

TEA



Themed Entertainment Association

Europe & Middle East Division

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SATE '11

storytelling / architecture / technology / experience

HOLLAND EUROPE

Creating Successful Attractions

June 16 - 17, 2011

The Heineken Experience, Amsterdam

Sponsored By:



ELECTROSONIC

Thursday Lunch

TEJIX

Friday Lunch



Keynote Speaker



Thursday Dinner and Show



Sponsored by BRC Imaginations Arts, The Themed Entertainment Association's Europe & Middle East Division proudly launches the SATE Europe (Storytelling/Architecture/Technology/Experience) Conference June 16-17, 2011 at the Heineken Experience, Amsterdam. Two days of intense networking and educational experiences focused on the creation of successful visitor experiences and attractions, SATE explores the entire project scope from the initial story or narrative foundation right through the guest experience. Designed to help all disciplines, from master planner to scenic fabricator, owner/operator to systems integrator, architect to lighting and sound designer, build a better understanding of everything that goes into and everyone who contributes to a successful project. **Click anywhere on this brochure to register at any time.**

Wednesday, June 15

18.30: Hotel American, TEA Europe & Middle East Division
Informal Mixer at the Bar

Thursday, June 16, Heineken Experience

9.00 - 10.00: Coffee, Registration and Meet and Greet

10.00: Keynote Speech: The Best Advice You Ever Heard!
Industry Legend Marty Sklar

11.00: Storytelling Session

Hester Kloosterboer, The Smile of Experience, Chair
Marjolein van de Stolpe, Jora Vision, Co-Chair
Wouter Dekkers, Movie Park German
Steve Hearn, Dolfinarium Harderwijk
Bob Rogers, BRC Imagination Arts
John Ruisch, Compagnie des Alpes
Marty Sklar, Marty Sklar Creative

13.00 - 14.30: Lunch, sponsored by Electrosonic Ltd.

14.30: Architecture Session

Ray Hole, ray hole architects, Chair
Evelyne Villame, Loisirs and Marketing, Co-Chair
Denis Laming, Denis Laming Architectes
Michel Linet-Frion, Center Parcs
Jacques Ferrier, JFA Architecture
Peter Slavenburg, NorthernLight (Amsterdam)

16.30: Tour of the Heineken Experience

18.00: Boat departs for Dinner from The Heineken Experience

19.00: Dinner/Show sponsored by Unlimited Snow/Tape My Day
Boom Chicago.

Friday, June 17, Heineken Experience

9.00 - 9.30: Coffee, Meet and Greet

9.30: Technology Session

David J. Willrich, D.J. Willrich Ltd., Chair
Alan Wilkinson, Electrosonic Ltd., Co-Chair
Michael Finney, Thinkwell Design & Production
Ray Hole, ray hole architects
Chris Conte, Electrosonic Inc.
Dave Patten, NMSI
Robert Wyatt, Artisan Design

12.00 - 13.30: Lunch sponsored by Tejix

13.30: Experience Session

Lesley Morisetti, LM Associates, Chair
Juliana Delaney, Continuum Group, Co-Chair
Tim Baker, Touchstone Research
Duncan Campbell, Merlin Entertainments
Dirk Lubbers, The Heineken Experience
Tony Sefton, Vision XS

16.00 - 18.00: Concluding Remarks and Closing Mixer

SATE Europe Conference Organizer

Jan Maarten de Raad, Jora Vision

SATE Europe Conference Chair

Reinoud Van Assendelft de Coningh
Van Assendelft & Partners BV

TEA Europe & Middle East Division President

Philip Hartley, Philip Hartley Associates Ltd.

TEA Europe & Middle East Support: Annika Oetken

TEA Executive Director: Gene Jeffers

Sponsored By:



ELECTROSONIC

Thursday Lunch



Friday Lunch



Keynote Speaker



Thursday Dinner and Show



The Magic of Storytelling, the Power of IP

SESSION DETAILS

THE MAGIC OF STORYTELLING, THE POWER OF IP

Opening act, introduction of the story of our session.

THE MAGIC OF STORYTELLING

Bob Rogers on how great storytelling makes a great difference.

DROOMWENS

Steve Hearn and John Ruisch present their story and the impact the story has on the visitors experience.

THE POWER OF IP

Wouter Dekkers introduces himself by explaining the power of IP in his park.

THE MAGIC OF STORYTELLING, THE POWER OF IP

The panel with Marty Sklar, Bob Rogers, Wouter Dekkers and John Ruisch, will be challenged by examples and opinions about:

The magic of storytelling we can't live without. Is there life without IP?

The development of your own IP based on the story of your park or museum. How does IP support your story? Can your IP be successful without mainstream media?

