



TEA Summit 2010

March 4-5, Hilton, Universal City, CA

A NEW DECADE – A NEW FORMAT

Two FULL days.
Five thought provoking business sessions.
Seven stimulating case studies.
Countless opportunities to share, learn and inspire.

Day One - Thursday:

Only 50 participants (no more than two individuals per company)

Exclusively for Business Owners & Senior Management

Focus:

- Growing your business worldwide
- Lively discussions and debates with your peers

Day Two - Friday:

Designed for a **broader audience**

(Every company has the opportunity to fill 5 additional seats)

Students are welcome

Focus:

- Case studies of the 2010 Thea Award Recipients
- Sharing, celebrating and networking

For ticket pricing – visit the TEA Box Office at www.teaconnect.com



Thursday March 4:

Exclusively for Business Owners and Senior Management

8am – 5:15pm Program Includes:

- Industry leaders share their tips on **building a successful business while fostering creativity**. (Special guest currently being confirmed)
- A review of anticipated **industry growth around the world**, lead by John Robinett of ERA/AECOM and Dave Schmitt of Management Resources/Profun.
- Time dedicated to answering the question: **“how can I succeed in Asia?”**
- **Peer to peer discussion**, lead by Keith James of JRA, tackling questions including: competitive bidding vs. sole sourcing, creative intellectual property protection, alternatives to litigation etc.
- Managing Self First – **professional coaching** to becoming better communicators and leaders. Lead by Daniele Bienvenue of Management Savvy (www.mgtsavvy.com)

5:30 – 7:30 Continuing the dialogue at the Hilton Bar (No-host)

Friday March 5:

Open to a bigger and broader audience

A chance to **meet the owners** of many of this year’s award recipients; **see what makes their projects award worthy and learn how they “got it done!”**

8am – 5pm Thea Recipient Case Studies.

- Disney’s **Toy Story Midway Mania** (Attraction)
- Universal Studio Orlando’s **Disaster!** (Attraction Rehab)
- **Heineken Experience** (Brand Experience)
- **Please Touch Museum** (Museum)
- **America I Am: The African American Imprint** (Traveling Exhibition)
- **Dragon’s Treasure Show**, City of Dreams, Macau (Attraction)
- Thea Classics, including MSI’s **Coal Mine** educational experience

4:30 – 5pm: Visit with this year’s Lifetime Achievement Award Recipient Mark Fuller CEO of WET.

Followed by the TEA Western Division Mixer from 5:30 – 7:30pm

Co-Chairing the Summit:
Kelly Ryner of Thinkwell and Roberta Perry of ETI

