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| **Moscow, VDNH,**  **pavilion 57** | **The 24th International exhibition**  **Amusement Rides and Entertainment Equipment**  **RAAPA EXPO -2022**  **BUSINESS FORUM OF AMUSEMENT INDUSTRY PROFESSIONALS**  **March 14 – 18, 2022.** |

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

**Programme of events:**

**March 14** (Monday)

**10:00- 18:00 *INTERACTIVE BUSINESS-TRAINING*** *(“German center” Business Center )*

**Squid game: on red - stop, on green - run, or how to understand that the development strategy of your park is correct**

The game consists of a theoretical and an interactive part, during which the participants have to go through several stages in order to understand how to achieve the best result in the operation of the amusement park. No virtual projects - only real experience and work with real life situations of the participants.

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

***Cost of participation on request***

**10:00- 15:00 *WORKSHOP*** *(“German center” Business Center )*

**Food of the future - modern and profitable food concepts for the amusement industry.**

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

***Cost of participation on request***

**March 15** (Tuesday)

**10:00- 13:30 *CONFERENCE*** *(“Neptune” hall, “COSMOS” Hotel, Moscow).*

**Modern approaches to organizing the work of a recreation and amusement park.**

1. **A systematic approach to organizing events: a balance of online activities and trending events.**

*Regina Koroleva, Head of the Event Organization Department, Varvara Trunova, Head of the Development Department, SSO and Mass Media, Tula Parks.*

1. **Model of guest behavior in an amusement park.**

*Ivan Shol, General Director of REGIONS Entertainment JSC/ Dream Island theme park, Moscow.*

1. **Development and system of work of the amusement park in a pandemic.** *Mikhail Ognev, director of the Kyrlay park, Kazan.*
2. **Mass personification of visitors – a trend of 2022. How to find out more about amusement park guests and make money on it?**

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

**4. Connection of generations: marketing strategies in attracting different categories of amusement park visitors.**

*The speaker to be specified.*

**5. Economy of impressions as the basis for the development of a modern amusement park.**

*Sergey Butorin, General Director of Parks of Izhevsk JSC.*

**6. How to maximize profits from unlimited and package rates in an amusement park.**

*Konstantin Popov, executive director of the Skazka park, Moscow; the author of the Client's Advocate telegram channel.*

**Other presentations to be confirmed**

***Cost of participation on request***

**11:00- 15:00 *SEMINAR*** *(“Jupiter” hall, “COSMOS” Hotel, Moscow)*

**Actual consumer trends in the new realities of the work of family entertainment centers in the Russian Federation and CIS countries**

***Moderator****:*  ***Lyudmila Kiseleva*** *- director of Brunswick/Kids Play, business consultant, expert in the creation and management of family entertainment centers.  More than 40 successfully implemented projects in Russia and CIS countries.*

***Cost of participation on request***

**14:00 - 18:00 *SEMINAR*** *(“Neptune” hall, “COSMOS” Hotel, Moscow)*

**Legal practice in the amusement industry.**

**Analysis of risks and emergency situations in the organization of the safe operation of amusement rides and entertainment equipment**

The seminar will consider examples of real civil and criminal cases related to the operation of attractions and entertainment equipment; mistakes of persons involved, tactics of behavior and position of the investigating authorities, results.

***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***

**March 16** (Wednesday)

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

**11:00 Opening ceremony of the exhibition RAAPA EXPO- 2022**

**12:30 - 14:30 PANEL DISCUSSION with the participation of leading experts**

*(conference hall, Pavilion 57, VDNH)*

**INDOOR: how to entertain in order to survive**

A unique event, during which 4 leading experts, with the help of 2 moderators, will discuss the most pressing problems facing the business of FECs today, as well as answer questions from the audience.

**Invited experts:**

*•* ***Pavel Kovsharov*** *- founder and CEO of the largest network of Zamania family adventure parks (19 parks) and KidzRock Cafe.*

***Experience in the industry - 8 years!***

*•* ***Lyudmila Kiseleva*** *- Director of Brunswick / Kids Play, business consultant, expert in the creation and management of entertainment centers. More than 40 successfully completed projects in Russia and the CIS countries.*

***Experience in the industry - 23 years!***

**• *Konstantin Shnyukov -*** *founder, general director and chief architect of the Vanana Park family entertainment center network.*

***Experience in the industry - 8 years!***

**• *Evgeniy Serebrenikov -*** *founder of Las Vegas company, Madagascar and Scandy Park kiddie play parks - more than 30 entertainment centers in the Russian Federation.*

***Experience in the industry - 12 years!***

**Moderators (presenters):**

**Pavel Timets -** an expert, author of the book “Amusement Park. Entertainment center from a project to a happy Guest ”. Founder of Russia's largest indoor amusement parks Maza Park in St. Petersburg, FUN24 in Kazan and Galaxy Park in Smolensk.

