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| **Moscow, VDNH,**  **pavilion 57** | **The 23rd International exhibition**  **Amusement Rides and Entertainment Equipment**  **RAAPA EXPO -2021**  **BUSINESS FORUM OF AMUSEMENT INDUSTRY PROFESSIONALS**  **March 28 – April 1, 2021.** |

***Organizer: Russian association of amusement parks and attractions (RAAPA)***

**Programme of events:**

**March 28** (Sunday)

**10:00- 15:00 *SEMINAR*** *(“Jupiter” hall, “COSMOS” Hotel, Moscow)*

**An amusement park as an investment project: what makes investments effective**

***Moderator:*** ***«EntenS Group» company*** *has been providing services in preparation for the launch and management of projects in the amusement industry for over 17 years.*

**Programme:**

1. **Where do investment ideas in entertainment business come from:** development of existing sites and launching projects from scratch.
2. **Pre project stage of investment idea evaluation**

• What is the "concept" of an amusement park

• Copy vs Uniqueness

• Intended target audience of the investment project

• Master plan - the main test of the idea for strength

• Preliminary visualization of the idea

**3. Comprehensive assessment of the economic viability of the investment project**

* Investment component of the project
* Assessment of the market prospects of the project
* Operating business model

**4. External expertise of an amusement park investment project**

**5. Five key threats to an amusement park project during the implementation phase**

***Cost of participation on request***

**10:30 - 15:00 *SEMINAR-TOUR*** *(Moscow, Production base «EdaNaKolesah»* , *Meeting Place and time is at 9:30 in the lobby of the "COSMOS" hotel, 150 Prospect Mira, "VDNH" metro station)*

**New requirements and trends in catering for the amusement industry**

**1. Educational programme**

- SanPiN and HACCP 2021: changes in legislation, issues, implementation, control and execution *(Elena Kameneva, BARLane; Natalia Kolganova, Food audit).*

- Mobile commerce - revolutionary changes in legislation from April 2021(*Alexander Savchuk, EdaNaKolesah).*

- The most current catering formats for parks and family entertainment centers.

**2. Tour to the production shops of the «EdaNaKolesah».**

**3. Practice - visiting working food trucks and degustation.**

***Cost of participation on request***

**11:00 - 15:00 *MASTER-CLASS*** *(“Venera” hall, “COSMOS” Hotel, Moscow)*

**Building the seasonal creative team in the leisure park**

**Programme:**

1. Where and how to find new employees for the park?
2. How to hold the interview for creative positions (animator, presenter, operator, etc.)
3. How to build a cool animation team.
4. How to train part-time employees for solution of creative tasks.
5. Motivation system for creative team.

What will receive the participants of master-class:

* the script of employee hiring and examples of test tasks;
* video tutorials on makeup, photo posing, and working with props;
* presentation of staff training;
* scripts of kiddie events for children of different age (3-4, 5-7, 8 and over years old).

*Moderators:* ***Vilena Koinova and Yulia Novitskaya*** *– founders of the "Fibikids" children's agency and the "Lime" animation art studio (Kazan); teachers of the "Layminator" animation school and refresher courses with a state diploma "Profession eventor"; creators of the Superpark Art Support project.*

***Cost of participation on request***

**March 29** (Monday)

**10:00 - 18:00 *AUTHOR MASTER-CLASS*** *(“Jupiter” hall , “COSMOS” Hotel, Moscow)*

**Entertainment business transformation: how to find growth points**

***Moderator:******My******team company / HAPPYLON amusement park (Surgut)*** *integrating business owners, top managers, marketers, art directors and other specialists of the entertainment business.*

**Programme:**

**Module 1: Introductory**

- What is a growth point?

- Sensitive parameters of your enterprise

- How to identify growth points of a company?

**Module 2: Growth points in sales**

- Growth points in sales / 5 quick action solutions

**Module 3: Growth points in Marketing**

- Social networks as a sales and positioning mechanism

- Marketing mathematics in your enterprise

**Module 4: Growth points in Event**

- Skeleton creating an event in an amusement park. How does the path of the Guest depend on it.

- Holiday margin or how to make money at the event!

**Module 5: Practical case**

**Why do we recommend this master class?**

- Long-term comprehensive program for the development of your amusement park.

- Step-by-step instructions to increase your amusement park revenue.

- Test tasks after each block.

- Feedback and recommendations to everyone.

***Cost of participation on request***

**11:00 - 15:00 CONFERENCE** *(“Neptune” hall, “COSMOS” Hotel, Moscow)*

**Modern ways of developing parks of culture and recreation**

**1. Ways to increase park revenue in a protracted pandemic.**

*Margarita Navolokina, Head of the sales department of Sochi Park, Sochi.*

**2. Adaptation of parks for people with disabilities.**

*Dmitry Petrakov, President of the Association of Professionals in the Sphere of Accessible Living Environment of the Disabled, St. Petersburg;*

**3. Safety requirements for universal playgrounds.**

*Natalia Zinchenko, technical and forensic expert, head of the "Gorod" Association, Voronezh.*

