

 **The 11th INTERNATIONAL SUMMER FORUM
OF AMUSEMENT INDUSTRY SPECIALISTS**

**July 19 – 21, 2023, Yekaterinburg**

**Organizer:** Russian Association of Amusement Parks and Attractions (RAAPA)

**Supported by:** Yekaterinburg Administration

**General information partner:** “Attractions and Entertainments” magazine

**Welcome for participation:**

* Executives and specialists of parks, water parks, health resorts, family entertainment centers and shopping malls, experts on cultural and leisure activities;
* Executives and specialists of manufacturing companies and suppliers of attractions, entertainment equipment, and services for amusement industry;
* Representatives of city and regional authorities;
* Mass media;
* Other interested parties.

**PROGRAMME**

**July 18** (Tuesday)

(optional programme)

**Sightseeing walking tour of Yekaterinburg**

During the tour, participants will see all the key city attractions: the site of the Yekaterinburg city-factory in 1723 (Plotinka), the embankment of the city pond, old mansions and the modern business center of the Ural capital, the site of the death of the royal family, the Church on the Blood and the Patriarchal Compound, modern monuments and art objects.

 **The tour starts at 18:00**

 **July 19** (Wednesday)

**“Hyatt Regency” Hotel**  (Boris Yeltsin str., 8)

**9:30 - 10:00** – Gathering of the participants in the Conference hall. Registration, Coffee-break.

**10:00 - 10:30** – Welcome, acquaintance and introduction of the participants.

*Igor Rodionov - RAAPA vice-president*

*Ionin Dmitry - Deputy Governor of Sverdlovsk region*

**10:30 - 11:30** – **Conference** (speakers and topics to be confirmed):

**1. Event industry of the Sverdlovsk region and tools for its support from the region.**

*Arkady Kiselev - Deputy General Director of the Investment Promotion Agency of the Sverdlovsk Region.*

**2. Strategy and tools for the development of the park of culture and leisure in modern conditions.**

*Pavel Zubakin - Director of the MAUK "ETsPKiO them. V.V. Mayakovsky.*

**3. How to make a park a tourist attraction.**

*Alisa Larionova - Director of the "Skazov Park" theme park.*

**4. Reducing risks in the work of parks through the creation of an industry-specific mutual insurance society (OVS).**

*Alexey Prosandeev - Managing Partner of EntenS Group,
Vadim Katochikov - Director of NPO POVS "Insango"*

**11:30 - 11:50** –Break.

**11:50 - 14:00** – **“Manufacturers’ Forum”:** presentation of amusement rides innovations, entertainment equipment and services for the amusement industry.

**14:00 - 15:00** – Lunch.

**15:00 -**  Gathering of participants at the entrance to the hotel. Boarding the bus. Transit to the "Rainbow Park" FEC.

**15:40 - 18:00 -** Visit to **the “Rainbow Land”** FEC, **WARPOINT** Vr-Park and **the “Rainbow Park”** amusement park**,** meeting with the FEC executives.

***RAINBOW LAND -*** *the largest indoor amusement park in the city of Yekaterinburg. On the territory of more than 2500 sq.m there are 10 attractions, 100 slot machines, a family cafe "Garden", as well as a wind tunnel "Simple Fly".*

***WARPOINT –****is an international network of virtual reality parks and arenas where guests can immerse themselves in the world of VR games. The main product of the company is the author's team shooter, which is used for eSports tournaments. In total, more than 130 locations in 10 countries operate under the WARPOINT brand, and the network's first VR park opened in Yekaterinburg.*

***RAINBOW PARK -*** *outdoor park at the "Rainbow Park" FEC. The park has about 20 attractions, incl. a modern Ferris wheel 50 m high. The territory of the park is divided into zones of active and quiet recreation.*

**18:00** – Boarding the bus.

**18:40** – Return to the hotel.

**19:30** **- 23:00** – Gala Dinner.

**July 20** (Thursday)

**“Hyatt Regency” Hotel** (Boris Yeltsin str., 8)

**08:00** - **the fourth**  **RAAPA 2 km Summer race.** (Prizes are provided for the winners of the competition).

**10:00 - 12:00** – **EDUCATIONAL PROGRAMME:** (topics and speakers to be confirmed):

**Master class “STAFF or GUESTS: who is more important? The history of an entertainment center that has gone from closure to a record high”**

*Moderator:**Anna Petukhova - director of the family recreation and entertainment park "Rainbow Land", Yekaterinburg.*

**Master class "How a district park can survive in the face of competition and instability"**

*Moderator:**Ksenia Karmatskikh - manager of the Raduga PARK park, Yekaterinburg*

**12:00-13:00 –** Lunch.

**13:00** – Boarding the bus. Transit to Mayakovsky Park.

**13:30 – 15:20** – Visit to **the amusement park of culture and leisure named after V.V. Mayakovsky**, meeting with the amusement park executives.

***MAYAKOVSKY PARK*** *is a unique place with an area of about 100 hectares. The park is divided into areas for entertainment, quiet recreation, sports, picnics on green lawns. The restaurateurs of Vkusnaya Street are always ready to offer guests actual dishes and high-quality street food. Attractions for the whole family, bike rental, playgrounds, alleys and fountains, a pond with swans. Every week, the park hosts events ranging from workouts and outdoor excursions to concerts and international festivals.*

***ParkVR*** *is a virtual reality arena featuring a mix of laser tag and computer games. In addition to VR games and VR films, centers in Yekaterinburg, one of which is located in Mayakovsky Park, offer guests fitness in virtual reality, as well as the possibility of holding birthdays and corporate events.*

**15:20 –** Boarding the bus. Transfer to Skazov Park.

**16:05 - 17:25** Visiting **Skazov Park,** meeting with the park executives.

***SKAZOV PARK*** *is a family theme park dedicated to the traditional Ural folk culture and tales of P.P. Bazhov. The guests of the park are waiting for the turning hut of Baba Yaga, the Cave of the Mistress of the Copper Mountain, the farmstead of grandmother Nina with a large animal yard. In the House of Danila the Master you will see a collection of Ural gems and take part in a performance. Mass holidays and festivities are regularly held in the park. Also on the territory there are guest houses with a unique design.*

**17:25 - 17:55 – Handing diplomas to the participants.**

**17:55** – Boarding the bus.

**18:40** – Return to the hotel.

**July 21** (Friday)

(optional program)

**The Ural is a region of military glory! + visiting the Europe-Asia border**

Bus tour to Verkhnyaya Pyshma with a visit to the unique UMMC Museum Complex - the world's largest museum of military and civilian equipment and history. The complex includes four exhibition centers and an open area, where the rarest exhibits are presented: from presidential limousines to aircraft and military artillery systems.

**Duration: 9:00 – 17:00**

**July 21 – 22**

(optional program)

 **Trip to Nizhny Tagil**

 (Organizer: Tagil Park, enrollment in a group: Ilya Konshin: +7-909-004-17-88)

 Detailed trip program on the website: [www.raapa.ru](http://www.raapa.ru)

*\* The programme is subject to change*

*The current program can be found on the website:* [*www.raapa.ru*](http://www.raapa.ru)

*Applications deadline is July 12. 2023*

**For all further questions please contact the organizing committee of the event:**

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