

INVITATION

Earn 12 IAAPA certified credits

World Class Theme Park & Attractions Management

“An Introduction to World Class Theme Park & Attractions Management” is a 2-day masterclass filled with valuable information, stories, and case studies highlighting many of the best practices from the world’s leading theme parks and attractions. This masterclass focuses on developing human resources strategic planning that readies an organisation to deliver world class theme park attractions management and also provides insights into the business practices of the industry of fun.

This masterclass is facilitated by Shaun McKeogh, Vice President with Management Resources and ProFun Management Group, the Amusement and Attractions Industries leading operational consultancy firm.

Masterclass Highlights

- Giving insights of the global attraction industry trends and challenges.
- Sharing case studies and best practices from the world’s leading theme parks and attractions.
- Working with you to develop human resource strategic plans to propel your company to the next level.
- Marketing strategies & developing your employee branding strategies.
- Development of a successful employee recognition program that will suit your organization.
- Introducing a coaching culture within an attraction organization, using coaching tools and practices.

Who Should Attend: Professionals working in attractions

Speaker Profile



Shaun McKeogh brings with him over 20 years of professional experience delivering training and consultancy services to world class attractions such as Disneyland, Universal Studios, Sea World, Warner Bros. Movie World and many more. He is also Head of the Attractions International Training Academy. Shaun is an experienced industry professional, author, trainer and consultant, particularly

passionate in his expertise about Service Excellence delivery at theme parks across the globe. He is co-author of the attractions industry leadership book Reasons 2 Reward and authors articles for the attractions industry and is a highly respected international industry speaker and trainer.

Prior to working with Management Resources and ProFun Management Group, Shaun was on the opening team at Ferrari World Abu Dhabi and Culture & People Development Manager for Australia’s premier theme parks, including Warner Bros. Movie World, Sea World, and Wet ‘N’ Wild Water World.

Shaun currently serves as Chair of the IAAPA Global Human Resources Committee, member of the IAAPA Education Committee of the IAAPA Asia Pacific Education Committee.



21 - 22 Sep 2016



9am - 5pm
(Registration starts at 8:30am)



Mandarin Orchard Hotel
Imperial Ballroom, Level 35,
Orchard Wing, 333 Orchard Road,
Singapore 238867



\$380 Nett

For more information and to register, please call **6377 6615** or **6278 2538**
Alternatively, please email to secretariat@Singapore-attractions.com



Organised by

In Partnership With

