

## Day 1 Schedule (September 10)

<b>Time</b>	<b>Title</b>
<b>1:00 – 2:00p</b>	<b>Check-in</b>
2:00 – 2:15p	Be A HERO to your Community – <i>Danny Gruening</i>
2:15 – 2:45p	FECs Today and the Future of Entertainment – <i>Danny Gruening &amp; Russ Van Natta</i>
2:45 – 3:15p	Is Now the Time to Grow your Brand? – <i>Jerry Merola</i>
<b>3:15 – 3:30p</b>	<b>Break</b>
3:30 – 4:00p	Panel Discussion – How to Create a Profitable Arcade Ecosystem
4:00 – 4:30p	Operator Interview – <i>Jenny Emley &amp; Keri Little, High Five</i>
<b>4:30 – 5:00p</b>	<b>Networking Break</b>
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 – (5767 Dividend Rd, Indianapolis, IN 46241)
<b>7:30 – 10:00p</b>	<b>Dinner and Drinks in the Event Space (Provided by Creative Works)</b>

## Day 2 Schedule (September 11)

Time	Title
<b>8:30 – 9:00a</b>	<b>Continental Breakfast / Check-in</b>
9:00 – 9:15a	Day 2 Kickoff – <i>Russ Van Natta &amp; Kimberly Schilling</i>
9:15 – 9:45a	Panel Discussion – The Evolution of Attractions and Games
<b>9:45 – 10:30a</b>	<b>Networking Break</b>

	Track 1 (Room: Hendricks A)	Track 2 (Room: Hendricks D)
10:30 – 11:00a	Guest Engagement: Give your Business a Heart – <i>Frank Price</i>	The Big Picture: What to Expect from Start to Finish – <i>Dave Wallace</i>
11:10 – 11:40a	How to Hire, Compensate, and Incentivize a Group Sales Pro – <i>Beth Standlee</i>	How to Secure Project Financing– <i>Jerry Merola</i>
11:50 – 12:20p	How to Scale: Additional Locations vs Licensing vs Franchising – <i>Kevin Lonzo</i>	How to Design a Venue for Guest Engagement – <i>Jason Wistreich</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	The Story of Data and How it Can Drive Business Growth – <i>Kashif Ahmad</i>	Arcade 101: The Science Behind the Game Room – <i>Adam Kleinhenz &amp; Britannie Betti</i>
2:10 – 2:40p	5 Simple Ways to Grow Revenue by a Million Dollars – <i>Sherry Howell</i>	The Ingredients of a Successful Grand Opening Marketing Plan – <i>Sarah Vigil</i>

2:50 – 3:20p	Panel Discussion – How to Maximize Software Tools
<b>3:20 – 4:15p</b>	<b>Networking Break</b>
4:15 – 5:00p	Operator Interview – <i>Chris Albano, Stars and Strikes</i>
5:00 – 5:30p	Create Fulfillment as a Business Leader – <i>Danny Gruening</i>
5:30 – 6:00p	Break and Load Bus for Transportation ( <i>In Front of Embassy Suites Hotel Lobby</i> )
<b>6:00 – 9:30p</b>	<b>Off-Site Party for Networking, Food, and Fun! (Provided by Creative Works)</b> <i>(Back 9 Golf &amp; Entertainment – 1415 Drover St, Indianapolis, IN 46221)</i>

## Day 3 Schedule (September 12)

<b>Time</b>	<b>Title</b>
<b>9:00 – 9:30a</b>	<b>Continental Breakfast</b>
9:30 – 9:45a	Day 3 Kickoff – <i>Russ Van Natta &amp; Kimberly Schilling</i>
9:45 – 10:15a	Operator Interview – <i>TBA</i>
<b>10:15 – 11:00a</b>	<b>Networking Break</b>
11:00 – 11:30a	The Power of Food and Bar in your FEC – <i>Dave Wallace</i>
11:30 – 12:00p	Grow Your Business with a Vivid Vision – <i>Armando Lanuti</i>
<b>12:00 – 1:00p</b>	<b>Networking Lunch Break (provided by Creative Works)</b>
1:00 – 1:45p	Generosity Fuels Your Growth – <i>Armando Lanuti &amp; Kimberly Schilling</i>
1:45 – 2:15p	How to Boost your Business with Local Media Coverage – <i>Kevin Loughery</i>
2:15 – 2:30p	Event Review and Next Steps – <i>Danny Gruening</i>
<b>2:15p</b>	<b>Event Conclusion</b>