**4. The brand of the park: how it affects economic effectiveness indicators.**

*Elena Gudilina, brand producer of territories, founder of* [*www.gudilinabranding.ru*](http://www.gudilinabranding.ru)*, Moscow.*

**5. Marketing of the park and entertainment area: how to "pick up" a corporate client**

*Igor Lyutenko, Chairman of the Expert Council of the National Award for Event Organizers "Golden Puzzle", member of the NAOM, Director of the "PRO-Interactive" company.*

**6.** **System of cost control and analysis of sales during events in the park.**

*Eduard Khabibrakhmanov and Vilena Koinova, “Fibikids” Children's Agency and “Lime” animation art studio; "Superpark" project, Kazan.*

**7. Practical cases: how to increase sales in parks using automation.**

*Victoria Shalagina, Leading Key Account Specialist, Bars IT company, Yekaterinburg.*

***Cost of participation on request***

**15:00 - 17:00 THIRD ALL-RUSSIAN SCIENTIFIC AND PRACTICAL CONFERENCE**

**"MODERN LEISURE INDUSTRY: MODERNIZATION VECTORS"**

*Moderator: Moscow State Institute of Culture*

**March 30** (Tuesday)

**10:00 - 18:00 Exhibition hours**

**11:00 Opening ceremony of the exhibition RAAPA EXPO- 2021** *(RAAPA booth)*

**13:00 - 15:00 CONFERENCE** *(conference hall, Pavilion 57, VDNH)*

**Trends in the development of the modern amusement industry: new time technologies**

**1. Development dynamics and trends of new entertainment technologies in large resort cities. Multimedia parks as a component of the entertainment infrastructure (SoyuzMultfilm, Moskvarium).**

*Alexey Zavyalov, Head of Company Development, Hello Park, Hello Park,**Moscow.*

**2. Rest near home: how the leisure concept of regional centers is built.**

*Anna Papaskiri, commercial director of the ADG group company, Moscow.*

**3. Online formats of the park's work in pandemic conditions, or how to make money without attractions.**

*Igor Ivontiev, Director of Lakreevsky Les MAUK Central Park of Culture and Leisure, Cheboksary.*

**4. Commercialization of virtual reality arenas by the example of the WARPOINT franchise.**

*Vladimir Skorobogatov, General Director of the WARPOINT company, Yekaterinburg.*

**5. Where will the park earnings go tomorrow, or how to direct the financial flow to yourself.**

*Anton Buinov, Lime-Soft company, Yekaterinburg.*

**6. Features of the operation of water and winter attractions.**

*Zhanna Drozdetskaya, Director of the RIF Group of Companies, Rostov-on-Don.*

***Free participation***

***Pre-registration is required***

**18:30 GALA DINNER,** dedicated to the opening of the exhibition RAAPA EXPO -2021

**Golden Pony Moscow-2021 awarding ceremony**

***Cost of participation on request***

**March 31** (Wednesday)

**10:00 - 18:00 Exhibition hours**

**10:00- 14:00 *SEMINAR*** *(lecture hall, Pavilion 55, VDNH)*

**Risks during the operation of amusement rides and entertainment equipment**

**During the seminar, the main issues and the most common mistakes will be considered in the following:**

- operation and maintenance of amusement rides;

- inspections of amusement parks and sites by supervisory authorities;

- emergency situations on attractions, including accidents;

- selection and purchase of new and used equipment;

*Moderator:* ***Petrenko A.N.*** *- Managing partner of NCB Russkiye Gorki LLC, leading expert of the GOROD Association, technical and forensic expert in the field of amusement equipment, water parks, kiddie playgrounds equipment and other entertainment equipment.*

***Cost of participation on request***

**14:30- 15:00 PRESENTATION of a new book by Marina Niklaus**

**Personnel management in amusement industry from A to Z**

*(RAAPA booth, pav. 57, VDNH)*

***Free participation***

**15:00 - 17:00 *CONFERENCE*** *(lecture hall, Pavilion 55, VDNH)*

**Management and organization of the water park efficient operation**

**1. Features of the work of a suburban water park in the recreational area on the example of the YES water park in Vologda.**

*Dmitry Pautov, YES complex director, Vologda.*

**2. Movement is life. New interactive solutions for the water park.**

*Igor Tuzhilkin, technical director of Pulgan LLC.*

**3. The specifics of the work of water parks in a region with a population of 500 thousand people.**

*Denis Rezunik, Druzhba water park owner, Kirov.*

**4. Annual technical inspection of water slides and water park equipment. Prevention of emergency situations and monitoring of personnel performance.** *Andrey Petrenko, technical and forensic expert in the amusement and recreation industry, Krasnodar.*

**5. Summer zone of the water park with an all-season geothermal pool from a natural spring.**

*Anna Yatchenko, deputy general director of the "LetoLeto" thermal resort, Tyumen.*

**6. Development of the water park industry during the COVID-19 pandemic.** *Selim Doguoglu, Head of Representative Office of "Polin Waterparks" (Turkey).*

***Cost of participation on request***

**April 1** (Thursday)

**10:00 - 16:00 Exhibition hours**.

**15:00 - 16:00 Handing diplomas to exhibitors. The exhibition closing ceremony** *(RAAPA booth)*

\*The program is subject to change