



# 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	<b>Registration and Badge Collection, Tea/Coffee/Refreshments and Networking</b>
09:45 AM - 10:05 AM	<b>Welcome Address</b> Mishal Al Hokair, Vice Chairman, MENALAC
10:00 AM - 10:45 AM	<b>Keynote Address: SEVEN'S Vision for the Development of the Leisure and Entertainment industry in Saudi Arabia</b> Bill Ernest, CEO of Saudi Entertainment Ventures Company, SEVEN, Saudi Arabia
10:45 AM - 11:30 AM	<b>Panel discussion: Understanding the New Outlook &amp; Capitalizing on Leisure Opportunities in the Kingdom of Saudi Arabia :</b> 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	<b>Refreshments Break &amp; Networking</b>
11:45 AM - 12:30 PM	<b>Panel Discussion: Disruption for FECs!! Whats in, Whats out, Whats trending? How will the FEC/LBE Business Evolve in the Coming Years?</b> 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	<b>Arcade Concepts for F&amp;B Operations - Learnings from Chicago</b> Gary Stern - President, Stern Pinball, Inc
13:15 PM - 14:15 PM	<b>Lunch Break</b>
14:15 PM - 15:00 PM	<b>GAMIFIED PLAYAREAS - Merging Technology, Fitness and Play</b> Scott Forbes Founder & President, iPlayCo, Canada
15:00 PM - 15:45 PM	<b>Designing Interactive Entertainment Facilities</b> Reinhart Viane - KCC, Belgium
15:45 PM - 16:00 PM	<b>Refreshments &amp; Networking Break</b>
16:00 PM - 16:45 PM	<b>Living the Story: Bringing the IP's to Life within your Operations</b> Lennard Otto CEO IMG World of Adventures
16:45 PM - 17:00 PM	<b>Day 1 Closing Remarks</b> 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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