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| **Moscow** | **43rd International Exhibition "Attractions and Entertainment Equipment RAAPA EXPO - 2024"****BUSINESS FORUM OF AMUSEMENT INDUSTRY EXPERTS** **March 25 – 29, 2024** |

***Organizer: Russian Association of Amusement Parks and Attractions***

 **PROGRAM OF EVENTS:**

**March 25** (Monday)

**10:00- 16:00 *Strategic intensive*** *(Moscow, BC «Port Plaza»)*

**«How to find the correct revenue code for an amusement park. Activation»**

* Park income code through Event
* Park income code through the Product Portfolio
* Park income code through Marketing
* Park income code through the Team

**Why you should listen to us:** Successful parks, teams and profits!

**But it wasn’t always like this:** Let’s share mistakes!

**Our motto:** Make the right parks fun!

**Our parks are:** a smart and independent self-developing team!

***Moderator:******Natalia Likhovetskaya –*** *founder of the Natalia Likhovetskaya Agency, Moscow (20 years in the management of amusement parks), general director of the Amusement Park in Surgut;* ***Elena Baidukova –*** *manager of the “Gugol-boom” interactive parks, Omsk.*

“The revenue and profit of our projects are growing steadily and manageably, but we have time for an active and exciting life. Our owners are engaged only in strategy and development, and not in operations and resolving issues with key clients.”

*Participation cost on request*

**After the event, intensive participants can visit the Dream Island theme park with a workshop from Nikolai Dolzhansky.**

*Participation cost on request*

***10:00- 17:00 Business-training*** *(Moscow, BC «Port Plaza»)*

**«A modern look at the business of prize-winning arcade and shooting gallery attractions. Secrets of highly profitable operation»**

**During the program, you will receive answers to the following questions:**

- What makes a prize attraction highly profitable, and in what case do you lose your money on it?

- How should the attraction be designed so that park guests cannot pass by?

- How to save effort and money when operating prize attractions?

- What documents and regulations are needed when operating prize attractions?

- How to build a system of financial and operational control so that your money does not go past the cash register?

**Also in the program:**

- Practical examples from our own operating network.

- Analysis of practical issues/cases of event participants.

- Analysis of the work of prize attraction sites in the Dream Island theme park.

***Moderator:******Nikolay Dolzhansky -*** *the owner and director of the BOLID group of companies, founded in 2000, a practitioner, developer, perfectionist, winner of the Crystal Wheel and Golden Pony awards, master of sports of Russia and world champion in auto-model sports.*

“Having mastered new tools, you can increase your income from prize attractions from 30% to 400%”

*Participation cost on request*

**March 26** (Tuesday)

**10:00- 16:00 *Mastermind*** *(Moscow, BC «Port Plaza»)*

 **«Revolutionary transformation of the park. New goals. Other scales»**

**Upgrade SKILLS that will open up new business horizons!**

*Format:* ***Mastermind*** *– attracting experts, managers, entrepreneurs to “UPGRADING” your parks, ideas and identifying growth zones in the format of a game brainstorming. This is your personal “BOARD OF DIRECTORS”.*

**How does it work?**

1. Groups of 6-8 people are formed from the participants.

2. Each participant comes with his own request, project, question.

3. Time is allocated to analyze the questions of each participant.

4. Exchange of opinions, elaboration, sketching of ideas.

**How is it useful?**

• Improving critical thinking - change your business by changing your thinking.

• A strong environment of like-minded people - there is an opportunity to hear advice from authoritative business representatives.

• Reaching a new level - take new hypotheses for the growth of your business.

• Constructive feedback - get step-by-step tools for implementation.

**5 reasons to attend Mastermind:**

1. Quick and tangible results after the meeting (you will receive proven working cases that will help you make a breakthrough).

2. Increase your effectiveness (Make a clear plan and strategies).

3. Possibility of creating collaborations (you will get access to each other’s resources, useful contacts and personal assistance).

4. Experience of experts (Constructive feedback from experts in their field).

5. Cool atmosphere, charging with energy and motivation (Everything here works for you. Space of trust and growth!)

***Moderator:***

***Natalia Likhovetskaya*** *- the founder of the Natalia Likhovetskaya Agency, Moscow (20 years in the management of amusement parks), general director of the Amusement Park in Surgut.*

***Elena Baidukova*** *– manager of the “Google-boom” interactive parks, Omsk.*

***Nikolay Samoilenko*** *- an expert in sales of entertainment industry products.*

***Natalia Efremenko*** *– Manager for service and development of Interactivity parks “Google-boom”, Omsk.*

***Tatyana Kulikova*** *- the founder of the consulting company “Recom-Center”, Member of the Chamber of Tax Consultants of the Russian Federation, Head of the “Supports of Russia” branch in Surgut, mentor at the “My Business Yugra” Foundation.*

**You grow only when you are willing to show your weaknesses and work on them.**

*Participation cost on request*

**11:00 - 13:30 *Conference*** *(Moscow, BC «Port Plaza»)*

 **«Trends in recreation and entertainment parks development in Russia»**

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1. **Top 5 best ways to attract and retain customers for an amusement park.**

Konstantin Popov, executive director of the Skazka park (Moscow), author of the “Client Advocate” telegram channel.

