

21ST ANNUAL MEET & TRAINING PROGRAM 2023 (AMTP)

Wraps up successfully in Indore



MAN HOURS TRAINED: 1968 **164 DELEGATES - 74 COMPANIES**

Host State: Madhya Pradesh Tourism Board @AMTP 2023

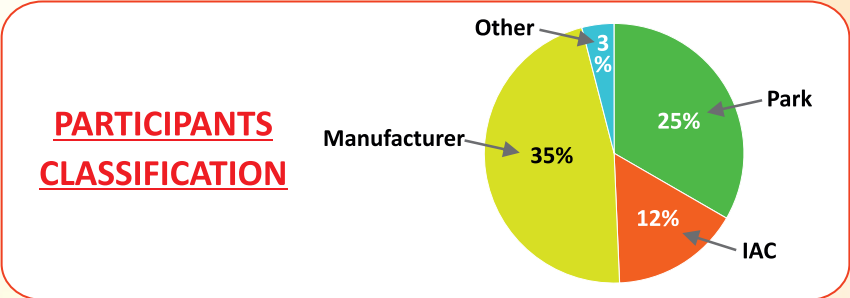
IAAPI's Flagship event "ANNUAL MEET AND TRAINING PROGRAM (AMTP)" was organized from 23-25 August, 2023 at Hotel Essentia, Indore. AMTP 2023 received an overwhelming response from Indian Amusement Industry with participation of **164** delegates from **74** member companies. This year the event witnessed participation from young professional from the industry along with owners and operators of amusement park, water park and indoor amusement centre.

23rd August 2023



◀ **Mr Shrikant Goenka - Chairman, IAAPI** in his welcome address welcomed the delegates and speaker at AMTP 2023. Inaugurating the event he highlighted this year's resonating theme, "Explosive Growth."

AMTP's robust agenda encompassed key sessions focused on harnessing the potential of Industry 4.0, enhancing consumer experiences through insights, delving into the realms of digitization and artificial intelligence, strategic marketing, efficient cost management, cyber security, and the symbiotic collaboration between IP holders and amusement parks through partnerships. The Madhya Pradesh Tourism Board also unveiled investment opportunities within the state's flourishing amusement and attractions sector.



◀ **Mr Anand Lamdhade - Training Vice Chairman** welcomed the delegates and gave the overview of the event and concurrent sessions which were planned at AMTP 2023.

SESSION OUTLINE



Leadership in Industry 4.0 Unleash Team Potential - Speaker - Sivaraman Ambalam, Founder & CEO, Ikigai Growth Consulting LLP

Sessions Brief

- Opportunities & Challenges - Amusement Park
- Industry 4.0
- Unleash Team Potential
- Strategy
- A Successful Case Study



Consumer Insights to Enhance Experience across Vital Touchpoints - Prof. Saripalli Bhavani Shankar, IIM, Indore

Managing Customer Experiences - Customer experience:

It is a customer's perception and interpretation of all the stimuli encountered while interacting with a company's people, processes, technologies, products, services etc.

Sessions Brief

- Functionality: Product / Service Works Well
- Intimacy: They Understand Me
- Evangelism: I Love to Share the Story

Digitization for Improving Productivity in External and Internal Processes - Prof. Saripalli Bhavani Shankar - IIM, Indore

Sessions Brief

The Objective of Digitization: Goal = service delivery greater than or equal to promises:

- Address service intangibility
- Manage service promises
- Manage customer expectations
- Manage customer education
- Manage internal marketing communication

24th August 2023



Training Chairman Mr. VGPR Premdas opened the preceding for day 2 of AMTP.



Creating The Unforgettable Integrated Theme Park Marketing Experience - Speaker - John Charles, Skipper - Eleven11

Sessions Brief

- Unveiling Your Audience
- The Power of Experience - Driven Marketing
- Navigating the Digital Frontier & Embracing Data - Driven Strategies
- Crafting Compelling Content: Best Practices

24th August 2023



◀ **Expanding Horizon - Managing IAC's in multiple locations - Panel Discussion -**

Panelist

- Abbas Jabalpurwala - TimeZone,
- Tarun Rangwani - Funcity,
- Tarandeep Singh Sekhon - BOUNCE Inc.

