



## **TEA SATE ORLANDO–SEAWORLD – 2018 CALL FOR PAPERS**

### **Conference Theme:**

Storytelling + Architecture + Technology = Experience

### **The Experience *RECIPES!***

**2018 SATE Orlando** will spark your imagination with fresh, new “recipes” and techniques for creating groundbreaking experiences. This year, we’re mixing it up with sessions that blend Storytelling, Architecture and Technology to show how rich, diverse projects are created. Our eclectic panel of “mixologists” will curate a diverse menu for designing a feast for the senses that will satisfy every guest’s taste for adventure, discovery and fun. This innovative approach is inspired by hot trends in hospitality, retail, food, costumes/fashion, scenery/theming and even horticulture, inviting you to expand your mind and explore beyond the boundaries of traditional attraction design.

### **Background:**

The conference Co-Chairs have developed a team of “Mixologists” (Curators) that will lead and drive the creation of each of the Recipe “Ingredients” (Topics). Within each topic, we will address Storytelling, Architecture and Technology that contributes to that part of the experience. The “Ingredients” list we are developing is focused in these areas:

- Trends in Hospitality
- Landscape/Horticulture
- Mixed Use Development
- Retail
- Scenery and Theming
- Leadership
- Costuming
- Digital (Apps/VR/Augmented Reality)
- EduTainment (Animals/Environment/Education)

### **Call for Papers Information:**

If you are interested and have a presentation that can be curated as part of these ‘ingredients’ please provide the following information in writing to [info@teaconnect.org](mailto:info@teaconnect.org) no later than 5:00 pm PST Thursday, June 21, 2018:

- Speaker Name, Professional Title
- Organization/Company
- Email Address, Phone
- Title of Presentation and Ingredient it addresses
- 25 - 50 Word Description
  - Describe the goals and objectives of the presentation. Explain how this proposal addresses the SATE conference theme. You may give examples that support your goal.
- List any special A/V or technical requirements required for the presentation outside of any standard PPT or video formats.