



## Fort Myers, Florida

### Day 1 – Tuesday, October 8th, 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	9:15:00 AM	Ice Breaker	Frank Price, FL Price
9:15:00 AM	9:55:00 AM	Testing Market Feasibility & Developing Your Business Case	Jerry Merola, AEM
9:55:00 AM	10:15:00 AM	Selling Your Concept to Investors	Guy Kitchell, Thrill Builders
10:15:00 AM	10:35:00 AM	Avoiding Landmines in your Insurance Program	Rand Wright, Safepark USA
10:35:00 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	Gene Esposito, DFX Sound Vision
12:00:00 PM	1:00:00 PM	<b>PHOTO &amp; LUNCH</b>	
1:00:00 PM	1:20:00 PM	Making Bowling Amazing!	Jack Siefert, Qubica AMF
1:20:00 PM	1:40:00 PM	Automation in FEC's	Curtis Stavich, Bowlmarc Robotics
1:40:00 PM	2:20:00 PM	The Guest Experience Formula	Frank Price, FL Price
2:20:00 PM	3:00:00 PM	<b>FEU TRADE SHOW &amp; BREAK</b>	
3:00:00 PM	3:20:00 PM	Redemption for the 4 Player Types	Morgan Stephens, Redemption Plus
3:20:00 PM	3:40:00 PM	Why VR Experiences Are So Important to Today's Consumer	Sergio Garcia, Virtuix
3:40:00 PM	4:00:00 PM	Tips & Advice on How to Build a Successful FEC Website	Danielle Hardin, Party Center Software
4:00:00 PM	4:30:00 PM	Arcade Games - The Heart of the Entertainment Center	Moderator: Jerry Merola, AEM Phil Showler, Semnox Joe Herbert, Betson
4:30:00 PM	4:50:00 PM	Hidden Costs Every Operator Should Watch For	Sherry Howell, CenterEdge Software
4:50:00 PM	5:00:00 PM	Site Visit Overview	Jackie Zilligen, FEU
5:00:00 PM	5:15:00 PM	<b>BREAK</b>	
5:15:00 PM	5:30:00 PM	Load Bus for Site Visit	
5:30:00 PM	6:00:00 PM	Travel to HeadPinz Entertainment Center	
6:00:00 PM	8:00:00 PM	Site Visit and Dinner at HeadPinz Entertainment Center	
8:00:00 PM	8:30:00 PM	Travel Back to Luminary Hotel & CO	



## Fort Myers, Florida

### Day 2 – Wednesday October 9th, 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	9:25:00 AM	Taking the Guesswork out of Project Financing	Jerry Merola, AEM
9:25:00 AM	9:45:00 AM	The Science Behind Indoor Attractions	Russ VanNatta, Creative Works
9:45:00 AM	10:05:00 AM	How a Well Designed Laser tag Arena Translates to Greater Profits	Simon Willetts, Lasertag by Zone
10:05:00 AM	10:20:00 AM	<b>BREAK</b>	
10:20:00 AM	11:00:00 AM	Design 101	Doug Wilkerson, Dynamic Designs
11:00:00 AM	12:00:00 PM	Interview with Pat Ciniello, Owner, HeadPinz Entertainment Center	Jerry Merola, AEM
12:00:00 PM	1:00:00 PM	<b>LUNCH</b>	
1:00:00 PM	1:40:00 PM	Recruiting & Hiring	Frank Price, FL Price
1:40:00 PM	2:00:00 PM	Food Service Operations	Doug Mechling, Star Lanes
2:00:00 PM	2:20:00 PM	How Booster Attractions Can Make a Big Difference in Large Venues	Ryan Borton, Funovation
2:20:00 PM	2:40:00 PM	Interactive & Gamified Arenas and Play Attractions for your FEC	Scott Forbes, IplayCO
2:40:00 AM	3:10:00 PM	<b>BREAK</b>	ALL
3:10:00 PM	3:45:00 PM	Creating a Winning Group Sales Strategy	Sherry Howell, CenterEdge Software
3:45:00 PM	4:05:00 PM	Curating a Winning Entertainment Mix	Marisa Garris, Valo Motion
4:05:00 PM	4:35:00 PM	Taking Care of Quizness 🎮	Jackie Zilligen, FEU/Ashley Hoopo, FEU
4:35:00 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	