

Host State



UTTAR PRADESH TOURISM

U.P. nahi dekha,
toh India nahi dekha.

ANNUAL MEET & TRAINING PROGRAM 2024

28-30 August, 2024 | Lucknow

—| RAISE THE BAR |—



IAAPI
We Make People Smile

22nd ANNUAL MEET & TRAINING PROGRAM 2024 (AMTP)

Wraps up successfully in Lucknow

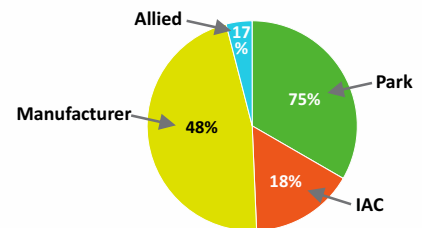


MAN HOURS TRAINED 1896

A GRAND SUCCESS

IAAPI's Flagship event "ANNUAL MEET AND TRAINING PROGRAM (AMTP)" was organized from 28-30 August, 2024 at Hotel Hyatt Regency, Lucknow. AMTP 2024 received an overwhelming response from Indian Amusement Industry with participation of 166 delegates from 68 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.

PARTICIPANTS CLASSIFICATION



28th August 2024

Shri Mukesh Kumar Meshram, IAS, Principal Secretary Tourism, Govt. of Uttar Pradesh inaugurated the AMTP 2024. In his address he welcomed delegates to Lucknow and gave the overview of investment opportunities in the state.



Mr. Rajeev Jainapurkar, Training Chairman in his opening remark gave the overview of the event and concurrent sessions which were planned at AMTP 2024.



Mr. Prashant Kanoria, 2nd Vice Chairman IAAPI in his address welcomed the delegates and speaker and highlighted that this year's resonating theme, "Raise The Bar" reflects our commitment to elevating standards across the board - from innovation and guest experience to operational excellence and sustainability.



Host State



UTTAR PRADESH TOURISM

U.P. nahi dekha,
toh India nahi dekha.

ANNUAL MEET & TRAINING PROGRAM 2024

28-30 August, 2024 | Lucknow

— | RAISE THE BAR | —



IAAPI
We Make People Smile

Overview of the sessions conducted:

Exponential Leadership - The Compounding Power of Positivity Speaker - Vikas Jain - Leadership ICF & NLP Coach

- Power of Compounding
- Compounding of Wealth
- Compounding of Customer Experiences
- Compounding of Content & Subscribers
- Compounding of Personal Growth
- Exponential Leadership
- Leader Vs Manager
- Compounding of Innovations
- Kaizen - Compounding of Efficiency
- Compounding of Data and Learning
- Compounding in Learning & Skill Development
- Potential Solutions

Leveraging Technology and AI in industry - Speaker:

Prof. Arunabha Mukhopadhyay - IIM, Lucknow

- Customer Loyalty Management Process Map
- Market Size
- SMACi
- Metaverse for amusement park
- Social Strategies
- Security Breach
- Experience economy
- Type of Experience
- Advertise on Roblox
- Gen AI

Legal & Compliance - Advocate Brijesh Kumar Singh

Enforcing compliance helps your company prevent and detect violations of rules, which protects your organization from fines and lawsuits. The compliance process should be ongoing. Many organizations establish a program to consistently and accurately govern their compliance policies over time. The session covered , fire compliance and issues faced by industry with permission related to fire safety.

29th August 2024

The Future of Amusement Parks in India: Opportunities and Challenges - Panel Discussion

Moderator - Jai Malpani - Director - Imagicaaworld Entertainment Limited

Panellist- Seshu Kanthamraju - CEO - Ramoji Filmcity,
Rajesh Raisinghani MD & CEO - Nicco Parks & Resort Pvt. Ltd,
Rohit Mathur - MD - CSML,
Darpan Shah - Director - Arihant Industrial Corporation,

Break-away Session-1

Attractions Industry & Safety - Flt. Anand Lamdhade (Retd.) - VP (Ops and New Project) - Vyoman Infraprojects Pvt. Ltd.

- Exponential growth of Attractions Industry in India
- Binary comparison Developed Economies Vs Emerging Economies
- Evolution of safety culture in Indian Attractions Industry
- Prioritization of Imperatives
- Safety congruence
- Amusement Park - Safety
- Safety at New age attractions: Adventure Parks, Science Parks, Aquariums, Snow Parks, Role Play Attractions
- Existing BIS standards
- FEC - Safety
- Waterpark - Safety



Host State



UTTAR PRADESH TOURISM

U.P. nahi dekha,
toh India nahi dekha.

