge Software
3:55:00 PM	4:15:00 PM	Why VR Experiences Are So Important to Today's Consumer	Sergio Garcia, Virtuix
4:15:00 PM	4:35:00 PM	How Active Play has Become a Key Marketing Strategy	Dave Wilson, Funtastic/Jerry Merola
4:35:00 PM	4:45:00 PM	Site Visit Overview	Jackie Zilligen, FEU
4:45:00 PM	5:00:00 PM	Load Bus for Site Visit	
5:00:00 PM	5:45:00 PM	Travel to Stars & Strikes (333 North Lowry Street, Smyrna, Tennessee 37167)	
5:45:00 PM	8:00:00 PM	Site Visit and Dinner at Stars & Strikes	
8:00:00 PM	8:30:00 PM	Travel Back to Holiday Inn & Suites Downtown Nashville	

**Day 2 – Wednesday July 19th**

START TIME	END TIME	DESCRIPTION	SPEAKER
8:00:00 AM	9:00:00 AM	Light Breakfast/Check-In	
9:00:00 AM	9:15:00 AM	Recap of Tuesday's Site Visit	ALL
9:15:00 AM	9:55:00 AM	Design 101	Doug Wilkerson, Dynamic Designs
9:55:00 AM	10:15:00 AM	Technology's Impact on Today's Entertainment Venues	Phil Showler, Semnox/Jerry Merola
10:15:00 AM	10:35:00 AM	How Booster Attractions Can Make A Big Difference In Large Venues	Ryan Borton, Funovation
10:35:00 AM	10:55:00 AM	<b>BREAK</b>	
10:55:00 AM	11:35:00 AM	Sourcing Real Estate & Financing	Jerry Merola, AEM
11:40:00 AM	12:00:00 PM	Interactive & Gamified Arenas and Play Attractions for your FEC	Scott Forbes, IplayCO
12:00:00 PM	1:00:00 PM	<b>LUNCH</b>	
1:00:00 PM	1:40:00 PM	Operator Interview: Kevin and Sandy Johnson, Rev'd Up Fun	Jerry Merola, AEM
1:45:00 PM	2:05:00 PM	Understanding Cash Discounting and Credit Card Surcharging	Leslie Legel, CenterEdge Software
2:10:00 PM	2:50:00 PM	Recruiting & Hiring	Frank Price, FL Price
2:55:00 PM	3:15:00 PM	Avoiding Landmines in Your Insurance Program	Rand Wright, Safepark USA
3:15:00 PM	3:35:00 PM	<b>BREAK</b>	ALL
3:40:00 PM	4:00:00 PM	Gameroom Layout	Betson
4:05:00 PM	4:25:00 PM	Redemption for the 4 Player Types	Megan Burtch, Redemption Plus
4:30:00 PM	4:50:00 PM	Making Bowling Amazing!	Jack Siefert, Qubica AMF
4:55:00 PM	5:15:00 PM	How a Well Designed Laser tag Arena Translates to Greater Profits	Erik Guthrie, Lasertag by Zone
5:20:00 PM	5:40:00 PM	Mastering Food Service Operations: One Meal at a Time	Jerry Merola, AEM
5:40:00 PM	6:00:00 PM	Q&A	ALL
6:00:00 PM	7:00:00 PM	<b>DINNER</b>	