



STORYTELLING
ARCHITECTURE
TECHNOLOGY
EXPERIENCE

ASIA PACIFIC DIVISION



Cultural and Historical Futures

Making the stories of the past relevant for future generations. Collaborating for success in the world of themed entertainment.

**November 1st, 2nd and 3rd, 2017
Pullman Beijing South Hotel, Beijing**

The **SATE** Asia 2017 conference will provide owner operators and their project managers and creative teams the context they need for developing and sustaining successful visitor experiences.

The formula of:

Storytelling + Architecture + Technology = Experience

defines the creative approach for project success. **SATE** Asia 2017 will consider the key components of successful visitor attractions and themed entertainment projects to illustrate the various ways the **SATE** formula can be applied.

Additionally, the conference will explore practical considerations for successful themed entertainment projects:

- The most effective organizational structures for a collaborative, project development process
- The priorities after project opening relating to marketing, human resources, operations and maintenance

RSVP | Purchase Tickets [Here](#)

Themed Entertainment Association • 150 E. Olive Avenue • Suite 306 • Burbank, CA 91502 • tel. 818-843-8497 • fax. 818-843-8477 • teaconnect.org

Speaker Overview

The conference will feature speakers from a variety of industries sharing unique perspectives on questions including:

- How do great museums and cultural attractions best tell their stories?
- Should we integrate the experience into the architectural space or re-invent it in a new visitor attraction?
- What unique challenges do theme parks face in a culturally-rich visitor attraction landscape?
- What part do technology and new story-telling techniques play in attracting new audiences?

Please join us for TEA's first ever SATE Asia Conference!

