

Day 1 Schedule (April 25)

Time	Title
1:00 – 2:00p	Check-in
2:00 – 2:15p	Welcome: SERVE – <i>Danny Gruening</i>
2:15 – 2:45p	Understanding Your Business and your Growth – <i>Danny Gruening & Russ Van Natta</i>
2:45 – 3:15p	The Secrets to Successful PR Campaigns – <i>Kevin Loughery</i>
3:15 – 3:30p	Break
3:30 – 4:00p	Panel Discussion: Maximizing Arcade Profitability and Experience
4:00 – 4:30p	Operator Interview: Creating Sustainable Growth – <i>Zach Johnson</i>
4:30 – 5:00p	Networking Break
5:00 – 6:00p	Keynote: Silence Kills – Communication Tactics with a Hostage Negotiator – <i>Scott Harvey</i>
6:00 – 6:10p	Load Bus for Transportation
6:10 – 7:30p	Theme Factory Tour – (<i>5767 Dividend Rd, Indianapolis, IN 46241</i>)
7:30 – 10:00p	Dinner and Drinks in the Event Space (Provided by Creative Works)

Day 2 Schedule (April 26)

Time	Title
8:30 – 9:00a	Continental Breakfast / Check-in
9:00 – 9:15a	Day 1 Recap and Q&A – <i>Russ Van Natta & Kimberly Schilling</i>
9:15 – 9:45a	Panel Discussion: Using Software and Marketing for Customer Engagement
9:45 – 10:30a	Networking Break

	Track 1 (Room: Hendricks A)	Track 2 (Room: Hendricks D)
10:30 – 11:00a	How to Find Talent When Nobody is Applying – <i>Sheryl Bindelglass</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>	The Keys to Entertainment Venue Design – <i>Kim Vandenberg</i>
11:50 – 12:20p	Maximize Sales with Record-Breaking Group Events – <i>Beth Standlee</i>	F&B is a Must Have in Today’s Entertainment Environment – <i>David Wallace</i>

12:20 – 1:30p	Lunch Break (provided by Creative Works)
1:30 – 2:30p	Operator Interview: Scaling Andretti into a Nationally Recognized Entertainment Brand – <i>Eddie Hamann & Stan Manousos</i>
2:30 – 2:50p	Networking Break

	Track 1 (Room: Hendricks A)	Track 2 (Room: Hendricks D)
2:50 – 3:20p	“Big 4” to Creating More Storytellers for your Organization – <i>Bob Pacanovsky</i>	Immersive Entertainment’s Place in Today’s FECs – <i>Kevin Williams</i>
3:30 – 4:00p	Can I Really Benefit from Influencer Marketing? – <i>Sarah Vigil</i>	How Being Proactive with Liability Can Save you Thousands – <i>Kevin Lonzo</i>
4:10 – 4:40p	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>

4:40 – 5:00p	Break and Load Bus for Transportation (<i>In Front of Embassy Suites Hotel Lobby</i>)
5:00 – 5:45p	Travel to Woodland Bowl (<i>3421 E 96th St, Indianapolis, IN 46240</i>)
5:45 – 8:30p	Site Visit, Tour, Dinner, and FUN at Woodland Bowl (Provided by Creative Works)
8:30 – 9:15p	Travel Back to Embassy Suites

Day 3 Schedule (April 27)

Time	Title
9:00 – 9:30a	Continental Breakfast
9:30 – 9:45a	Day 2 Recap and Q&A – <i>Russ Van Natta & Kimberly Schilling</i>
9:45 – 10:15a	Panel Discussion: Getting Customers Off the Couch with Immersive Attractions
10:15 – 11:00a	Networking Break
11:00 – 11:45a	Operator Interview: Becoming the Top FEC in the World – <i>Craig Buster</i>
11:45 – 1:00p	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