

## 2018 AMUSEMENT EXPO INTERNATIONAL - EDUCATION SESSIONS

Time	Pavilion 4	Pavilion 6	Pavilion 9	Pavilion 10	Pavilion 11
7:00am - 8:00am	COFFEE AND BADGE PICKUP				
8:00am - 9:00am	Keynote Presentation - Zap the Gap! Presenter: Meagan Johnson				
9:15am - 10:15am	Introduction: Virtual Reality - History and Trends of Consumer and LBE VR	The Evolution of Payment: From Cash to Card to Mobile	Transitioning Your Business to the Next Generation	FEC Advanced Studies	Adding Bowling to Traditional FEC's: The Opportunity Economics and Challenges
	SWOT Analysis for the LBE Market	ATM Briefing 2018: "Updates From the Field" and "What's All the Buzz About Bitcoin"	Big Box	Insuring Your Business Thrives	The Bowling Transformation: Bowling, Amusements and YOU!
10:30am - 11:30am	NETWORKING LUNCH				
11:30am - 12:30pm	NETWORKING LUNCH				
12:45pm - 1:30pm	Moderated Panel: Marketing and Positioning your VR Attraction for Maximum Reach and ROI	Run, Hide, Fight:' How Do You Prepare for Safety Threats in Your FEC or Location? - Presenter: Officer Huff, LVPD			
1:45pm - 2:45pm	Moderated Panel: Why and How VR Attractions Require a Different Operations Mindset	Social Engineering and Human Capital Risk in a Digital World	The "Art" of Merchandising	Mobile Digital Marketing	Solution Evolution - Upselling
3:00pm - 4:00pm	How to Select the Right Content and Equipment for your Audience	Legal & HR	Designing Your Space	F&B for FEC	Operator Round Table: Strategies for Success
4:15pm - 5:15pm	Thinking Outside the Box	Closing session: "Positive Revenue Growth" - Presenter: Sean Stormes			
5:15pm - 7:15pm	ALL INDUSTRY GALA				

<b>Key Sessions</b>	<b>Virtual Reality</b>	<b>General Business</b>	<b>Development</b>	<b>Operations</b>	<b>Intentional Selling</b>
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