



blooloopLIVE
ASIA

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WELCOME TO

blooloopLIVE ASIA

Blooloop has been leading the way networking the global visitor attractions sector online for the last 10 years.

We have put together for you today what we hope will be an interesting and memorable programme featuring leaders from the visitor attractions industry. They will be sharing experiences and strategies from across the sector in this vibrant and fascinating region in thought provoking sessions that will educate, inform and inspire.

We would like to thank our sponsors and our design partner ICONPATH for their support, the Asian Civilisations Museum for providing this fantastic venue, and Thibault Paquin, Principal of Celebrating Life, for lending his considerable experience and expert knowledge of the attractions market in Asia in helping us to organise this event.

Thank you very much for attending and supporting this event. We hope you enjoy it!

Charles Read
Managing Director
blooloop.com



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EUROPEAN STAR AWARD
Europe's Best Waterslide Award
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SILVER MEDAL
2016

**THE BEST
EXTREME ATTRACTION
OF THE YEAR**
2015

**THE MOST
INNOVATIVE PRODUCT**
2013

EXPERIENCE WHAT IS NEXT!

Polin Waterparks®, WORLD'S LEADING WATERPARK SUPPLIER, WELCOMES YOU AT
IAAPA ASIAN ATTRACTIONS EXPO IN 14-16 JUNE '17
TO EXPERIENCE WHAT IS NEXT IN THE VERY NEAR FUTURE OF THE INDUSTRY.

MARINA BAY SANDS, SINGAPORE BOOTH L913

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PolinWaterparks
THE EXPERIENCE

AGENDA

13:00 **Registration**

13:30 **Welcome**

13:45 **Session 1: Introduction to the Asian Market**

Wonwhhee Kim, Founder The Park Database: Singapore
Swing: An Entertaining Romp through the City-State
Dominic Wong, Senior Associate, Entertainment + Culture Advisors
(ECA): An overview of the Asian market and key trends and pipeline
projects to watch

14:15 **Session 2: The future of attractions technology in Asia**

Andrew Darrow, Chief Strategy and Business Development Officer, THE VOID
Ernest Yale, President & CEO, TRIOTECH
Henry Corrado, Director, Tejix
Michael Reid, Founder & Director, ICONPATH Curated Experiences
Rob Paul, Design Director, LCI Productions

14:45 **Session 3: Creating world class attractions**

Alan Mahony, Director of Design and Operations, Pinnacle, International
Enterprise Ltd: Developing and Operating World Class Waterparks
Karin Lau, Senior VP, Pinnacle State Group: Working with Chinese developers
Jean de Rivieres, VP Location-Based Entertainment, Ubisoft LA:
From Virtual World to Real World

15:30 **Coffee break**

16:00 **Session 4: Ideas worth sharing**

Patrick Andrey, Managing Director, Walltopia Asia Pacific:
How active participation changes the game
Peter Wilson, Theatre/Events Director-Writer-Producer-Lecturer:
The making of the Pearl of the South Sea show and the role of
theatre in theme park entertainment
Tim Mackey, Attorney-at-Law, Paul Hastings LLP:
Dealing with the little green men
Kevin Barbee, Senior VP & Chief Creative Officer, IRMS: Entertaining the
Masses: Come Follow the Brands

17:00 **Session 5: Operating attractions in Asia**

Mario Mamon, Chairman & President, Enchanted Kingdom Inc
Shaun McKeogh, Vice President, Head International Training Academy,
Management Resources & ProFun Management Group
Victor Danau, Director, Asia Pacific Development & Operations,
Ripley Entertainment

17:30 - 19:30 **Networking drinks**

TRIOTECH

CREATOR OF FUN



Hands on fun

TRIOTECH redefines Interactive Dark Rides
Interactivity without a targeting device

SESSION 1: INTRODUCTION TO THE ASIAN MARKET

Our experts share everything you need to know about the Asian Market in under an hour! We have an overview of the region, then review the most significant pipeline projects and trends as well as looking in depth at the Singapore market.



Wonwhee Kim

Founder the Park Database

Singapore Swing: An Entertaining
Romp through the City-State



Dominic Wong

Senior Associate, Entertainment
+ Culture Advisors (ECA)

An overview of the Asian market
and key trends and pipeline
projects to watch

SESSION 2: THE FUTURE OF ATTRACTIONS TECHNOLOGY IN ASIA

With theme park visitors across the world and Asia in particular having increasingly high expectations of technology how can attractions and vendors stay ahead of the game? Our panel of experts discuss innovation and the future of attractions technology.



Andrew Darrow

Chief Strategy and Business Development
Officer, THE VOID

Ernest Yale

President & CEO
TRIOTECH



Henry Corrado

Director
Tejix

Michael Reid

Founder & Director
ICONPATH Curated Experiences



Rob Paul

Design Director
LCI Productions

SESSION 3: CREATING WORLD CLASS ATTRACTIONS

The practicalities of creating world class attractions with a focus on Asia. From waterparks to adapting video game IPs and a look at how to work successfully with Chinese developers.



Alan Mahony

Director of Design and Operations
Pinnacle, International Enterprise Ltd
Developing and Operating
World Class Waterparks



Karin Lau

Senior VP
Pinnacle State Group
Working with Chinese developers



Jean de Rivieres

VP Location-Based Entertainment
Ubisoft LA
From Virtual World to Real World

SESSION 4: IDEAS WORTH SHARING

An inspirational session featuring thought-provoking talks from four trend-setters from inside and outside our industry. Hear what they have to say and join the conversation.



Patrick Andrey

Managing Director, Walltopia Asia Pacific
How active participation changes the game

Peter Wilson

Theatre/Events Director-Writer-Producer-Lecturer
The making of the Pearl of the South Sea show and the role of theatre in theme park entertainment



Tim Mackey

Attorney-at-Law, Paul Hastings LLP
Dealing with the little green men

Kevin Barbee

Senior VP & Chief Creative Officer, IRMS
Entertaining the Masses: Come Follow the Brands



SESSION 5: OPERATING ATTRACTIONS IN ASIA

Our speakers discuss their experience of developing and operating attractions in Asia, highlighting challenges, opportunities and lessons learned.



Mario Mamon

Chairman & President,
Enchanted Kingdom Inc



Shaun McKeogh

Vice President, Head International Training
Academy, Management Resources &
ProFun Management Group



Victor Danau

Director, Asia Pacific Development &
Operations, Ripley Entertainment

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NOTES

A series of horizontal dotted lines for writing notes, set against a background of a palm tree and a building.

