



LEISURE, ENTERTAINMENT & ATTRACTIONS CONFERENCE 2019

24 - 25 MARCH, 2019

DIAMOND MEETING ROOM, NOVOTEL WORLD TRADE CENTRE, DUBAI, UAE

A Conference By the Industry, For the Industry

This MENALAC Educational Initiative is your ideal platform to meet, learn and interact with Leisure Industry Experts and gain valuable Insight on the Best Processes being adopted by Industry Leaders.

DAY 1: CEO CONCLAVE 24 MARCH 2019

09:00 AM - 09:30 AM	Registration and Badge Collection, Tea/Coffee/Refreshments and Networking
09:45 AM - 10:05 AM	Welcome Address Mishal Al Hokair, Vice Chairman, MENALAC
10:00 AM - 10:45 AM	Keynote Address: SEVEN'S Vision for the Development of the Leisure and Entertainment industry in Saudi Arabia Bill Ernest, CEO of Saudi Entertainment Ventures Company, SEVEN, Saudi Arabia
10:45 AM - 11:30 AM	Panel discussion: Understanding the New Outlook & Capitalizing on Leisure Opportunities in the Kingdom of Saudi Arabia : Panelists: Philippe Andre van der Byl, Director of Operations, Al Hokair Group; Fahad Bubshait, CEO NUAT GAMES, Mohammed Attia, COO, Al Othaim Leisure. Moderated by Rupkatha Bhowmick, Senior Editor, Retail Middle East.
11:30 AM - 11:45 AM	Refreshments Break & Networking
11:45 AM - 12:30 PM	Panel Discussion: Disruption for FECs!! Whats in, Whats out, Whats trending? How will the FEC/LBE Business Evolve in the Coming Years? Panelists: Silvio Liedtke, CEO Landmark Leisure; Damien Latham, CEO EMAAR Entertainment; Andrew Such, Director of Operations, MAF Leisure & Entertainment, Tom Kane - Director of Sales, Betson Inc., Karen Staley - Regional VP Sales, Triotech and Nabil Kassim - General Manager, WOG, Moderated By: Prakash Vivekanand, CEO, Amusement Services International
12:30 PM - 13:15 PM	Arcade Concepts for F&B Operations - Learnings from Chicago Gary Stern - President, Stern Pinball, Inc
13:15 PM - 14:15 PM	Lunch Break
14:15 PM - 15:00 PM	GAMIFIED PLAYAREAS - Merging Technology, Fitness and Play Scott Forbes Founder & President, iPlayCo, Canada
15:00 PM - 15:45 PM	Designing Interactive Entertainment Facilities Reinhart Viane - KCC, Belgium
15:45 PM - 16:00 PM	Refreshments & Networking Break
16:00 PM - 16:45 PM	Living the Story: Bringing the IP's to Life within your Operations Lennard Otto CEO IMG World of Adventures
16:45 PM - 17:00 PM	Day 1 Closing Remarks Prakash Vivekanand, Secretary General, MENALAC

SPEAKERS & PANELISTS

Our Speakers & Panelists comprise of Business Owners, CEOs, Industry Professionals and Representatives from key Regulatory Bodies who are all reputed for their industry specific knowledge. Listen to these experts and benefit from their expertise.



Bill Ernest
CEO
Saudi Entertainment Ventures Company, SEVEN



Silvio Liedtke
CEO
Landmark Leisure



Andrew Such
Director of Operations
MAF Leisure & Entertainment



Damien Latham
CEO
Emaar Entertainment



Fahad Bubshait
CEO
Nuat



Karen Staley
Regional VP, Sales
Triotech



Scott Forbes
President & CEO
iPlayco Corporation Ltd.



Mishal Al Hokair
Vice Chairman, Deputy CEO,
Al Hokair Group



Lennard Otto
CEO
IMG Worlds of Adventure



Gary Stern
President
Stern Pinball Inc.



Prakash Vivekanand
Managing Director
Amusement Services International



Mohammed Attia
COO
Al Othaim Leisure



Reinhart Viane
Business Development Director
KCC Entertainment Design



Nabil Kassim
General Manager
Warehouse of Games



Tom Kane
Director of Sales
Betson Enterprises

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