The impact of buying IP on the story of your park or museum? What is the long term effect of buying IP? What happens to your story if you change your IP? What is the typical IP lifespan?

When your IP look and feel is strictly controlled, what is the impact on the architectural setting in your park?

With today's more sophisticated media consumers, how do you meet the expectations and stimulate the imaginations of world wide fans of your IP? Does the IP force you to use new and expensive technologies? How much freedom do the fans give you to tell the story of the IP in your own way?

How does IP fit into the profit picture? Can IP be a moneymaker?



HESTER KLOOSTERBOER

The Smile of Experience
Chair



MARJOLEIN VAN DE STOLPE

Jora Vision
Co-Chair



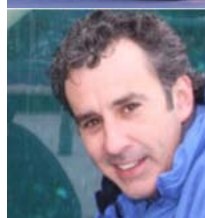
JOHN RUISCH

Compagnie des Alpes



BOB ROGERS

BRC Imagination Arts



STEVE HEARN

Dolfinarium Herderwijk



WOUTER DEKKERS

Movie Park Germany



MARTY SKLAR

Marty Sklar Creative



Creating Place From Space: Architecture

SESSION DETAILS

CONDUCTING A LEISURE PROJECT

After an introduction by the chair about designing attractions and Iconic architecture, speakers will cover the importance of the architect's role in conducting a leisure project and share with us what they have learned through the numerous projects they have done.

Denis Laming, will explore the relation between client and architect in a project and share his experience with Futuroscope, from birth to delivery.

Michel Linet Frion will go through the importance of guest experience and choice of architect for Center Parcs.

Jacques Ferrier will present the French Pavillion at Shangai, for which he designed both content and architecture, and the Aqualon Water Park, Village Nature, Disneyland Paris, a project soon to be built.

Peter Slavenburg will focus on the synergy - and potential for enmity - in merging experiences with architecture.

MEASURING ARCHITECTURAL SUCCESS IN A EUROPEAN PROJECT

This session will explore what makes a Leisure project successful and how architects need to calibrate their projects to meet success. It will be conducted by Ray Hole in an interactive format with the speakers and the audience.



RAY HOLE
ray hole architects
Chair



EVELYNE VILLAME
Loisirs et Marketing
Co-Chair



DENIS LAMING
Denis Laming Architectes



MICHEL LINET-FRION
Pierre & Vacances/Center Parcs



JACQUES FERRIER
JFA Architecture



PETER SLAVENBURG
NothernLight



What The Future Might Bring: Technology

SESSION DETAILS:

This session will:

Show how current technology can be employed to increase visitor interest and interaction

Look at when and where technology should and shouldn't be used and how to design to keep it working

Think about the hidden use of technology to improve the visitor experience

Dream about what the future might bring

The session is split into two "loose" parts with the original session description:

DESIGNING FOR TECHNOLOGY

This segment will explore the use of technology from a design perspective, with two major design companies operating in Europe outlining why they use technology, the benefits and perils, and giving examples of good and bad practice

LIVING WITH TECHNOLOGY

The segment will explore how technology helps or hinders those who work in major attractions, with views from an operator and the multimedia specialist in a large National Museum. The speakers will be asked to present on what they would like to help their jobs, and in addition a visionary technologist will present what is around the corner, and what changes in technologies may help or hinder progress for the future.



DAVID J. WILLRICH

D.J. Willrich Ltd.
Session Chair



ALAN WILKINSON

Electrosonic Ltd.
Co-Chair



RAY HOLE

ray hole architects



ROBERT WYATT

Artisan Design



MICHAEL FINNEY

Thinkwell Design and Production



CHRIS CONTE

Electrosonic Inc.



DAVE PATTEN

NMSI



Experience: Measurement, Myths and Realities

SESSION DETAILS

PREDICTING AND MEASURING SUCCESS

A top calibre panel of Duncan Campbell, Dirk Lubbers and Tim Baker, moderated by Lesley Morisetti, will discuss the key performance indicators which they use to support their decision making for attraction development and evaluation, both in delivering the visitor experience and in satisfying the business requirements of the operator.

The session will also cover the impact of getting development predictions wrong and the potential impacts of not monitoring an attraction's performance.

Duncan Campbell will discuss what really matters when evaluating the potential for the development of new attractions and how getting this right drives both customer satisfaction and company success.

Dirk Lubbers will present on the added success requirements of a brand centre and the requirement to create brand ambassadors through the operation of a commercially viable visitor attraction.

Tim Baker will talk about research methodologies used to monitor customer satisfaction and the use of customer surveys to assess the potential for temporary exhibitions.

