



# 6 ½ Lessons You Probably Missed But Should Definitely Know from IAAPA 2018



## Webinar

- There will be time for questions at the end of the webinar.
- You can type your questions into the Webex Q&A section.
- And remember, we're giving away a \$100 Amazon gift card to one random participant who remains on the entire webinar.

## IAAPA Attractions Expo This Year

- 39,000 attendees this year, up 12% over 2017
- 1,151 Exhibiting Companies up 45 booths over last year
- The show floor had to extend outside into an overflow Exploration Station
- There were 11 miles of show floor
- This year was HUGE, and the show was BUSY





# Presenters



## Moderator



Chris Izzo

Business Solutions Manager

Gateway Ticketing Systems, Inc.



Ella Baskerville  
Business Development Manager  
Blooloop







Randy Josselyn  
Principal, Wildlife and Conservation  
Gateway Ticketing Systems, Inc.



## The 6 ½ Lessons





## Lesson #1

2019 is the Year of Disruption

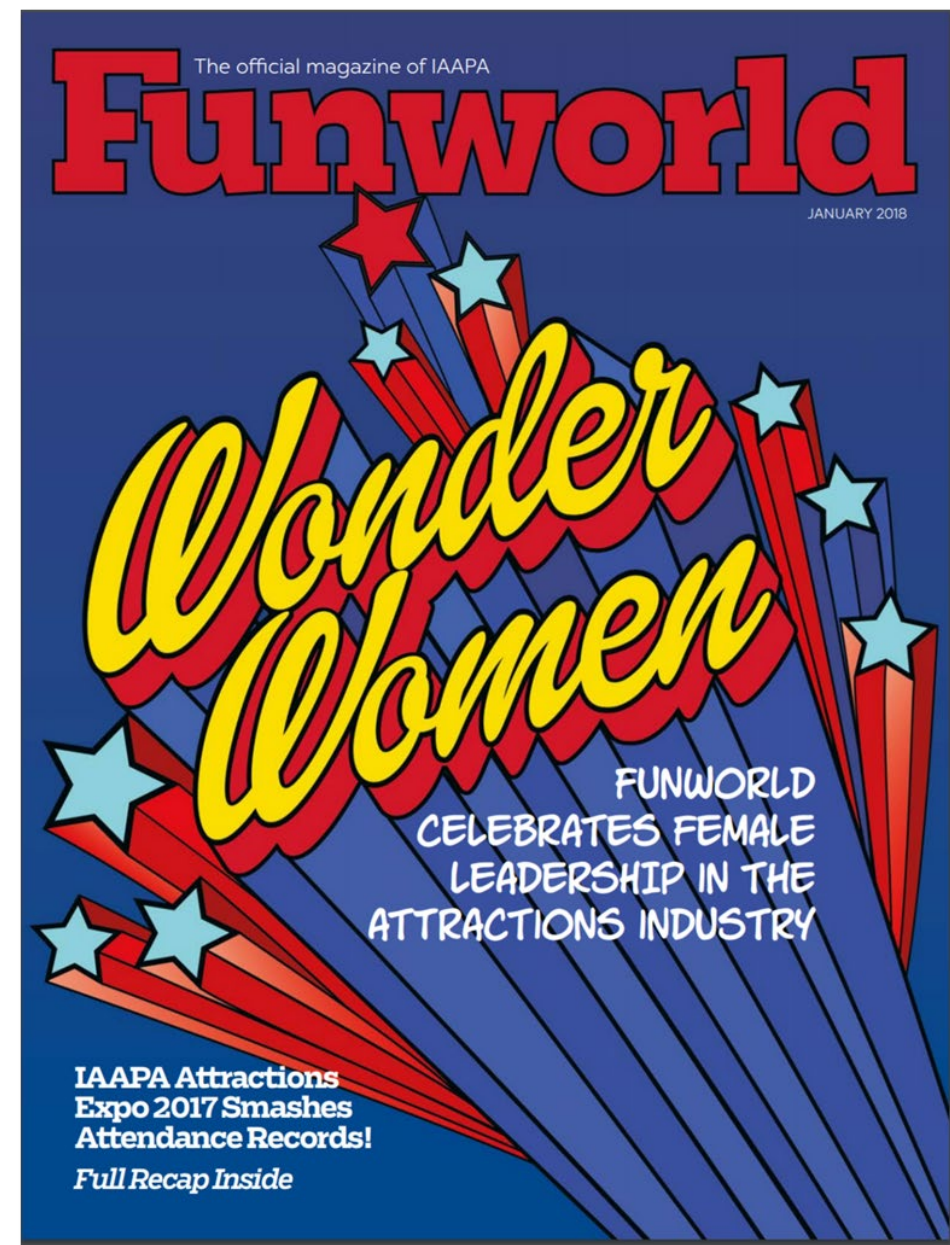
- Blur the lines
- Move out of your comfort zone
- Take risks

“Ideas are no longer  
burdened by the  
processes of the past.”