1. **The largest interactive caves in the world. From idea to implementation.**

Taras Buryak, Deputy Operations Director of Regions-ENTERTAINMENT JSC / Dream Island Theme Park (Moscow).

1. **Features of choice when purchasing, operating and maintaining inflatable attractions.**

Yana Kasyanova- director of the AeroMir company, Yekaterinburg.

1. **Integrated implementation of theme park projects.**

Maxim Turov, commercial director of IOLLA company, Moscow

1. **Increasing traffic and promoting the park using the example of the case of Activity Park “White Well” (Voronezh region).**

Sergey Slabunov, director of the Sports Complex “Bely Kolodets” LLC, Voronezh.

1. **Practical experience of useful solutions in the management and development of an amusement park.**

Gennady Grigorenko, operational director of the Sochi Park theme park.

1. **The power of the system. How to build a lean park business.**

Anton Kovalev, head of a group of companies, including: Kaleidoscope amusement park, indoor water park and Lazurny beach, Belgorod Zoo, etc. Author of the book “From a dream to a happy client. How to create a park of incredible emotions"

1. **Launch and development of the Orion park at VDNH.**

Vladislav Yarovenko, General Director of VDNH Amusement Park LLC., Moscow .

1. **Increase in park revenue up to 30% due to the introduction of a new approach to automation and management of visitor behavior.**

Damir Galimov, General Director of DK.Park., Izhevsk.

*Participation cost on request*

**14:00- 18:00 *Seminar*** *(Moscow, BC «Port Plaza»)*

 **«Safe preparation of amusement rides and entertainment equipment for the season of intensive use in 2024»**

During the seminar, all current issues related to the commissioning of attractions after installation/off-season storage will be discussed in detail. Including:

• determination and detailed analysis of the system for organizing the safe operation of attractions;

• cause-and-effect relationship of emergency situations with the organization of safe operation;

• filling out order forms, logs and instructions necessary for safe operation.

• typical errors and ways to eliminate them, etc.

***Moderator:******Andrey Petrenko*** *- a technical and forensic expert in the field of amusement rides, water parks, kiddie playground equipment and other entertainment equipment.*

*Participation cost on request*

**March 27** (Wednesday)

**10:00 - 18:00 Exhibition working hours** *(Moscow, Expocenter)*

**11:00 RAAPA EXPO 2024 opening ceremony**

**11:30 - 14:30 *Business analysis*** *(Moscow, Expocenter +Online broadcast )*

 **«Amusement Park Growth Formula»**

*3-hour business analysis\* of a real amusement park using the Growth Formula with* ***Anton Buinov*** *(Ticket system "Lime") and* ***Konstantin Popov*** *(Executive Director of the Skazka amusement park, Moscow, author of the telegram channel "Client Advocate").*

The “Growth Formula” is based on 10 growth points, by managing which an amusement park can multiply its revenue.

The object of analysis is the private amusement park “Tagil Park”, Nizhny Tagil (300 thousand inhabitants, 22 attractions, 2 competitors). Guest - Ilya Konshin is the director of the park.

**What will be included the business analysis:**

• Let's reveal the formula for amusement park growth.

• Let’s disassemble the Tagil Park amusement park “into the cogs” for each growth point.

• We will find blind spots in business processes.

• We will identify successful development strategies in previous years and set a starting point (point A).

• Let's set goals for the year (we specify point B).

• We will build a development strategy for 2024 (from point A to point B).

• Let's look at how to strengthen each growth point in the Growth Formula.

**Why go to the event:**

**•** to get the Revenue Growth Formula for your amusement park: theory, tools (technology), recommendations, examples.

• to learn to implement the Growth Formula in your park: what to count, how to count, with what.

• to develop an eye for successful revenue growth strategies.

• to build a park development strategy for 2024.

*\*Business analysis is an event at which the current state of the business is diagnosed in order to find growth points to increase profits, establish business processes, increase sales and find opportunities for development. The uniqueness of the format lies in the fact that the recommendations given by the experts will become important guidelines for each participant.*

*Attention! Online broadcast of the event is available!*

*Participation cost on request*

**14:00- 15:30 *Seminar*** *(Moscow, Expocenter)*

**«Mazes and kiddie play equipment: specifics of choice, safety and effective operation»**

• Regulatory framework and basic safety requirements for multi-level mazes and kiddie play equipment.

• Principles of proper operation: inspections, logs, checks.

• Mazes for commercial use – what is it? What to look for when choosing gaming equipment.

• How to make the park unforgettable and attractive: current trends in design\content\forms of equipment.

• How to work with a maze and kiddie entertainment for a long time and profitably.

