

# 4<sup>th</sup> annual TEA Summit march 2 & 3 2007

Disneyland Grand Californian Hotel, Anaheim, California

Designed for Owners, CMOs, VPs and Heads of Marketing in the Experience Industry

Friday March 2<sup>nd</sup>, 8:30am – 5pm followed by a cocktail reception  
Saturday March 3<sup>rd</sup>, 9am – 2:30pm

## FRIDAY

8:30 – 9:00am

**Networking Breakfast**

9:00 – 9:45am

**Opening session**

**Moderator:** Robert Wyatt, Senior Director, Project Development  
BRC Imagination Arts.

10:00 – 12:00pm

**Keynote Presentation: “INFORMED IMAGINATION”**

**Speaker: Syd Mead**

Visual Futurist Syd Mead, one of the most celebrated concept designers of our time will share his vision of the future for themed entertainment. Syd has designed and illustrated for corporations, motion pictures, themed entertainment, and a wide range of transportation projects. His creative imagination has graced scores of films, books, and other exhibits. His film work includes *Star Trek: The Motion Picture*, *Blade Runner*, *Tron*, *2010*, *Aliens* among many other films.

12:30 – 1:30pm

**Lunch Session:** An in-depth look at Ski Dubai at the largest shopping mall in the world. A look at what worked, what didn't and how the success of this project is driving more construction for MAF Group elsewhere. *Includes an open discussion about Retail Destinations of the future and work in the UAE.*

**Speaker:** Phil Taylor, Chief Executive of Ski Dubai for MAF Group.



## FRIDAY

2:00 – 3:30pm

**Session:** The “customization” generation is demanding more and more immersion, from gaming to retail to theme parks. This special guest speaker will explore what the Super Brand experts view as the latest trends in consumer demand.

**Speaker:** Norm Elder, President/CEO of Norman J.T. Elder & Associates, focusing on themed entertainment, development, branding and marketing.

3:45 – 4:45pm

**Zoological Showcase:** Sharing insights into the ever-evolving Zoo and Aquarium industries, including the challenges of adding technologically-driven experiences to satisfy today’s consumers.

**Speaker:** Frank J. Hein, Program Manager, Woodland Park Zoo

5:00 – 7:00pm

**Cocktail Reception**

## SATURDAY

9:00 – 9:30am

**Networking Breakfast**

9:30 – 11:45am

**Session:** The Global “Rapid Growth Experience Economy” – Casinos are funding major destinations throughout Asia; this session will showcase two of the biggest development opportunities in that region.

- **Speaker:** Linda S. Congleton, International Retail Consultant, shares an analysis of the growth and the tipping points of the new full-service entertainment, shopping, gambling and convention center resort destinations of Macau.
- **Speaker:** Gurjit Singh, Director of Property, Sentosa Leisure Group provides a sneak peek at the trials, tribulations and critical success factors of the Casino bids for Sentosa in late 2006. Along with an encouraging view of “what’s next.”



SATURDAY

12:00 – 1:00 pm

**Lunch Session:** Getting to “Yes” without losing your shirt –  
the Art of Negotiation.

**Speaker:** *Arnold Peter, Partner – Raskin Peter Rubin & Simon*

Prior to serving as the Chair of the Entertainment & Media Practice at the international law firm of Lord Bissell & Brook LLP, Arnold Peter was Director of Labor Relations and Vice President of Legal and Business Affairs for Universal Studios.

1:15 – 1:45pm

**Sneak-Peek at SATE 2007**

The TEA’s first SATE (Storytelling/Architecture/Technology/Entertainment) conference will be held this fall in Orlando, Florida. SATE promises to satisfy your curiosity for what’s new in technology, innovation, architectural design, entertainment and unique storytelling.