- Brian Morrow, BMorrow Productions



“The best entertainment in our industry is when you feel tricked but safe.”  
- Denise Weston, Magic Quest



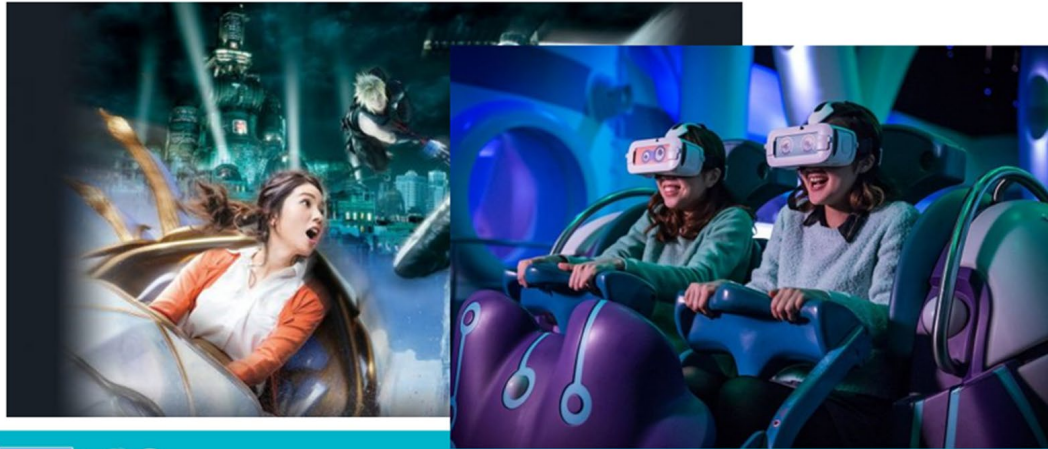


## Lesson #2

Virtual Reality is the *actual* reality for the future of the attractions industry.



# Extended Reality



IAAPA  
Attractions  
Expo

100 YEARS  
IAAPA

@IAAPAHQ | #IAE18



## Lesson #3

Training your young professionals is one of the best ways to raise your organization.





“Don’t be fooled by resumé or pedigree.”





## Lesson #4

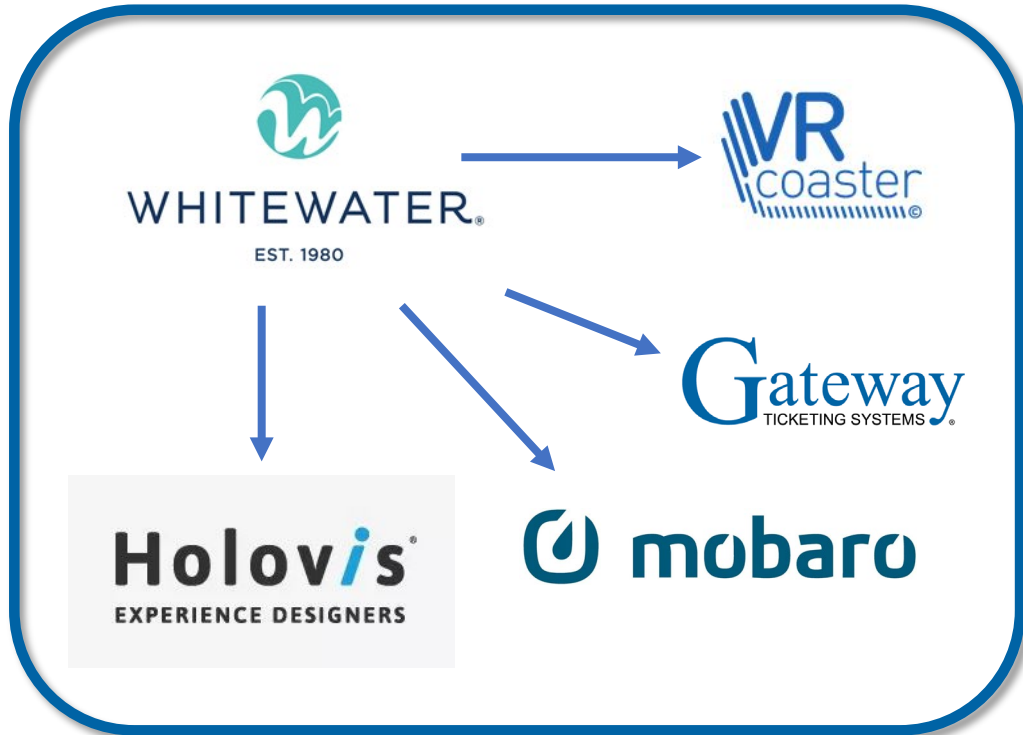
Prepare for safety and security  
right now.



