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| **Moscow, VDNH,** **pavilion 57** | **The 16th Moscow International Exhibition** **Amusement Rides and Entertainment equipment** **RAAPA EXPO AUTUMN 2022** |

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

**\*PROGRAMME OF EVENTS:**

**October 11 (Tuesday)**

**10:00 – 17:00 WORKSHOP** *(Moscow, EFCO company show-room)*

 **“BREAKthrough: how to make a great menu for an amusement park cafe”**

**Program:**

1. **SAFETY:** How the current HACCP system helps reduce costs for catering establishments.

Speaker *–* ***Natalya Kolganova,*** *CEO of FOOD AUDIT, expert, auditor of national and international ISO standards.*

• Sanitary legislation 2022;

• Practicing compliance with HACCP principles;

• Managing the production environment with a new reality in mind;

• Responsibility of the restaurant team.

**2. ECONOMY:** We calculate food cost, but we do not save. We make taste without extra expenses (Speaker to be confirmed).

• Eating out trends and trends in times of crisis;

• "Crisis menu": economics of creation and support;

• Life hacks when creating and introducing a crisis menu in a cafe.

**3. TASTE:** We create a cafe menu of different sizes and types, where it is tasty, inexpensive and large portions (Speaker to be confirmed).

• Principles for developing the concept and menu of the park cafe;

• Introduction to the menu of new items;

• Coverage of various audiences.

**4. DEGUSTATION**

*EFKO Brand Chef - Anton Prokofiev.*

• Burger with original sauce;

• Meatballs in tomato sauce;

• Burrito a la russe and many more interesting positions for inspiration and taste.

**The workshop will be held on the basis of a specialized training center with a working kitchen.**

***Cost of participation on request***

**11:00- 14:00 *SEMINAR*** *(Moscow, VDNH)*

 **«Emergency situations in amusement parks and ways to minimize their consequences»**

**Issues discussed:**

- conflicts with visitors;

- consumer extremism;

- fictitious injuries;

- security and rental relations;

- unfair competition, etc..

*Moderator:* ***Andrey Petrenko*** *- the managing partner of NCB Russkiye Gorki Ltd., a leading specialist of the GOROD Association, a technical and forensic expert in the field of amusement equipment, water parks, children's playgrounds and other entertainment equipment.*

***Cost of participation on request***

 **October 12 (Wednesday)**

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

**10:30 «RAAPA EXPO AUTUMN - 2022» Opening ceremony**

**12:00- 14:00 *SEMINAR*** *(VDNH, Moscow)*

**«Actual problems of legal regulation of the safety of amusement rides and entertainment equipment»**

**Topics:**

1. State supervision of used attractions - how to replace the action of the Government of the Russian Federation No. 1739-2019 to Technical Regulations 038-2016.
2. What to do with foreign amusement rides - repairs, guarantees, certification, liability.
3. Which trampolines are attractions, which are not. Responsibility of owners for injuries on trampolines. New standard for inflatable equipment GOST EN 14960.
4. Sports and entertainment equipment - what is it?
5. News of amusement rides standardization.

*Moderator:* ***Vladimir Gnezdilov*** *– RAAPA President, Chairman of TC 427 "Amusement rides safety"*

***Cost of participation on request***

**15:00 - 16:30 *CONFERENCE*** *(1st floor , conference hall, pavilion 57, VDNH)*

**«The amusement industry in an era of change: modern formats of work and ideas for development»**

**1. Entertainment formats indoor & outdoor - what will drive the audience.**

*Anna Papaskiri, commercial real estate expert, Moscow.*

**2. Domestic tourism: how Russian business can capitalize on the crisis.**

*Andrey Khalimonenko, head of department, Snowplast company.*

**3. Concept design in theme parks.**

*Anton Repin, chief architect of the IOLLA company, Moscow.*

**4. Family, educational and other events on the territory of the agro-tourist park "City Farm at VDNH".**

*Irina Frolova, owner, and Evgenia Galyaeva, managing partner of the City Farm at VDNH park, Moscow.*

**5. Ways to improve the legal security of the head of the amusement park.**

*Zhan Batyrov, practicing lawyer and founder of J&P Solutions law  company that brings together a team of experts, lawyers and solicitors in amusement industry, Moscow.*

***6.* Immersive travel by a real train - a new format for kiddie adventures.**

*Zoya Bystrova, author of the «Magic Express» project.*

**7.Parks. Water parks. Thermae. What to choose? What's better?**

*Yuri Bychkov, owner of “the City Thermae” franchise, Votkinsk.*

**At the end of the conference, an excursion to the VDNH City Farm will be organized for the willing guests.**

***Free participation***

 ***(pre-registration is required)***

**18:30 GALA DINNER** devoted to the opening of the exhibition RAAPA EXPO AUTUMN – 2022.

***Cost of participation: 100 Euro***

**October 13 (Thursday)**

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

**10:00 - 14:00 *BUSINESS TRAINING*** *(VDNH, Moscow)*

**«Sales in the entertainment business:**

**how to get the desired result and go beyond it»**

**Program**:

1. **SALES in «Operation block»**

Basic principles for increasing sales of the main service in the amusement park.

1. **SALES in «Marketing»**

10 reasons why you need a digital marketing strategy.

The art of setting SMART goals for a marketer.

Is it worth giving discounts, how to do it correctly and how the discount affects sales.

The role of the park's image in attracting partners and sponsors.

1. **SALES in «Birthday parties»**

What are the main points of sale in Birthdays.

The art of selling “Package Offers”.

1. **SALES in «EVENT»**

Event-calendar, as an important tool for increasing revenue in the amusement park.

**During the training, experts together with participants:**

* Will conduct an audit of your fleet's sales system.
* Will measure what you are doing to achieve the desired results.
* Will help you see "where we are now" to adjust your actions.
* Will predict possible "troubles" and fix "pain points".
* Will analyze opportunities and reserves - how and when they can be used.
* Will create a "dashboard" for successful fleet sales.

*Moderator:*  ***«My team» company /*** *"HAPPYLON" amusement park, Surgut, uniting owners, top managers, marketers, art directors and other professionals in the entertainment business.*

***Cost of participation on request***

**15:00- 17:30 *SEMINAR*** *(VDNH, Moscow)*

**«Motivational programs for line personnel of the amusement park.**

**How to make your staff perform better!»**

• Relevance of line staff motivation in the amusement industry.

• Material and non-material forms of motivation for the park's line staff.

• Gamification is a real case for staff motivation.

• Motivational Program as an autonomous tool for monitoring line personnel.

• Analysis of existing cases on staff motivation (operators, cashiers).

*Moderators:* ***Taras Buryak****, Deputy Operations Director and* ***Maxim Kozyrev,*** *Head of the motivational program of the Dream Island theme park, Moscow.*

***Cost of participation on request***

**18:00- 19:00 *EXCURSION*** *(VDNH, Moscow)*

**«MOSCOW SUN»**

Visit the new, highest ferris wheel in Europe!

***Cost of participation on request***

**October 14 (Friday)**

**10:00 – 16:00** *–***Exhibition working hours.**

**15:00 – 16:00 *–* Awarding diplomas to exhibitors. The exhibition closing ceremony.**

\*\*If the tour is canceled for technical reasons, the participation fee will be refunded.

\*Programme is the subject to change

For further information, contact the Organizer: Russian association of amusement parks and attractions (RAAPA)

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