



Las Vegas, Nevada

Day 1 – Monday, March 18, 2024

START	END	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	10:00:00 AM	Testing Market Feasibility & Developing Your Business Case	Jerry Merola, AEM
10:00:00 AM	10:20:00 AM	Avoiding Landmines in Your Insurance Program	Rand Wright, Safepark USA
10:20:00 AM	10:35:00 AM	BREAK	
10:35:00 AM	10:55:00 AM	Tips & Advice on How to Build a Successful FEC Website	Danielle Hardin, Party Center Software
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	11:55:00 AM	The "WOW" Factor Using AV and Lighting	Gene Esposito, DFX Sound Vision
11:55:00 AM	12:00:00 PM	Custom Furniture Solutions	Chuck Courter, Venue Industries
12:00:00 PM	1:00:00 PM	PHOTO & LUNCH	
1:00:00 PM	1:30:00 PM	Making Bowling Amazing!	Jack Siefert, Qubica AMF Curtis Stavich, BowlMarc Robotics
1:30:00 PM	2:05:00 PM	The Guest Experience Formula	Frank Price, FL Price
2:05:00 PM	2:25:00 PM	The Science Behind Indoor Attractions	Russ Van Natta, Creative Works
2:25:00 PM	2:45:00 PM	Hidden Costs Every Operator Should Watch For	Sherry Howell, CenterEdge Software
2:45:00 PM	3:05:00 PM	Why VR Experiences Are So Important to Today's Consumer	Sergio Garcia, Virtuix
3:05:00 PM	4:00:00 PM	FEU TRADE SHOW & BREAK	
4:00:00 PM	4:20:00 PM	Redemption for the 4 Player Types	Mike Tipton, Redemption Plus
4:20:00 PM	4:50:00 PM	Arcade Games - The Lifeblood of the Entertainment Center	Moderator: Jerry Merola, AEM Phil Showler, Semnox Steve Lamoreaux, Betson
4:50:00 PM	5:10:00 PM	How Booster Attractions Can Make A Big Difference In Large Venues	Ryan Borton, Funovation
5:10:00 PM	5:40:00 PM	Operator Interview: How to Master Food & Beverage In Your Facility	Moderator: Jerry Merola, AEM Zach Johnson, Rev'd Up Fun
5:40:00 PM	6:00:00 PM	Q&A	



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Day 2 – Tuesday March 19, 2024

START	END	DESCRIPTION	SPEAKER
7:30:00 AM	8:30:00 AM	Light Breakfast/Check-In	
8:30:00 AM	8:45:00 AM	Q & A	ALL
8:45:00 AM	9:20:00 AM	Setting the Stage for Group Event Sales	Sherry Howell, CenterEdge Software
9:20:00 AM	9:40:00 AM	Interactive & Gamified Arenas and Play Attractions for your FEC	Scott Forbes, IplayCO
9:40:00 AM	10:00:00 AM	Can Immersive Attractions Actually Attract a Wide Audience?	Marisa Garris, Valo Motion
10:00:00 AM	10:15:00 AM	BREAK	
10:15:00 AM	10:50:00 AM	Recruiting & Hiring	Frank Price, FL Price
10:50:00 AM	11:10:00 AM	How a Well Designed Laser tag Arena Translates to Greater Profits	Simon Willetts, Laser Tag by Zone
11:10:00 AM	12:00:00 PM	Operator Interview: Guy Kitchell, Thrill Factory	Moderator: Jerry Merola, AEM Guy Kitchell, Thrill Factory
12:00:00 PM	12:45:00 PM	LUNCH	
12:45:00 PM	1:25:00 PM	Design 101	Doug Wilkerson, Dynamic Designs
1:25:00 PM	2:00:00 PM	Taking the Guesswork out of Project Financing	Jerry Merola, AEM
2:00:00 PM	2:15:00 PM	Q&A	
2:20:00 PM	3:20:00 PM	Optional 1 on 1's with Foundations Speakers	