CULTURAL INFLUENCES: THE MYTHS AND THE REALITIES

Tony Sefton will lead an audience discussion and debate on the impact of cultural differences on visitor attractions. The discussions will explore the myths and realities of how culture should (or should not) influence the creation, operation and success of visitor attractions in different geographies.



LESLEY MORISETTI

LM Associates
Session Chair



JULIANA DELANEY

Continuum Group
Session Co-Chair



DUNCAN CAMPBELL

Merlin Entertainments



DIRK LUBBERS

The Heineken Experience



TIM BAKER

Touchstone Partners Ltd.



TONY SEFTON

Vision XS



Biographies

REINOUD VAN ASSENDELFT DE CONINGH

Owner, Van Assendelft & Partners BV

Reinoud van Assendelft de Coningh is the founder, name giver and owner of the consultancy. He is a senior consultant and attended the Hogeschool voor de Kunsten Amsterdam (Academie voor Kleinkunst) (University for the Arts in Amsterdam (Academy of cabaret)). He fulfilled different functions, such as commercial manager of Endemol Live Entertainment, marketing & communication assistant manager at theme park De Efteling, theatre manager in Tiel and Nijmegen and assistant manager of the city theatre and concert hall of Nijmegen. He was also a member of the Marketing Committee of the International Association of Amusement Parks and Attractions (IAAPA) for five years and was the chairman of this committee for three years. He also fulfilled various other managerial functions. He has worked for Van Assendelft & Partners since August 1997.

TIM BAKER

Chairman, Touchstone Partners Ltd.

Tim Baker and his business partner founded Touchstone in 2002 with the express aim of making research findings more understandable and directly applicable. With over 30 years experience in the research market as both a client and supplier, Tim has worked closely in the development of forecast modelling systems and price sensitivity testing in the theming and leisure markets across the world. He is currently involved in the development of a process which allows clients to determine the optimum admission price for a temporary exhibition, and the visitation levels that can be expected at that and a range of other prices.

DUNCAN CAMPBELL

New Business Strategy Director, Merlin Entertainments.

Duncan Campbell has over 20 years of experience in the attractions industry, through strategic planning and operations roles for city centre attractions and theme parks in the UK and the USA. Since 2000 Duncan has worked on the international roll-out of Merlin attractions, and he is currently responsible for market and site evaluation for new attraction openings, as part of the team delivering Merlin Entertainments' rapid global expansion.

CHRIS CONTE

General Manager, Electrosonic Inc.

Chris joined Electrosonic in 2001 as General Manager of the Western Region business based in Burbank. Chris has more than 15 years of experience in audiovisual technology in the entertainment industry. He has worked for systems integrators and design production companies since 1987. He has considerable experience and expertise in business and construction management as well as a strong background in electronics, project management and installation for large-scale projects.

WOUTER DEKKERS

General Manager, Movie Park Germany

Wouter Dekkers brings more than 20 years of financial and organizational development experience to Movie Park Germany, having worked for international organizations such as KPMG, Ernst & Young and engineering company Arcadis. He initially joined WalibiHolland, the Dutch theme park formerly owned by Six Flags and Star Parks, in October 2000 as Director of Finance and Human Resources and transferred in 2005 to Movie Park Germany. In February 2007, he took over the position of General Manager in which he was responsible for the development and execution of the new IP oriented strategy and opened the first Nicklandarea in

Europe. Since then he added Shrek and his friends, the X-men to the film IP portfolio of Movie Park Germany. In June 2011 he opens the new indoor coaster themed around the well known Vampire Hunter Van Helsing.

JULIANA DELANEY

Chief Executive Continuum Leading Attractions Group.

Juliana has a twenty-five year track-record in the tourism industry designing, marketing and operating museums, cultural and heritage projects and commercial visitor attractions. Juliana began her career as a journalist moving onto a marketing role for an international construction group, then a marketing and design agency, which went on to design and build the innovative Jorvik Viking Centre in York.

Whilst bringing up her young sons she ran her own restaurant business in Wetherby (a life lesson that stood her in good stead) before returning to join the team which launched the Jorvik Viking Centre, in 1985. Juliana took on the challenge of marketing and promotion of Jorvik and was instrumental in bringing it to international prominence and world-wide success. From painting double-decker buses as long-ships in order to advertise the centre, through to creating a Viking Festival full of best Viking beard competitions and long ship races with which to attract the worlds media to York's door; Juliana's marketing of Jorvik won award after award and set the standard for others to follow.

