



San Antonio, Texas

Day 1 – Tuesday, July 23rd, 2024

START TIME	END TIME	DESCRIPTION	SPEAKER
7:30:00 AM	8:30:00 AM	Light Breakfast/Check-In	
8:30:00 AM	9:00:00 AM	Welcome and Introductions	Jerry Merola, AEM Jackie Zilligen, FEU
9:00:00 AM	9:30:00 AM	Ice Breaker	Jackie Zilligen, FEU
9:30:00 AM	10:15:00 AM	Testing Market Feasibility & Developing Your Business Case	Jerry Merola, AEM
10:15:00 AM	10:35:00 AM	Selling Your Concept to Investors	Guy Kitchell, Thrill Builders
10:35:00 AM	10:50:00 AM	BREAK	
10:50:00 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	Gene Esposito, DFX Sound Vision
12:00:00 PM	1:00:00 PM	PHOTO & LUNCH	
1:00:00 PM	1:20:00 PM	The Science Behind Indoor Attractions	Russ VanNatta, Creative Works
1:20:00 PM	1:40:00 PM	How a Well Designed Laser tag Arena Translates to Greater Profits	Simon Willetts, Lasertag by Zone
1:40:00 PM	2:20:00 PM	The Guest Experience Formula	Frank Price, FL Price
2:20:00 PM	3:00:00 PM	FEU TRADE SHOW & BREAK	
3:00:00 PM	3:20:00 PM	Avoiding Landmines in Your Insurance Program	Rand Wright, Safepark USA
3:20:00 PM	3:40:00 PM	Hidden Costs Every Operator Should Watch For	Sherry Howell, CenterEdge Software
3:40:00 PM	4:00:00 PM	Interactive & Gamified Arenas and Play Attractions for your FEC	Scott Forbes, IplayCO
4:00:00 PM	4:20:00 PM	How Booster Attractions Can Make a Big Difference in Large Venues	Ryan Borton, Funovation
4:20:00 PM	4:40:00 PM	Curating a Winning Entertainment Mix	Marisa Garris, Valo Motion
4:40:00 AM	5:00:00 PM	Site Visit Overview	Jackie Zilligen, FEU
5:00:00 PM	5:15:00 PM	BREAK	
5:15:00 PM	5:30:00 PM	Load Bus for Site Visit	
5:30:00 PM	6:00:00 PM	Travel to AR's Entertainment Hub	
6:00:00 PM	8:00:00 PM	Site Visit and Dinner at AR's Entertainment Hub	
8:00:00 PM	8:30:00 PM	Travel Back to Marriott Rivercenter	



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Day 2 – Wednesday July 24th, 2024

START TIME	END TIME	DESCRIPTION	SPEAKER
7:30:00 AM	8:30:00 AM	Light Breakfast/Check-In	
8:30:00 AM	8:45:00 AM	Recap of Tuesday's Site Visit	ALL
8:45:00 AM	9:30:00 AM	Taking the Guesswork out of Project Financing	Jerry Merola, AEM
9:30:00 AM	9:50:00 AM	Making Bowling Amazing!	Jack Siefert, Qubica AMF
9:50:00 AM	10:10:00 AM	Automation in FEC's	Curtis Stavich, Bowlmarc Robotics
10:10:00 AM	10:25:00 AM	BREAK	
10:25:00 AM	11:00:00 AM	Design 101	Doug Wilkerson, Dynamic Designs
11:00:00 AM	12:00:00 PM	Interview with Archie Wright, Owner, AR's Entertainment Hub	Jerry Merola, AEM
12:00:00 PM	1:00:00 PM	LUNCH	
1:00:00 PM	1:45:00 PM	Recruiting & Hiring	Frank Price, FL Price
1:45:00 PM	2:05:00 PM	Redemption for the 4 Player Types	Mike Tipton, Redemption Plus
2:05:00 PM	2:25:00 PM	Why VR Experiences Are So Important to Today's Consumer	Sergio Garcia, Virtuix
2:25:00 PM	2:45:00 PM	Tips & Advice on How to Build a Successful FEC Website	Danielle Hardin, Party Center Software
2:45:00 PM	3:00:00 PM	BREAK	ALL
3:00:00 PM	3:35:00 PM	Creating a Winning Group Sales Strategy	Sherry Howell, CenterEdge Software
3:35:00 PM	4:05:00 PM	Arcade Games - The Lifeblood of the Entertainment Center	Moderator: Jerry Merola, AEM Phil Showler, Semnox Steve Larmoreaux, Betson
4:05:00 PM	4:30:00 PM	Mastering Food Service Operations One Meal at a Time	Jerry Merola, AEM
4:30:00 PM	5:00:00 PM	Q&A	ALL
5:00:00 PM	7:00:00 PM	Optional 1 on 1's with Foundations Speakers & Sponsors	