



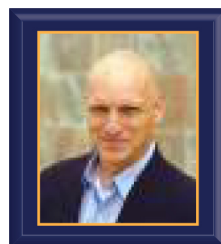
**8:30 am - 10:00 am**  
**Leagues 101:**  
 Flooring Leagues the Old  
 Fashioned Way

*Gerald Morrow*



**8:30 am - 10:00 am**  
**Food & Beverage 101:**  
 51 Ways to Improve  
 F&B Operations

*Mike Holtzman*



**8:30 am - 10:00 am**  
**Redemption & Games 101:**  
 Understanding Sales and  
 Profits in an ECM Game  
 Room

*George &  
 Howard  
 McAuliffe*



**8:30 am - 10:00 am**  
**Social Media 101:**  
 Eat the Social Media Elephant  
 One Byte @ a Time

*Mandy Haws*



**10:15 am - 11:45 am**  
**When "People" Become the**  
**"Attraction" — Becoming**  
**An Experience**  
**Destination**

*Frank Price*



**10:15 am - 11:45 am**  
**Authors' Alley:**  
 Stop Squatting With Your  
 Spurs On: The  
 Power to Read  
 People, Get What  
 You Want

*Angel Tucker*



**10:15 am - 11:45 am**  
**Redemption & Games 201:**  
 The ECM Game Room 201—  
 Advanced  
 Concepts in  
 Driving  
 Revenues

*George &  
 Howard  
 McAuliffe*



**10:15 am - 11:45 am**  
**Social Media:**  
 Digital Persuasion:  
 Ignite the  
 Power of  
 Social  
 Sharing

*Erin Gargan*



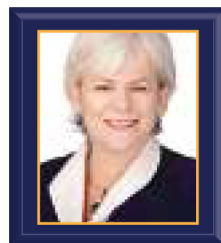
**2:30 pm - 4:00 pm**  
**Entertainment:**  
 Becoming a Six Million  
 Dollar Center

*Peter Starkel*



**2:30 pm - 4:00 pm**  
**Authors' Alley:**  
 Strike! The Customer  
 Experience Path  
 to Profits

*Tema Frank*



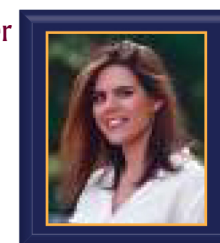
**2:30 pm - 4:00 pm**  
**Attractions:**  
 Laser Tag 201

*Erik Guthrie*



**2:30 pm - 4:00 pm**  
**Social Media:**  
 Social Media is Just Like  
 Running a  
 Bowling Center

*Lindsay Anvik*



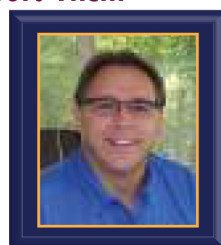
**4:15 pm - 5:45 pm**  
**Cost Savings:**  
 Controlling Labor Cost Through  
 Productivity

*Alan Kumpf*



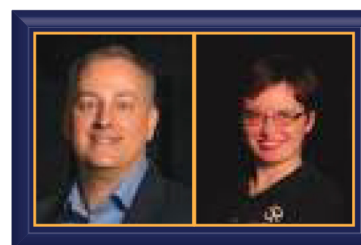
**4:15 pm - 5:45 pm**  
**Authors' Alley**  
 ALL CLEAR! A Practical Guide  
 for First-Time Leaders and the  
 People Who Support Them

*Matt Heller*



**4:15 pm - 5:45 pm**  
**Attractions:**  
 Learn What You Need to  
 Know About Escape Rooms!

*James Niehoff  
 &  
 Casey Keene*



**4:15 pm - 5:45 pm**  
**Revenue Builder:**  
 Getting More Corporate  
 Business to Come to  
 "The Center"...and Then  
 Come Back

*Bob Pacanovsky*



*DON'T STOP THE LEARNING!*

**BOWL EXPO 2018 — SEMINAR SCHEDULE**  
**Tuesday June 19<sup>th</sup>, 2018**

## Sponsor Pavilion

Monday, June 18

1:30 - 3:00 PM

**Brunswick**  
Experience is Everything.



3:15 - 4:45 PM



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## Seminar Selection Tool



Entertainment Centers  
Leagues / Guest Experiences  
Food & Beverage / Authors' Alley  
Redemption Games / Social Media  
Cost Savings / Revenue Builders

THE POWER OF  
PARTNERSHIP



Paris Hotel and Las Vegas Convention Center  
Las Vegas, Nevada  
June 17-21, 2018