As the company grew, Juliana was at the forefront of setting-up, launching and marketing of over 100 tourism projects across the UK and Europe. From Jorvik initially and its refit in 2001; to the £35m Spinnaker Tower in Portsmouth (which has achieved over 1.5m visitors in less than three years and was turned from a white elephant construction project into a much praised icon); to The Oxford Story and The Canterbury Tales both of which had been trading for over 20+ years; as well as the set up of the £15m White Cliffs Experience in Dover; A Day at the Wells; Vikingar!, in Largs in Scotland; the £25m Doncaster Dome leisure centre as well as the Earth Centre in Doncaster; The multi-million pound International Centre for Life (an innovative family science centre) in Newcastle and Unlocked- in Oxford, she also acted as adviser to the £25m Dickens' World.

On the tourism consultancy side, Juliana has advised stately homes such as Castle Howard on their product offer and promotion; the Royal Family of Abu Dhabi on a Pearl Fishing attraction; an Egyptian theme park operator and the feasibility of a Dracula theme Park in Transylvania. On the marketing front, Juliana has undertaken marketing strategies for multi-million pound aquariums in Edinburgh and Hull; however, on such ill fated projects as a proposed washing power museum and a hat museum – she stopped both on the spot!

JACQUES FERRIER

Architect, JFA Architectes

Jacques Ferrier works in France and abroad. State-registered (DPLG) architect Jacques Ferrier graduated from the Paris-Belleville School of Architecture in 1985 and from the engineering school Ecole Centrale de Paris in 1981. He created his own studio in 1990 in Paris and his works now include the design of major cultural buildings (French Pavilion, Shanghai Expo 2010; French Sailing Museum in Lorient), prestigious buildings (Champagnes Piper & Charles Heidsieck headquarters in Reims; AIRBUS Delivery Centre in Toulouse; Sulwhasoo flagship store in Hong Kong), public facilities (Collège de France in Paris; Qingpu's Yuxiu School in China; House of Human Sciences in Nantes), research



Biographies

centres and urban development. The office's output is all based on the same philosophy: the creation of architecture for a sustainable society. In parallel, Jacques Ferrier has developed an innovative research activity in partnership with industrial companies. His projects, which include the Concept Office and the ecological Hypergreen skyscraper, initiated a reflection on the future role of architecture that takes into consideration the challenges represented by megalopolises. His humanist vision of the future city is well expressed by the "Sensual City", an urban proposition conceived for the French Pavilion at Shanghai Expo 2010, which provides an answer to the question of what town planning should be today. Jacques Ferrier is a Professor of Architecture. He has received several architectural prizes, such as the Moniteur Prize for First Work in 1993, and has been nominated three times for the Grand Prix National de l'Architecture. He participates in conferences both in France and abroad and has written a number of books and articles on architecture. Jacques Ferrier is part of the World Business District Network for Sustainable Development as an honorary member. Recent monographs published: Pavillon France (Archibooks, 2010), Cité de la voile Eric Tabarly (AAM Editions, Bruxelles / Ante Prima, Paris / SilvanaEditoriale, Milano, 2008), Hypergreen & Phare towers (AAM Editions, Bruxelles / Ante Prima, Paris 2007), Concept Office (Architecture prototype, AAM Editions, Bruxelles / Ante Prima, Paris 2005) and Useful, the Poetry of useful things (Birkhäuser – Basel Boston – Berlin / Ante Prima, Paris 2004), Stratégies du disponible (Passage piétons, Paris, 2000).

MICHAEL FINNEY

Director of Special Projects, Thinkwell Design & Production
 Michael Finney is an award winning lighting and technical designer who has enjoyed a professional career of more than 25 years in the entertainment and themed architecture industries. He is currently the Director of Special Projects for Thinkwell Design & Production, an internationally recognized entertainment design firm based in Los Angeles. He has designed and built projects in more than 8 countries from Asia to Europe to the Americas, and his work has spanned the range from traditional theatre to rock and roll tours, from historic buildings to Seuss Landing at Universal Islands of Adventure, and from a touring Sesame Street museum tour to the pre-game and post-game spectacles for the Super Bowl. His lighting and technical design work has been featured in 5 separate projects to have received the TEA's Thea Award for Excellence in Attraction Design.

PHILIP HARTLEY

Owner/Director, Philip Hartley Associates Ltd.
 President, TEA Europe & Middle East Division
 Owner and Director of Philip Hartley Associates (PHA) Ltd, based in the UK, Phil provides a comprehensive consultancy and project management service for the realisation of tourism and leisure projects. Over the last 16 years, PHA has worked on many projects in the UK, Europe, Middle East and Far East, working with designers in the US, UK and Europe on projects in Europe, the Middle East and Far East.

PHA's involvement in projects ranges from a few days consultancy to complete project management of the entire attraction delivery, liaising with architects, construction and fit out vendors from concept to completion.