***Moderator:******Dmitry Marusev –*** *participant of TK-427 “Amusement rides and other entertainment devices”, general. Director of the company "SPARTA", St. Petersburg.*

*Participation cost on request*

**18:30 Gala dinner devoted to the opening of the RAAPA EXPO 2024. «ProPark» Awarding ceremony.**

*Participation cost on request*

**March 28** (Thursday)

**10:00 - 18:00 Exhibition working hours** *(Moscow, Expocenter)*

**10:30- 13:30 *Master Class*** *(Moscow, Expocenter)*

**«Animation as a way to increase park revenue»**

* What is animation in a kiddie indoor center. Types of animation.
* Animation as a department of the park. Principles of organizing events.
* Why does an indoor park benefit from animation? Guide “EVENTS THAT BRING MONEY TO THE PARK”
* SCHOOL OF ANIMATORS. How to form a team of creative young people from scratch.

***Moderator:******Ksenia Eliseeva*** - manager of the Kiddie Adventure Center "TEAM PARK" in the city of Alexandrov, Vladimir region; Experience in the industry - more than 15 years.

*Participation cost on request*

**13:30- 15:30 *Seminar*** *(Moscow, Expocenter)*

**«Protection of the rights of owners and operators of amusement rides. Current legal issues».**

**Topics:**

1. **Identification of amusement rides and entertainment equipment**. How to prove that equipment belongs to the appropriate group: kiddie playground, sports and entertainment, amusement rides, etc.
2. **Insurance.** How to manage the guest and liability insurance process in parks.
3. **Supervision.** Whose area of responsibility for equipment that does not fall within the scope of Gostekhnadzor - rope parks, sports trampolines, etc.
4. **Mobile attractions**. Maintenance for mobile attractions before temporary registration. Supervision problems.
5. **Regulatory framework.** Important changes in the regulatory framework, edition of the EAEU TR, new standards, etc.
6. **Federal Law “On amusement rides”** - will it be adopted and what changes can it bring?

***Moderator:******Vladimir Gnezdilov – RAAPA President, Chairman of TC 427 “Safety of Amusement rides”, Honored Designer of the Russian Federation, Ph.D., lawyer.***

**The seminar is intended for owners and directors of amusement parks, as well as lawyers.**

*Participation cost on request*

**14:00 - 16:00 *Conference*** *(Moscow, Expocenter)*

 **«Organization of efficient operation of water parks and water entertainment complexes»**

**1. A water park as an all-season water infrastructure for a suburban facility.**

***Stanislav Eremin, development director of the Y.E.S Recreation and Entertainment Center (Vologda region).***

**2. Economic and social functions of the thermal complex in the region.**

Alla Vlasova, commercial director of New Termy JSC, Tver

**3. Features of the operation of a water park as part of a family entertainment**

**center. *Zaurad Yumakaev, General Director of Ufa Water park .***

**4. Photo outsourcing is an effective related service in the entertainment industry.**

Kirill Gurevich, co-founder of the PROMAGNIT company, St. Petersburg.

**5. Entry of the “world bestsellers” of the water park industry into the Russian market.**

***Selim Doguoglu, head of the representative office of PolinWaterparks (Turkey) in Russia.***

**6. Selection of reagents for water treatment.**

Svetlana Markizova, General Director of KOSBA LLC, St. Petersburg

**7.Current cases of implementation and operation of payment and access systems in water parks and thermal baths.**

**Kabanov Denis** – Development Director of DataKrat Group

Other presentations to be confirmed

***Moderator: Igor Sinkevich – General Director of the water park “KVA-KVA PARK”, Moscow.***

*Participation cost on request*

**16:00 - 17:30 *Conference*** *(Moscow, Expocenter)*

**«Development and increase in profitability of entertainment industry facilities»**

1. **How to bring a million guests to a regional entertainment center.**

*Yulia Yablokova, director of strategic marketing at the Y.E.S Recreation and Entertainment Center (Vologda region), co-author of the book “Smart Restaurant”.*

1. **"Year of the Family" in Russian parks.**

Sergey Butorin, expert on the development of park areas, founder of the “Parks of Russia” project, Member of the Public Chamber of the Russian Federation.

1. **Entertainment industry: What can be offered to Corporations in 2024.**

Alexey Lychko, cofounder of the technology startup “B in Cube” developer of gaming solutions for corporations; B2B sales.

1. **How artificial intelligence algorithms help create a WOW effect for park visitors.**

Nail Valeev, founder of the AI ​​VISION company, Moscow.

1. **Disneyland in Russian or parks of new times.**

Svetlana Zelenyuk, development director of the Leapfrog company, Moscow.

Other reports are being confirmed.

*Free participation*

*(pre-registration is required)*

**March 29** (Friday)

**10:00 - 16:00 Exhibition working hours** *(Moscow, Expocenter)*

**15:00 - 16:00 Handling of diplomas to exhibition participants.**

\*The program is the subject to change.