## Lesson #5

Collaboration and partnerships with other organizations is a key to your success (teamsourcing).

# Some Partnerships Announced at the Show









## Lesson #6

Answer this question: Where does your guest experience start?





## Attraction #2: \$55.7 million

The city permits describe a 115,000-square-foot amusement building. It houses "Attraction #2." The exterior of the two-story building would include a tower and antennas. The attraction interior would feature at least 20 scenes, with several "A/B scenes" suggesting multiple storylines. Scene 3 calls for a prefabricated "hero engine."

The plans also call for the installation of a \$4.4 million "iconic theme prop" in front of the attraction.

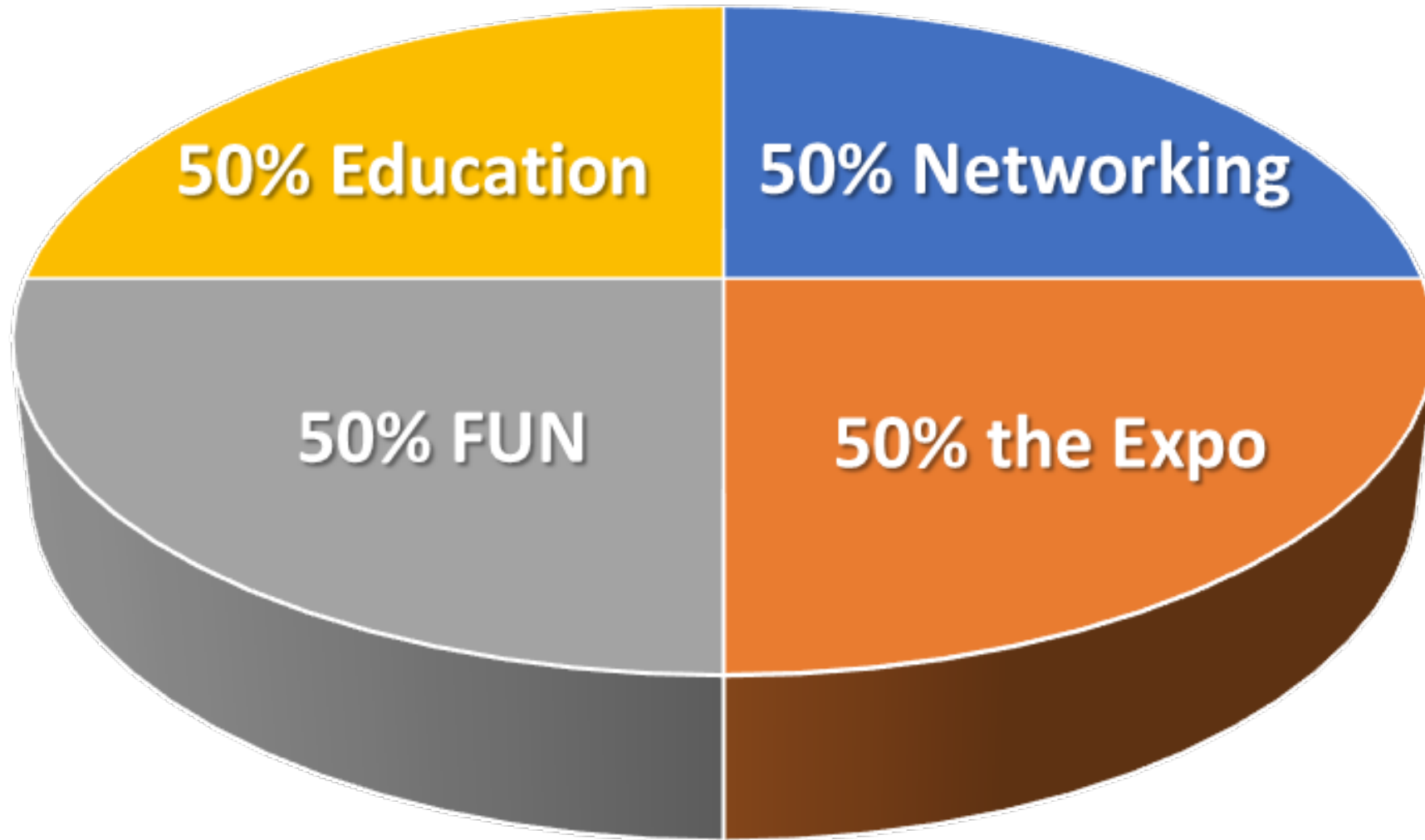
All those factors suggest that "Attraction #2" could be the [Millennium Falcon flight simulator ride](#), codenamed "Big Bird."



Aerial images show the distinctive wireframe outline of the Star Wars galaxy's most iconic ship emerging amid continuing construction at [Disneyland](#).



IAAPA is:





Half a lesson (since you probably already know it)

It's all about Teamwork.  
(and FUN!)









Questions?



## Learn More

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