STEVE HEARN

Head of Dolphin Team, Dolfinarium Harderwijk
 Steve Hearn works already for 23 years with sea mammals. He started his career as food and beverage employee in the Windsor Safari park in England. He didn't had any ambitions at all to work with sea mammals at that time. But Steve took the challenge when he was asked to become trainer of the sea mammals. He has been working with sea lions, dolphins, penguins en even an orca. Steve works in the Dolfinarium in the Netherlands for 17 years. He is the head of the Dolphin team and co-creator of the new Dolphin show "De Droomwens."

RAY HOLE

Principal, ray hole architects
 ray hole architects is an international, award winning architectural practice underpinned by experience gained over 25 years in highly creative, multi-disciplinary design environments as structural engineer, architect and designer, and through our diversity of projects, activities, locations and cultures. The active exploration of as many influences as possible allows us to develop a design attitude which differentiates our approach and completed work. This is why we are recognised as much for our opinion as our architecture. We believe that creating 'architecture' is a very important criterion of a much broader responsibility providing the means by which greater value can be realised for our clients, stakeholders, end-users, society in general and the environment. We do this through realising achievable yet technically innovative and sustainable solutions and adopting well-proven design management processes. Understanding the cultures and trends within the various industries is fundamental to our ability to deliver commercially sound, operationally efficient and revenue generating facilities. Our membership of client bodies and attendance and participation at industry conferences and international trade missions is therefore crucial in maintaining our inclusive knowledge base, as is our highly specialised internal CPD program. This experience, attitude and understanding allow us to play an influential role in redefining the cultural, heritage, science, sport, education and themed visitor attraction sectors, in addition to enabling mainstream property developers to differentiate themselves from their competitors.

GENE JEFFERS

Executive Director, Themed Entertainment Association
 Gene heads the staff at the Themed Entertainment Association, the worldwide nonprofit trade alliance representing the creators of compelling places and experiences. He has 40 years experience building connections and relations, communications and analysis at local, national and international levels. Gene joined the TEA in 2001 and has focused on improving member business development and marketing benefits, and building connections with clients and owners. Past positions include Executive Director of the Inland Valley Chapter of the American Red Cross; Executive Director of the Western Insurance Information Service; VP of Public Affairs and Communications of the National Association of Broadcasters (NAB); Head of Media Relations for the American National Red Cross. Gene has a BA in Psychology, an MA in Journalism, and an MBA in Management.



Biographies

HESTER KLOOSTERBOER

Creative Director, The Smile of Experience

Hester is the owner of the one woman company: The SMILE of Experience. The SMILE of Experience is responsible for the creation of storylines, design of master plans, design of rides and directing of guests experiences in as well theme parks, museums as other leisure destinations. Hester started her career in the leisure industry at the engineering department of VekomaRides in 1997. Inspired by technology she has become the translator for creative ideas into affordable entertaining guest experiences, where the guests are completely involved in the story and all their senses are triggered. It is her challenge to be original and to surprise the guests. A smile on all their faces is her mission. For her latest interactive ride "Jungle Splash", Hester recently won together with the Etnalandteam the Parksmaniaaward for best new attraction.

DENIS LAMING

Architect, Denis Laming Architectes

Denis Laming is a French Architect based in France and China. He works internationally with projects in Europe, America, Middle East and Asia, ranging from urban planning to cultural facilities architecture. Some work in progress is an Urban Plan and architectural design including real estate, Business Park, Entertainment Park and City Walk in the town of Chengdu (China) and a "Green" Conference Center and Business Park at the 5th ring road of Beijing.

Denis is chief architect of the Futuroscope park, an "Edutainment Park" close to the town of Poitiers. With the original neo-futurist architectural style and the spectacular contents, Futuroscope has grown to the second entertainment park in France (45 millions visitors since first opening). Denis designed the fast growing urban area which hosts the Futuroscope park by interpreting his creativity in university campus, offices buildings, convention centre, TGV High Speed rail station, etc. At the end of the last decade, he initiated "Masdar City", a Green City in Abu Dhabi, actually under construction.

DIRK LUBBERS

Manager, Heineken Experience

Dirk Lubbers started his career at ThyssenKrupp, a German Steel Multinational, as Manager Logistics. He started working at Heineken in 2002, and for 5 years he was Manager of Heineken Event Service where he was responsible for all Heineken events, including Queens day (national celebration of our queen's birthday), Mystery land (one of the biggest dance events in the Netherlands) also The V.I.P.-tent at the UEFA Champions League Final, and the Holland Heineken Houses in Olympic cities such as Athens, Torino, Beijing and Vancouver.

