

Day 1 Schedule (September 19)

Time	Title
1:00 – 2:00p	Check-in
2:00 – 2:15p	SERVE Your Business and Your Community – <i>Danny Gruening</i>
2:15 – 2:45p	Demographics & Business Strategies for Growth – <i>Danny Gruening & Russ Van Natta</i>
2:45 – 3:15p	How to Boost your Business with Local Media – <i>Kevin Loughery</i>
3:15 – 3:30p	Break
3:30 – 4:00p	Panel Discussion – Gamification of the Attraction Experience
4:00 – 4:30p	Operator Interview – <i>Trent Coggins</i>
4:30 – 5:00p	Networking Break
5:00 – 6:00p	Keynote – How to Overcome the Self-Doubt of Imposter Syndrome – <i>Maureen Zappala</i>
6:00 – 6:10p	Load Bus for Transportation
6:10 – 7:30p	Theme Factory Tour – (5767 Dividend Rd, Indianapolis, IN 46241)
7:30 – 10:00p	Dinner and Drinks in the Event Space (Provided by Creative Works)

Day 2 Schedule (September 20)

Time	Title
8:30 – 9:00a	Continental Breakfast / Check-in
9:00 – 9:15a	Day 2 Kickoff – <i>Russ Van Natta & Kimberly Schilling</i>
9:15 – 9:45a	Panel Discussion – Healthy Game Room Performance Indicators
9:45 – 10:30a	Networking Break

	Track 1 (Room: Hendricks A)	Track 2 (Room: Hendricks D)
10:30 – 11:00a	Their Work Ethic Does NOT Suck! – <i>Beth Standlee</i>	A Market Feasibility Study is the Pathway to Success – <i>Jerry Merola</i>
11:10 – 11:40a	“Habit Building” Should Replace Traditional Training – <i>Frank Price</i>	Place Games/Attractions to Maximize Engagement – <i>Howard McAuliffe</i>
11:50 – 12:20p	Can I Really Benefit from Influence Marketing – <i>Rebecca Metzner</i>	F&B is a Must Have in Today’s Entertainment Environment – <i>David Wallace</i>

12:20 – 1:30p **Networking Lunch Break (provided by Creative Works)**

	Track 1 (Room: Hendricks A)	Track 2 (Room: Hendricks D)
1:30 – 2:00p	Don’t Miss Out on Revenue from Sponsorships – <i>Sheryl Bindelglass</i>	Immersive Entertainment’s Place in Today’s FECs – <i>Kevin Williams</i>
2:10 – 2:40p	How to Scale: Additional Locations vs Licensing vs Franchising – <i>Kevin Lonzo</i>	You Get 1 Shot at Marketing a Grand Opening – <i>Jackie Hoegger</i>
2:50 – 3:20p	Create Sustainable Business Transformation and Growth – <i>Danny Gruening and Russ Van Natta</i>	The Moving Pieces of a Successful New Venue – <i>Armando Lanuti and David Wallace</i>

3:20 – 4:15p	Networking Break
4:15 – 4:45p	TBD – <i>Danny Gruening and Russ Van Natta</i>
4:45 – 5:30p	Operator Interview – How to Approach Selling or Taking on Investment – <i>Craig Wescott & Jeff Gebhart</i>
5:30 – 6:00p	Break and Load Bus for Transportation (<i>In Front of Embassy Suites Hotel Lobby</i>)
6:00 – 9:00p	Off-Site Party for Networking, Food, and Fun! (Provided by Creative Works) <i>(Back 9 Golf & Entertainment – 1415 Drover St, Indianapolis, IN 46221)</i>

Day 3 Schedule (September 21)

Time	Title
9:00 – 9:30a	Continental Breakfast
9:30 – 9:45a	Day 3 Kickoff – <i>Russ Van Natta & Kimberly Schilling</i>
9:45 – 10:15a	Panel Discussion – Strategic Operations and Maximizing your Tools
10:15 – 11:00a	Networking Break
11:00 – 11:45a	Operator Interview – Focus on Culture & Maximize Staff's Talent – Scott Logan
11:45 – 1:00p	Networking Lunch Break (provided by Creative Works)
1:00 – 1:30p	Create Fulfillment as a Business Leader – <i>Danny Gruening</i>
1:30 – 2:15p	The Business of Generosity – <i>Kimberly Schilling & Armando Lanuti</i>
2:15 – 2:30p	Event Review and Next Steps – <i>Danny Gruening</i>
2:30p	Event Conclusion