**Speaker:** Craig Hanna, TEA President

1:45 – 2:30pm

**Wrap-up Session**

**Moderator:** George Wiktor, Creative Producer, Phil Hettema & Associates.

Lunch Sponsored by:



Keynote Sponsored by:



Thanks to:

**ELECTROSONIC**

For supplying all Summit projection equipment

A special thank you to:

**Gene Jeffers**  
TEA Executive Director

**Raina Ross**  
TEA Director of Marketing & Membership

**Kelly Ryner**  
Vice President, New Business Development  
Thinkwell Design & Production

# Participants

TEA Summit 2007 March 2<sup>nd</sup> - March 3<sup>rd</sup>

BaAM Productions.....	<a href="http://www.baamproductions.com">www.baamproductions.com</a>
BRC Imagination Arts.....	<a href="http://www.brcweb.com">www.brcweb.com</a>
Dillon Works Inc.....	<a href="http://www.dillonworks.com">www.dillonworks.com</a>
ECA2 .....	<a href="http://www.eca2.com">www.eca2.com</a>
Edwards Technologies.....	<a href="http://www.edwardstechnologies.com">www.edwardstechnologies.com</a>
Electronic Theatre Control (ETC) .....	<a href="http://www.etcconnect.com">www.etcconnect.com</a>
Entertainment Technology Center, CMU .....	<a href="http://www.etc.cmu.edu">www.etc.cmu.edu</a>
Gallegos Lighting Design.....	<a href="http://www.gallegoslighting.com">www.gallegoslighting.com</a>
Garner Holt Productions Inc .....	<a href="http://www.garnerholt.com">www.garnerholt.com</a>
GRG Inc.....	<a href="http://www.grgce.com">www.grgce.com</a>
Herschend Family Entertainment.....	<a href="http://www.silverdollarcity.com">www.silverdollarcity.com</a>
InPark Magazine.....	<a href="http://www.inparkmagazine.com">www.inparkmagazine.com</a>
Jack Rouse Associates .....	<a href="http://www.jackrouse.com">www.jackrouse.com</a>
James Kelty & Associates .....	<a href="http://www.keltyassoc.com">www.keltyassoc.com</a>
Kile Ozier .....	<a href="http://www.kileozier.com">www.kileozier.com</a>
KTGY Architecture/Planning/Design.....	<a href="http://www.ktgy.com">www.ktgy.com</a>
Lexington.....	<a href="http://www.lex-usa.com">www.lex-usa.com</a>
Linda S. Congleton & Associates	
Mad Systems Inc.....	<a href="http://www.madsystems.com">www.madsystems.com</a>
Mark G. Anderson Consultants .....	<a href="http://www.mgac.com">www.mgac.com</a>
Mark Stutz & Associates .....	<a href="http://www.markstutz.com">www.markstutz.com</a>
Martin Professional.....	<a href="http://www.martinpro.com">www.martinpro.com</a>
Matthew Martin Design Works.....	<a href="http://www.mmdesignworks.com">www.mmdesignworks.com</a>
Modern Masters, Inc .....	<a href="http://www.modernmasters.com">www.modernmasters.com</a>
MSI.....	<a href="http://www.msidesign.com">www.msidesign.com</a>
National Fiber Technology.....	<a href="http://www.nfttech.com">www.nfttech.com</a>
Natural History Museum, London .....	<a href="http://www.nhm.ac.uk">www.nhm.ac.uk</a>
NatureMaker .....	<a href="http://www.naturemaker.com">www.naturemaker.com</a>
Norman J.T Elder & Associates	
Phil Hettema & Associates.....	<a href="http://www.hettemadesign.com">www.hettemadesign.com</a>
PRS Associates, Inc	
Rasking Peter Rubin & Simon .....	<a href="http://www.raskinpeter.com">www.raskinpeter.com</a>
Red Gypsy .....	<a href="http://www.redgypsy.com">www.redgypsy.com</a>
Sentosa Leisure Group .....	<a href="http://www.sentosa.com.sg">www.sentosa.com.sg</a>
ShoConcepts Creative Services Inc.....	<a href="http://www.shoconcepts.com">www.shoconcepts.com</a>
Sinclair Design .....	<a href="http://www.sinclairdesigninc.com">www.sinclairdesigninc.com</a>
Ski Dubai/MAF Group .....	<a href="http://www.skidxb.com">www.skidxb.com</a>
Soundelux Design Music Group.....	<a href="http://www.soundeluxdmg.com">www.soundeluxdmg.com</a>
Syd Mead .....	<a href="http://www.sydmead.com">www.sydmead.com</a>
Technifex .....	<a href="http://www.technifex.com">www.technifex.com</a>
The Attraction Services Co .....	<a href="http://www.tascfx.com">www.tascfx.com</a>
The Kezia Group .....	<a href="http://www.kezia.com">www.kezia.com</a>
The Nassal Company.....	<a href="http://www.nassal.com">www.nassal.com</a>
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