He is currently the manager of the Heineken Experience in Amsterdam, located at Heinekens original brewery. Here he falls back to his logistics background in managing all the aspects that concern the Heineken Experience, from the experience it self, as well as all the people behind the scenes.

MICHEL LINET-FRION

Creative & Innovation Director, Pierre & Vacances/Center Parcs I am a French architect, and I've worked for about 30 years in the Leisure industry: Walt Disney Imagineering, Parc Astérix /Grévin & Cie and currently Creative & Innovation Director for a French Leisure and real estate group, Pierre & Vacances / Center Parcs. After my Disney period, as part of large companies that operate

leisure sites & resorts in Europe, my role has been to develop these sites and new sites, to keep them as attractive as possible, as innovative as they should be to stay front runners.

I've put together the Creation & Innovation team. We have key persons for each of our core disciplines, but we assemble out-of-house expertise and talent for each project so as to put together the most adapted, the best project team tailored for each project, both design wise and execution wise.

I have joined TEA in 1999 and have been awarded several times!

LESLEY MORISETTI

Principal, LM Associates

Lesley launched LM Associates in 2010 to provide economic and strategic business planning consultancy services to the attractions and entertainment industry, based on 27 years of operational and consultancy experience. Lesley was previously a Director of the London office of the Economics Practice of AECOM (formally ERA). During her eight years at ERA, she led a wide range of projects within the UK, Europe, and the Middle East and North Africa, for a diverse range of clients, from cultural institutions such as the Natural History Museum and the Bibliotheca Alexandrina to commercial attraction operators such as Merlin Entertainments and Warner Bros., and brand owners such as Diageo and HIT Entertainment. Prior to joining ERA, Lesley worked for the Tussaud's Group in marketing, revenue management and new attraction development roles.

ANNIKA OETKEN

TEA Europe & Middle East Support

Annika Oetken is a freelance project manager based in Bremen, Germany. After six years in banking and a degree in business administration she joined the amusement and themed entertainment industry in 2003, working for Space Center Bremen. Over the last eight years she has worked with Phil Hartley (PHA Ltd.) on various projects such as Ice Age Adventure (Movie Park Bottrop), Charlie & the Chocolate Factory (Alton Towers), Dream of Battle (Warwick Castle), Ringwerk (Nuerburgring) and the Coca-Cola Pavilion (Expo 2010, Shanghai). She also works part-time for the TEA, supporting the Europe and Middle East Division.

DAVE PATTEN

Head of New Media, NMSI

Dave Patten is Head of New Media at The Science Museum, London, where his role includes new media strategy as well as managing all aspects of new media and AV, from conceptual design, prototyping and production to project managing external developers and production companies. He has a background in electronics and computer science, and has worked at the Science Museum for over 25 years, developing exhibitions and leading development teams. He led the development of the technical systems for the Science Museum's Wellcome Wing and Dana Centre, which opened in 2000 and 2004 respectively. Has been involved in the development of more than 25 permanent exhibitions and numerous temporary and traveling exhibitions.

JAN MAARTEN DE RAAD

Managing Director, Jora Vision

Jan Maarten de Raad is founder and managing director of Jora Vision, a leading Dutch company in conceptualisation, design and production of themed environments for theme parks, zoo's, recreational facilities and holiday resorts in Europe and China. After his studies in Economics, Marketing and Construction he started



Biographies

his career in the traditional building and real estate industry. In this field he worked as site manager, project manager, head of logistics, purchase manager, real estate developer and export manager.

During this time he worked all over the world and became a big supporter of the philosophy of a full intergraded design and built process. This philosophy and his enormous passion for creating compelling places and spellbinding attractions would become a solid base for creating Jora Vision in 1996. Jan Maarten de Raad and the Jora Vision companies culture is well known because of it's innovative business style.

BOB ROGERS

Founder and Chief Creative Officer, BRC Imagination Arts
When Bob started Bob Rogers & Company in his garage in 1981, he never imagined that the company would grow into BRC Imagination Arts, the world-renowned design and production company it is today. Master storyteller, inventor, and writer, Bob has been a leader in the field of experience design and production for over three decades, sought after by international brands, world expos, museums, cultural institutions, and entertainment attractions. BRC has evolved into a company with offices in California, The Netherlands, Shanghai and the UK, and nearly 100 diverse and wildly talented people. The culture that permeates BRC is a direct reflection of Bob's passion for showmanship with a deep respect for storytelling. The result is the creation of magical experiences for audiences the world over that transcend the ordinary and elevate the meaning and message our clients need to communicate. In 2007, Bob received The Thea Award for Lifetime Achievement, this industry's highest honor. In 2010 Bob was inducted into the IAAPA Hall of Fame. Since its inception in 1981, BRC's projects have been honored with over 285 international awards for creative excellence, including two Academy Award Nominations and 17 Thea Awards for Outstanding Achievement in themed entertainment.

