

SATE '10

storytelling / architecture / technology / experience

Mark your calendar, now, for **SATE '10**.
September 30 - October 1
Orlando, FL USA

SATE - The Confluence of...

STORY
ARCHITECTURE
TECHNOLOGY
and the creation of
EXPERIENCE

Bringing together groundbreaking Thinkers and Doers; Innovators from myriad crafts, professions and disciplines, the **SATE** conference has opened and evolved a level of discourse at the highest, creative levels. Storytellers, Destination Makers and Creators of Compelling Experience in contexts from Stadium to Theme Park, Circus to Retail to the Broadway Stage gather for two days of Exploration of Possibility, Exhibition of Theory and Process, Extrapolation of Trend and Thought and Application across the board.

Mission Statement

The Mission of **SATE** is to create and maintain a destination conference on the Nature of Experience wherein the level of discourse takes place at the highest levels. An Experience in itself, **SATE** will offer a collection of and collaboration among leaders and groundbreakers in the creation of Experience, worldwide, and will be the only conference of its kind in the world; offering exploration of possibility beyond the virtual walls of any attending industry represented.

Our goal is to reach out to:

- **Storytellers** in all forms,
- **Architects** from any context,
- Users, creators, manipulators & developers of **Technology** in all forms and applications,
- Creators of **Experience** from the largest Plaza, Stage, Stadium or Dark Ride to the smallest Screen or heretofore unknown environment

...and gather these individuals from across the globe in one place, annually, to share ideas and concepts from respective oeuvres, to challenge, inspire and motivate one another and to offer collaborative experience opportunities that might not otherwise be available.

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HISTORY

Past Speakers, Presenters & Participants in the **SATE** Experience Include:

SATE '07

Francois Bergeron - Thinkwell Design & Production
Branislav Hetzel - Hetzel Design
Ahmad Jafari - Ahmad Jafari & Associates
Paul Kashuk - Electronic Arts
Bill Lepp - Professional Storyteller
Jim Moorcamp - PGAV Destination Consulting
Kile Ozier - Creative Director
Scott Givens - Five Currents
Yves Pepin - ECA2 [TEA Lifetime Achievement Awardee]
Jimmy Neil Smith - International Storytelling Center
Scott Snibbe - Snibbe Interactive
John van Vleck - Coca Cola Company
Larry Wyatt - Wyatt Design

SATE '08

Bob Allen - VP Disney Production Services
Meghna Andley - WATG
Matthew Beehler - WATG
Greg Beck - AIA
Dan Christman - X-nth
Al Cross - PGAV Destination Consulting
Russ Dagon - Executive Project Director [Independent]
Paul Dietz - Microsoft
Gary Goddard - Gary Goddard Entertainment
Lenny Larsen - Next Generation Creative
Scott Lukas - Author, "The Themed Space"

Jeff Mayer - Architect
Dr. Jacquelyn Morie - Inst. for Creative Technologies of USC
Jamie O'Boyle - Center for Cultural Studies & Analysis
Bob Rogers - BRC Imagination Arts [Founder & Chair]
Shelly Short - Walt Disney Imagineering
Scott Trowbridge - Walt Disney Imagineering
Larry Tuch - Writer/Creative Consultant
Daren Ulmer - Mousetrappe
Robert L. Ward - Robert L. Ward, Inc.
Mike West - Universal Creative

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Jumana J. Brodersen - The J Co., LLC
Michael Epstein - Untravel Media [Founder & CEO]
Phil Hetteema - The Hetteema Group
Margaret J. King - Center for Cultural Studies & Analysis
Lenny Larsen - Next Generation Creative
Jeff Mayer - Architect / Urban Land Institute
Kile Ozier - Creative Director
Colette Piceau - It Ain't Shakespeare, Inc.
Rick Rothschild - FAR OUT! Creative Direction, Inc.
Chick Russell - Chick Russell Communications
Dave Smith - Smithink
Linda Smith - Smithink
Steven L. Snyder, Ph.D. - The Franklin Institute
Matthew Solari - Education Development
Christopher Stapleton - Simiosys Real World Laboratories
Larry Tuch - Writer/Creative Consultant
Mike West - Universal Creative
George Wiktor - The Hetteema Group
Don Winton - Walt Disney Imagineering (Ret.)

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Check here for updates on the evolution of the Curriculum for **SATE '10**.

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The SATE '10 Committee

Kile Ozier, Host & Co-Chair **EXPERIENCE** - Creative Director, Producer, Writer
Kile@kileozier.com

Steve Birket, Co-Chair **EXPERIENCE** - Electrical Engineering, Marketing,
Steve.birket@birket.com Business Development, Performer

George Head, Co-Chair **STORY** - Theatrical TV Set Design, 30 years with
George.a.head@gmail.com Disney Show Quality Standards

Lenny Larsen, Chair **TECHNOLOGY** - Creative Director
Lenny@ngcreative.com

Carole Mumford - Manager, Special Relations and Events - TEA
Carole@teaconnect.org

Michael McGuire - NBC Universal Creative
Michael.mcguire@universalorlando.com

Penny Peavler - Chair **ARCHITECTURE**
Pennypeavler@webergroupinc.com

Larry Tuch, Chair **STORY** - Writer, Television and Theme Parks
Ltuch@narrativeconcepts.com

SATE - Be there to share in Ideas that haven't yet been had.