**Experience in the industry - 23 years!**

**Igor Rodionov -** Vice-President of the Russian Association of Amusement Parks and Attractions (RAAPA), editor-in-chief of the Attractions and Entertainments magazine, Ph.D.

**Experience in the industry - 17 years!**

**The event will be held in the TALK-SHOW format!**

***Cost of participation on request***

**15:00- 17:00 *SEMINAR*** *(2nd floor, lecture hall, Pavilion 57, VDNH)*

**Modern management tools for the growth of a company of amusement industry in a crisis**

***Moderator****:* ***Elizabeth Radyuk*** *- a strategic planning expert, business consultant and coach, CEO and co-owner of the Walk in the Dark Sensory Museum.*

**18:30 GALA DINNER,** dedicated to the opening of the exhibition RAAPA EXPO -2022

**Golden Pony Moscow-2022 awarding ceremony.**

**March 17** (Thursday)

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

**10:00- 14:00 *BUSINESS-TRAINING*** *(2nd floor, lecture hall, Pavilion 57, VDNH)*

**The real future of amusement parks:**

**5 years left to change or disappear**

**Topics:**

**•** entertainment technologies that seemed like a fantasy are already a reality today: how beneficial is it to be friends with them?

• the most advanced entertainment technologies of the next 5 years: what are the best in the industry working on now and how to keep up forever?

• metaverses: if it still seems that this will happen sometime later and not with you - then you are already late - what to do about it?

• competition comes from where it was not expected: new retail formats and how do they take benefit from entertainment projects?

• serious investors and financial institutions do not want more carousels and rope parks: how to surprise budget owners to get access to them?

• what steps are vital to take today to remain successful in the entertainment business in the medium term?

***Moderator: Sergey Kalmykov*** *- an international expert in the amusement parks industry, executive director of Enterto, a full-cycle company for the creation and management of entertainment facilities. Projects include: Sochi Park theme park; Angry Birds World, Virtuocity and Snow Dunes (Doha, Qatar) indoor theme parks; City of the Future innovative amusement park at VDNH and others.*

***Cost of participation on request***

**15:00 - 17:00 *CONFERENCE*** *(1st floor, conference hall, Pavilion 57, VDNH)*

**Innovative projects and technologies of the modern amusement industry**

**1. Amusement industry: from e-sports to e-fitness.**

*Ekaterina Mashinina, SkyTechSport company, Moscow.*

**2. Non-kiddie entertainment centers.**

*Roman Khramov, Executive Director of New Horizons, Moscow.*

**3. Aquaterms, as a way of effective investments during the period of restrictions.**

*Yuri Bychkov, owner of the City Terms franchise, Votkinsk.*

**4. Integration of multimedia format into activity parks.**

*Alexey Zavyalov, head of development at Hello Park., Moscow.*

**5. How non-cash payments help in the life of an amusement park.**

*Sergey Loginov, Alexander Nikitin, SMARTVENDANALITIKA company, Moscow.*

**6. SUN OF MOSCOW - presentation of the project of the highest Ferris wheel in Europe (140 m) and a multifunctional leisure complex next to VDNH.**

*The representative of «VDNH Ferris wheel» Ltd, Moscow.*

**Other presentations to be confirmed**

***Free participation***

**15:00 - 17:00 *CONFERENCE (****2nd floor, conference hall, Pavilion 57, VDNH)*

**Organization of effective work and directions for the water parks development**

**1. Conceptual solutions in the design and decoration of the interior of the water park.**

*Trulov Vladimir, head of the TRULOV STUDIO and the section of sculpture and ceramics in the Union of Designers of Moscow.*

**2**.**Control of water quality in water parks.**

*Svetlana Markizova, General Director of the COSBA Group of Companies, Ph.D., St. Petersburg.*

**3. Modern technologies for water purification in water parks and swimming pools.**

*Maxim Asanov, Development Director, LET Holding Company, Moscow*

**4. Underwater virtual reality in the amusement industry: innovative technologies as a competitive advantage.**

*Alexandra Pagina, Marketing Director of VIARDIVER Ltd., Yekaterinburg.*

**5. Features of operation, promotion and development of a water park as part of a country center for recreation and entertainment.**

*Dmitry Pautov, Executive Director of the YES Center, Vologda.*

**6. Artificial Surfing Wave Attraction.**

*Yuliya Mozheykina, an architect of Worldex Sport, company, Moscow.*

**7. The latest trends in the creation of water parks and water attractions.**

*Selim Doguoglu, Head of the representative office of PolinWaterparks company (Turkey).*

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

***Cost of participation on request***

**March 18** (Friday)

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

**15:00 - 16:00 Handing diplomas to exhibitors. The exhibition closing ceremony**

\*The program is subject to change