JOHN RUISCH

Show and Concept Developer, Compagniedes Alpes
Working amongst others for Dolfinarium Harderwijk, Walibi Holland. John Ruisch was born on September 25th, 1980 and developed his interest for theme parks and entertainment during his early childhood. After theatre academy he has written different park show productions, such as the award winning dolphin show "Droomwens" in Dolfinarium Harderwijk. The power of John is the skill to develop storylines which are marketable, during the last years he has worked on over 30 show productions. All of these are very different ranging from Halloween shows to daily character shows, but all with the same USP and this is marketability!

TONY SEFTON

CEO, Vision XS
Realising a real lack of science behind major ride and show investments, during his time as a ride designer working in many of Europe's largest theme parks, Tony Sefton, CEO of Vision XS Ltd., began his research into what visitors really want. Over the next eight years, he devoted himself to understanding how visitor experience can be broken down into measurable parameters, which led to the development of Vision's current analysis software, X-MOD. During this time, Tony has also administered business recovery packages for attractions, alongside developing his core business of understanding the science of experience.

MARTY SKLAR

Vice Chairman & Principal Creative Executive (Retired)
Walt Disney Imagineering

Principal, Marty Sklar Creative

Marty Sklar began his Disney career at Disneyland in June, 1955 --one month before Disneyland opened. He was hired to create The Disneyland News, a tabloid newspaper sold on Main Street for 10 cents during Disneyland's first summer. Two weeks after he started--at age 21--Marty had to present the newspaper concept to Walt Disney. Fortunately, Walt liked it --and Marty says that's why his career at Disney lasted 54 years. After completing his last year at UCLA, Marty returned to Disneyland's publicity and public relations group in 1956, and worked for the Walt Disney Company continuously until his retirement on Disneyland's 54th birthday, July 17, 2009. On that day, Disney paid tribute to Marty with the ultimate Parks & Resorts recognition, by dedicating a window in his name on Disneyland's City Hall. He moved to WED Enterprises (now Walt Disney Imagineering) in 1961. For 10 years, until Walt Disney's death in December, 1966, Marty wrote personal material for Walt, including his messages in the Annual Report and a 25-minute film that expressed Walt's vision for Walt Disney World and Epcot. Starting in 1974, for 30 years, Marty was the creative leader of Walt Disney Imagineering as Vice President, President and Vice Chairman and Principal Creative Executive. He retired as Executive Vice President, and Imagineering Ambassador. He is the only Disney cast member to participate in the opening of all 11 Disney Parks around the world, and was inducted as a Disney Legend in 2001. He has also received the Lifetime Achievement award from TEA (Themed Entertainment Association) and has been inducted into the Hall of Fame of IAAPA (International Association of Amusement Parks & Attractions). In 2007, Marty received the prestigious Professional Achievement Award from UCLA. In 2008, he was appointed to the Board of Directors of the UCLA Alumni Association. Marty's community service also includes two terms as an elected member of the Anaheim City School District Board of Education. Twenty years ago, the Sklars were among six founders of Ryman Arts, a non-profit foundation providing teaching and mentoring for over 150 talented young high school artists, from 80 schools, on Saturdays. Marty serves as Board President. Following his retirement from Disney, Marty formed Marty Sklar Creative Inc. "to answer all the requests I receive for concept development, speaking engagements, writing and advice about leadership".

PETER SLAVENBURG

Co-founder, NorthernLight

Peter is one of the co-founders of NorthernLight. In 1997 he decided to start up NorthernLight together with Steven Schaecken. Peter has worked as a project leader and creative director on over 50 projects worldwide. He has extensive experience in the world of museums, science centres, visitor centres and brand experiences.

In recent years, Peter has focussed on developing projects with a synergy between physical and digital experiences, using new media such as multi touch tables, augmented reality, RFID and smartphone apps. This led to the start of a new NorthernLight business unit, "digital experiences".

In 2008, Peter lived for half a year in China, coordinating the design of the new exhibition of the immense China Science and Technology Museum, as well as setting up the China office of NorthernLight. Peter completed his MSc in Design Engineering summa cum laude at the Delft University of Technology in the Netherlands. Prior to founding NorthernLight, he worked as a designer for the NEMO science centre in Amsterdam, where



Biographies

he developed and designed its exhibition gallery on human psychology. Before that, he worked for 2 years as a photographer for Médecins Sans Frontières (MSF), traveling to Albania, Kenya, Sudan, Malawi and Mozambique.

