

# SESSIONS

## Thursday, September 30

8:00 – 9:00am *Networking Breakfast*

9:00 **“Beyond All Boundaries” - pre-show**

A screening of the pre-show for “Beyond All Boundaries,” the acclaimed storytelling experience created by The Hetteema Group for the World War II Museum in New Orleans.

9:15 **Welcome and Introductions to SATE**

9:30 **“Our Genetic Predisposition for Well-Told Stories”**

The human mind seeks out and creates compelling stories in order to interact with the world at peak efficiency...*and it does so below our conscious awareness*. Cultural analysis can reveal the workings and utility of the stories we tell. It defines the basic values and dynamics driving human desire and decision-making. It also describes the forces that give stories their power and resonance. These are the wellsprings of effective storytelling and knowing how to tap them is critical to our success as storytellers. This session will examine these and other aspects of story as well as the power that underlies our instinctive approaches to crafting stories for our clients.

*Margaret King, PhD, Director - The Center for Cultural Studies and Analysis*

10:00 **“Beyond All Boundaries,” WW II Museum**

An interactive presentation in three “acts,” covering the shepherding of this iconic 4D theater experience through development and production to full and compelling realization; including a 15-minute clip of the finished product.

*Panelists: Phil Hetteema, President and Creative Executive, The Hetteema Group  
Anthony Pruett, Project Director, The Hetteema Group  
George Wiktor, Senior Producer, The Hetteema Group  
Daren Ulmer, President/CCO, Mousetrappe*

11:30 *Break*

11:45 **Fort Worth Museum of Science and History**

Imagine having the opportunity to create a new museum that combined the best of an existing legacy and your coolest ideas for creating new stories, exhibits, and immersive experiences. Museum President Van Romans and the key members of his creative team explain how they made the most of that opportunity by leveraging the techniques of themed entertainment design and the best practices of exhibit design and educational programming

*Panelists: Van Romans, President, Fort Worth Museum of Science and History  
Chick Russell, Chick Russell Communications  
F. Randall Webster, VP Design and Production, Fort Worth Museum of Science and History*

*Moderator: Larry Tuch, Principal, Narrative Concepts*

1:00pm *Lunch @ The Latin Quarter*

*Informal Discussions at Speaker's Tables...*

2:00

**"Keeping the Magic Fresh": Extending the Life of Your Brand/Experience**

Imagineers reveal the secrets of keeping attractions alive and relevant over time.

*Panelists: Gary Landrum, Show Awareness Production Associate, Walt Disney Imagineering*

*Kathy Rogers, Sr. Show Producer, Walt Disney Imagineering*

*Joe Tankersley, Sr. Show Writer, Walt Disney Imagineering*

*Moderator: George Head, Savannah College of Art and Design*

3:00

**Break**

3:30

**Information and Communications Pavilion, Shanghai Expo 2010**

The Information and Communications Pavilion (ICP) at Expo 2010 in Shanghai combines state-of-the-art immersive digital media, with personal interactive wireless network technologies and tactile ("4-D") special effects. This involves a new story and technical approach to the long standing industry dream of combining a shared full-immersion story with a personal hand-held Mobile Device, and managing this experience with high hourly capacity. This panel will present a case study of what many are calling a next-level breakthrough in mass customization applied to experience design.

*Panelists: Edward Hodge, ICP Pavilion Show Systems and ICT Device Manager, BRC Imagination Arts*

*Christian Lachel, ICP Pavilion Creative Director and VP, BRC Imagination Arts*

*Mindi Lipschultz, Independent Media Producer/Director*

4:30

**License Brand Panel - Working with Brand Licenses**

*Panelists: Tina Skees, Director, Guest Operations, Herschend Family Entertainment*

*Linda Smith, President, Smithink*

*Donald J. Weber, Principal, The Weber Group*

*Moderator: John Paul Geurts, VP Creative Director, Nickelodeon Recreation*

5:30

**The Wizarding World of Harry Potter - Teaser Presentation**

6:00

**VIP Visit to "The Wizarding World of Harry Potter"**

*Ride: Harry Potter and The Forbidden Journey*

*Tour: After hours walking tour with members of the creative team*

**Friday, October 1**

8:00 – 9:00am *Networking Breakfast*

9:00

**"The Wizarding World of Harry Potter"**

Featuring Thierry Coup, VP of Creative Development for Universal Creative and members of his team, this panel will look at the challenge and process of translating one of the world's most popular stories and its characters into a delightful, 3-Dimensional reality

*Panelists: Robert Cortelyou, Sr. Show Engineer, Universal Parks and Resorts*

*Thierry Coup, VP, Creative Development, Universal Parks and Resorts*

*Paul Daurio, Producer, The Wizarding World of Harry Potter, Universal Parks and Resorts*

*Chick Russell, Sr. Show Writer, Universal Parks and Resorts*

*Mark Rhodes, Director Creative, Executive Media Producer, Universal Parks and Resorts*

*Moderator: Michael McGuire, Executive Offices - Creative Core, Universal Parks & Resorts*

10:30 **Break**

11:00 **Kennedy Space Center: Exploration Space**

Part real-time briefing center, part immersive experience center, part futuristic recruitment center, Exploration Space invites visitors to join NASA's next epic quest into space. Our panelists will describe their efforts to deliver rich content using a visual language that is entertaining, high-tech and immersive – an approach that breaks down the learning barrier between age groups and learning styles.

*Panelists: Luis Berrios, Design Specialist, NASA/KSC/ Kennedy Space Center Visitor Complex*

*Steve Geis, Director, Guest Operations, Kennedy Space Center Visitor Center*

*Daniel Gruenbaum, Project Manager, Delaware North Companies*

*Ken Larson, Communicator, Exploration Space, Kennedy Space Center*

*Billy Specht, General Manager, Education and AHOF, Delaware North at Kennedy Space Center*

*Matthew Solari, Director, Education Development, BRC Imagination Arts*

*Moderator: Kristy Scanlan, Head of Production, Threshold Entertainment Studios*

12:00 noon **The Future of Hospitality Design: Architecture's Impact –**

*Panelists: Fran Boettcher, LEED AP. PBS&J*

*Jonathan F. Douglas, Managing Principal/Managing Director UAE, VOA Associates*

*Dave Eagleson, Vice President, Forrec, Ltd.*

*Moderator: Penny Peavler, Director of Brand Development, The Weber Group*

1:00pm **Lunch @ Pat O'Brien's**

*Informal discussions at Speaker's Tables*

2:30 **Technology Convergence and Emergence**

*Mass Customization and The Tailored Experience*

*Panelists: Chris Conte, General Manager, Systems Integration, Electrosonic*

*Derric Johnson, Creative Consultant*

*Cecil Magpuri, President, Falcon's Treehouse*

*Brian Morrow, Corporate Director, Creative Development, SeaWorld  
Parks & Entertainment*

*Moderator: Steve Birket, Business Development Director, Birket Engineering*

3:30

***Creativity Slam: Immersive Brand Experiences***

We examine leading edge innovations in the creation of immersive branded experiences - an exploration that takes us into the realms of theatrical and sonic design as well as virtual and augmented reality.

*Panelists: Noel Franus, Associate Experience Director, Crispin + Bogusky*

*Almar van der Krogt, Founder, VIRVIE*

*Andy Warfel, Principal, Envirodesign*

*Moderator: Kile Ozier, Executive Producer, Amnesty International USA 50th  
Anniversary Project*

4:30

***Closing***