

CONFERENCE THEME

Industry Innovations and Beyond...

WHEN & WHERE

October 13-15, 2022
*University of Nevada,
Las Vegas*

Innovation has never been easy. While the future always beckons the themed entertainment industry with promises of the new, better, more powerful, it takes immense creativity, collaboration, and drive to achieve a greater tomorrow. Tomorrow, however, has never asked more of us than it asks now. Change is coming and we must meet it.

Las Vegas is, of course, no stranger to change which makes it the ideal location for SATE 2022. Great experimentation and innovation are part of the makeup of this city established in an unforgiving landscape. Without the next best thing, Vegas begins to lose its allure. Innovation is how Vegas endures.

The same is true of the themed entertainment industry. SATE has always been a chance for its attendees to imagine what new Experiences might emerge out of the intersection of Storytelling, Architecture, and Technology. It is a time when we come together in order to discover together so that we can create together.

SATE 2022 will likely not look like any SATE before. This is both by design and a consequence of the current circumstances in which we all find ourselves. We will engage with industry leaders and creative thinkers, inspire one another, and above all, move toward the new horizon with hope, clarity, and the tools to get us there.

SUBJECTS

The co-chairs are seeking submissions to fill roughly 15-20 programming segments across the two-day SATE 2022 conference.

Particular attention will be paid to submissions dealing with the following subjects:

THE WORLD AROUND US

- Sensory innovation (sound, lighting, show sets)
- Psychological innovation (thrill, emotions, choice and personalization)
- Experiential innovation (museums, mixed reality, media personalization, replayability, livestreaming)

PRACTICAL APPLICATION

- Risks and rewards of innovation
- Models and challenges of leadership
- The role of diversity and inclusion in innovation
- How-tos of leadership and innovation

LEARNING FROM LAS VEGAS

- Vegas past and present
- Revitalization and reinvention
- Other centers of innovation in the US and globally
- E-Sports, brand experiences, and spectacle

BEYOND THE PANDEMIC

- Innovation in Retail and Cruise industries driven by the Pandemic. (technology, entertainment, storytelling, infrastructure)
 - How the industry has responded to other societal disruptor's (9/11, financial crisis, domestic terrorism)
 - Living in the new future (safety and preparation, new experiences, other improvements)
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SUBMISSION REQUIREMENTS

If you are interested in giving a presentation that relates to this year's theme of "Leadership in Innovation," please provide the following information to **SATEPresentations@teaconnect.org** no later than **5:00PM PST Friday, June 10, 2022**. Presentations may be made by a single speaker or by a moderated group of speakers. Please note "Speaker Background" applies to all speakers.

Speaker Background

- Speaker name(s)
- Speaker bio(s) (<100 words)
- Professional title(s)
- Organization/Company
- Email address
- Phone number
- List of relevant speaking experience
- Indicate whether you have spoken at a previous SATE or other TEA event

Presentation Info

- Title of presentation
- 150-200-word description including goals and connection to conference theme
- Presentation outline
- A description of how you will present your topic in an innovative manner and a list of any special A/V or technical requirements*

***Please note your presentation submission will be assessed as much on content as the means of delivery.** How do you plan to show, not tell? What are the innovative and/or alternative methods you will employ in order to demonstrate your ideas beyond the typical PPT format? Don't know how to pull it off? Your conference co-chairs will help as much as they can, but you are responsible for any production costs beyond the usual conference infrastructure.

Additional requirements:

- Strive for diversity of team and diversity of thought
- Speakers should be available for both days of the conference to allow for flexibility in scheduling.
- Presentations should be between 15 and 20 minutes in length. Exceptions will be made for some panels and shorter "bite-sized" content.
- Visual content must be formatted to a 16:9 ratio (eg. not 4:3) and be high resolution so that it does not appear blurry when projected.
- Speakers may not recycle material from previous presentations unless done so with a substantive new spin and must have permission to use the content they share.
- Speakers must cover their own travel and accommodation costs.
- Speakers should avoid self-promotion, balance own work with examples of others.