MARJOLEIN VAN DE STOLPE

Director Development and Design Jora Vision
Marjolein has a true passion for the leisure industry. Exceeding expectations is the motto she has worked with the past 10 years within the leisure industry. In Six Flags Holland she started her career as the operational manager of the park. After being in this position for two years she was asked to have the position of change manager. In this 18 month project she and her team developed the park and its spirit from an American style company towards a European Family Park. Under the ownership of Compagnie des Alpes she was promoted to the position of Operations Director of the park Walibi World. In 2009 she joined the company Jora Vision as the director of the design and development department. In this position she and her team are working on developing breathtaking experiences for the leisure industry.

EVELYN VILLAME

Principal, Loisirs and Marketing
As a Marketing professional, I have built my leisure career with Parc Astérix and the Grévin company, developing many projects of all kind in several European countries. I am now involved in new business ventures and I also lead projects for firms that are not in the leisure business. I always build on visitor experience and market as the basis for developing projects but always have to compose with architects "power of view".

ALAN WILKINSON

Business Development Manager, Electrosonic Ltd.
Alan Wilkinson has worked in the audio visual and special effects world for over 20 years as a technical manager, engineer, designer and sales consultant. During this time he has held roles including Head of AV for the Tussaud's Group, Technical Design Manager for Heritage Projects and is currently Business Development Manager and a Senior Consultant for Electrosonic's Leisure and Entertainment Division.

DAVID J. WILLRICH

Managing Director, DJ Willrich Ltd.
David has more than thirty years experience in the Leisure Industry. His career began with looking after the Audio Visual installations at the National Motor Museum, Beaulieu England in 1977, where his role was to maintain all AV shows and anything else that required power to operate!

In 1985 David undertook the AV and show control aspects of "Wheels"; the first dark ride experience to be installed in a British Museum. Following the successful opening of such a technology intense attraction, the number of Museums and Stately Homes seeking David's services for both consultation and turnkey solutions significantly increased!

In 1986 David founded DJW to provide a channel for his work outside of Beaulieu and this in turn lead to the relationship evolving for DJW to continue to provide daily support as required by Beaulieu.

From 1986 both David's experience and the company grew from a one-man band into a company that now enjoys an international reputation for delivering high quality AV solutions and systems. The

company continues to provide a mix of consultancy, design and complete turnkey solutions around the world.

A range of projects that have had David's direct input include: LEGOLAND Windsor, Parkwide AV consultant; Wildwalk and Explore, at-Bristol, Attraction wide AV consultant; Ski Dubai, Mall of the Emirates, Dubai (UAE); the Canadian War Museum Ottawa (Canada); Royal Ontario Museum (Canada); Oklahoma City History Centre (USA); Historic Jamestowne (USA); and AV consultancy for Harrahs casinos for their European projects. More recently overseeing the major AV installation at "ring"werk", an indoor theme park at the Nürburgring racetrack in Germany.

Current projects that David is directly involved in, include Capitol Theatre Fort Edmonton, AL Canada, the National Football Museum, Manchester England as well as "Record Breakers" and "Hall of Fame" redisplay at the National Motor Museum, Beaulieu.

ROB WYATT

Principal and Founder, Artisan Design
Show producer, creative manager, collaborator and project development strategist. Those are a few of the invaluable positions he has held that are coupled with his entertainment and international experience which makes him a sought after resource in the industry. In September 2010 he founded Artisan Design. His most recent work includes Executive Producer of the Fort Edmonton Park Capitol Theatre Show in Edmonton, Alberta, Canada.

Prior to Artisan Design, Mr. Wyatt was co-founder of EDG North America where he led development for projects such as DreamWorks theme park, Dubailand, Freej theme park, The Heart of Europe, Dubai, and Shaolin Village.

Currently holds an A.S. degree in CAD/Drafting and Architectural Design from Santa Barbara City College and furthered his education at the Southern California Institute of Architecture (SCI_Arc) where he built a strong foundation and style within the field of Architecture and Design. In his few short years in the industry, Neptali has been a part of many projects including master planning mixed use developments in Asia as well as assisting with Dubai mega villa projects. He continues to expand his knowledge and creativity by working on a diverse range of projects from concept design, master planning, and diagrams to graphic design, branding, and photography.

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SATE 2011 AMSTERDAM VENUE LOCATIONS MAP



Public transport information

Regular trains between airport and central station

Heineken Experience  4, 7, 10, 16, 24, 25

Conference hotel area  1, 2, 5, 7, 10

Tickets purchased at tram or bus 1 hour €2,60, 24 hours €7,--

Chips cards require checking in and checking out

Local SATE organisation telephone numbers:

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