Moderator

Prashant Kanoria - Unisport International

IAC Session Brief

Geofencing & Parameters for location finding, Government Licensing & Compliance, vendor management, hiring & Staff Training, Marketing & Promotion, Crisis Management & Contingency planning



◀ **Investment Opportunity in Madhya Pradesh**

- Animesh Shrivastav,
Assistant Director,
Investment and
Promotion,
Madhya Pradesh
Tourism Board, Bhopal



◀ **Managing Costs in the Attraction Business**

- Speaker - Rajesh Dhaktode
- Founder & Group People's Officer,
KAO Hospitality and Allied Services Pvt Ltd

Sessions Brief

- Profitability
- Visitor Satisfaction
- Attendance and Foot Traffic
- Brand Building
- Innovation
- Operational Efficiency
- Positive Reviews and Word of Mouth
- Community Engagement
- Seasonal Variability
- Risk Management and Safety

24th August 2023



◀ **Collaborations and Partnerships: Fostering Synergy between IP Holders and Amusement Parks**
- Vipul Agrawal - Co-founder, Mugafi

Offer predictions and insights into emerging trends in the entertainment industry, guiding amusement park operators on how to stay ahead of the curve.

The Future of Entertainment: Trends and Opportunities for Indian Amusement Parks
◀ - Vipul Agrawal - Co-founder, Mugafi

Discuss successful collaborations between your company and amusement parks or intellectual property (IP) holders, and how these partnerships create a win-win scenario for all parties involved.



◀ **Act before someone else Acts: A Cyber Security Premier**
- Srikant Paripelley, CIO - Head IT,
Stockholding Corporation of India Limited

Sessions Brief

- Importance of Cyber Security
- Cyber Security Statistics
- Why does your Industry need Cyber Security
- Threats - Vulnerabilities - Security - Privacy
- How to Protect Systems & Information
- What is Cyber Security
- CIA Triad of Cyber Security
- Types of Cyber Crime

“
In his closing remark Mr. Ankur Maheshwari, Vice Chairman, IAAPI thanked all the delegates and sponsors for participating at the AMTP 2023.
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Note on NextGen

On the sidelines of AMTP, NextGen Breakfast Session was attended on 24th August 2023. The participants in this session were Young Professionals from the Industry.

Outcome of Next Gen meeting over breakfast:

- How to engage kids to increase footfall in Parks and IACs'
- Using Technology for better experience
- Sharing knowledge and experience by joining various IAAPI committees

DELEGATE FEEDBACK

"IAAPI's AMTP is a wonderful created platform for extensive learnings from its industry relevant sessions as well as excellent net-workings. Wishing IAAPI of successful 24 years for bringing smiles on everyone."

Rajesh Raisinghani
MD & CEO,
Nicco Parks and Resorts
Resorts

" I commend the fantastic organization of the event and intricate details, all aligned perfectly with the standard set by IAAPI.

Jai Malpani
Director, Malpani Group

" Heartiest Congratulations for making this AMTP event a great Success. One can imagine the efforts you have put in making this Event as memorable as can. The Conferencing arrangements and all such other big or small activities were planned and executed meticulously. The overall quality of the deliverables is improving year-on-year. Well done... Congratulations!

Prafulla Khinvasara - CEO, Giriraj Enterprises

" This year the AMTP was excellently and efficiently executed, years of experience contribute to your success. The well thought of TOPICS and selected speakers attracted the highest attendance that attributed to value addition and the grand success of the training programme. The visit to the two adventure parks was also well coordinated. The selected hotel and training venue was also very hospitable and comfortable.

Jude Monteiro - Vice President, Mapro Garden LLP

GLIMPSES OF AMTP 2023



Park Visit

IAAPI thanks Simcha Island and The Grand Machal for extending hospitality to IAAPI delegates during their visit to the Parks.

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The Grand Machal

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