



SATE 09

storytelling / architecture / technology / experience

The Themed Entertainment Association presents the 3rd annual SATE conference. Join us September 24th and 25th, 2009 in Orlando, Florida for an exciting and interactive event exploring how the world's most compelling visitor experiences are created.

- Learn how great experiences are conceived, built and operated
- Network with top representatives in the industry
- Create a better visitor experience
- Share your ideas and challenge the norm!



SATE '09 will be held at the beautiful Atlantic Dance Hall at Disney's Boardwalk

Presentations include:

Phil Hettema – The Hettema Group

Interactivity and Immersion for the i-Phone Generation

Finding, Attracting, Engaging, Re-engaging and Keeping Tomorrow's Guest.

The guest/visitor/buyer/attendee of 2010 and beyond is not only ready for--but expecting-- a totally new level of engagement, participation, immersion in the experience of retail, dining, entertainment, urban districts and communities, as well as attractions—whether location based or in themed districts. Today is the time to begin incorporating tomorrow's technologies.

- Creating Digital Overlay for Story-based Experiences
- Crafting immersion experiences to extend length of stay
- Using the technologies to enforce and expand your brand before during and after.

Dave and Linda Smith - Smithink

THE CHALLENGES IN UNLEASHING THE POWER OF STORYTELLING - *This interactive workshop, intended to inspire audience participation and dialog, will explore how storytelling can be more effectively applied by thinking beyond pure exhibit/attraction design.* Attendees will have an opportunity to participate in some fun exercises during this workshop and will leave armed with insights, ideas and tools they can employ to put the power of storytelling to work in more effective ways...to create more lasting connections with guests/visitors through more powerful experiences, increase an institution's profitability and inspire greater advocacy for their programs.

For more information contact: Carole Mumford (818) 450-1811 carole@teaconnect.org

Thank you to our generous sponsors: **The Attraction Services Company, Don Bell Signs, Thorburn Associates, VOA, and Walt Disney Imagineering.**