ANNUAL MEET & TRAINING PROGRAM 2024

28-30 August, 2024 | Lucknow

— | RAISE THE BAR | —



Safety in Adventure Park -

Dr. Kishore Dogra - Founder & CEO - Adventure 1 Zone

- Understanding the Risk
- How to minimize Risk & Loss
- Adherence to International Standards
- Design and Engineering Standards
- Type of Risk & Loss
- Compliance with National Standards
- Material Selection and Testing



Break-away Session-2

Brand Recall Value through Merchandise -

Dhruva Paknikar -

Founder Chairman - Dominix Group

A. Merchandise Strategies and Merch as a business.

1. Brand Visibility and Recall
2. Revenue Multiplication
3. Peripheral Activities & Experience Enhancements
4. Online & Offsite Merchandising
5. Community & Loyalty Programs
6. Data Driven Merchandise Strategies
7. Licensing and Franchising Opportunities
8. Merchandise as a revenue Vertical

B. Design Process

1. Understanding the Brand and the Theme
2. Market Research & Trend Analysis
3. Merchandise Categories & Product Mix
4. Design Process & Prototyping
5. Brand integration & Storytelling
6. Sustainable & Ethical Considerations
7. Pricing Strategy & Profit Margins
8. Merchandise Display & Retail Experience
9. Marketing & Promotion
10. Feedback and Continuous Improvement

C. Leveraging Psychology

1. Understanding Visitor Behaviour through Industrial & Mass Psychology
2. Applying Design Principles of Psychology to Hot Spots
3. Designing Hotspots for Maximum Engagement
4. Hot Spot Placement Design
5. Psychological Pricing Strategies

Engaging Indian Consumers -

Multi-Generational Marketing for Amusement Park Success -

Rajan Bhalla - Brand Strategist - Driving Transformation

ENGAGING INDIAN FAMILIES - A Journey Through Multi-Generational - Engagement, Branding, Rebranding and Marketing Innovations

- Changing Consumer Behaviour
- Build Brands That Engage
- Understand Consumer

The Key Insights:

- Demand for Immersive & Personalized Experiences
- Rise of Digital Engagement and Mobile Integration
- Integration of Social and Shareable Experiences
- Wellness / Mindful Leisure
- Focus on Health, Safety, and Hygiene
- Demand for Value and Affordability
- Preference for Local and Regional Experiences
- Rise of Pop-Up and Temporary Attractions



Host State



UTTAR PRADESH TOURISM

U.P. nahi dekha,
toh India nahi dekha.

ANNUAL MEET & TRAINING PROGRAM 2024

28-30 August, 2024 | Lucknow

— | RAISE THE BAR | —



IAAPI
We Make People Smile

People Management - Prof. Nishant Uppal - IIM, Lucknow

Since people are often at the heart of an organization, their manager's leadership style is crucial for a functional company. Effective people management can help boost retention, employee engagement, and organizational effectiveness.

Indoor Amusement Centre - Raise the Bar - Panel Discussion

Panellist:

Ankur Maheshwari - Founder - Mastizone,
Pankaj Agarwal - CEO - Shri Poornima Entertainments LLP,
Bhavesh Shah - MD - Aryan Amusement,
Prashant Kanoria - Partner - PuttaPutt Gaming LLP
Moderator: Rajeev Jalnapurkar

In his closing remark Mr. Anand Lamdhade, Vice Chairman - Training, thanked all the delegates and sponsors for participating at the AMTP 2024.



30th August 2024 - Parks Visit

IAAPI thanks Blue World Park, Kanpur and Anandi Magic World Water Park, Lucknow for extending hospitality to IAAPI delegates during their visit to the Parks.



Blue World Park



Anandi Magic World Water Park

FEEDBACK



The sessions were informative and interactive. The training provided me and my team with effective strategies/insight which could be used for the betterment of operations and increasing revenue at the park.

- Bijo C. B
- GM - Black Thunder Theme Park (P) Ltd



Excellent AMTP 2024 in Lucknow! Thank you for organizing a fantastic AMTP 2024 in Lucknow! The insightful sessions, engaging panel discussions, and the visit to Blue World Water Park, Kanpur made for a truly valuable experience. I especially appreciate the sessions on Exponential Leadership, Brand Recall Value through Merchandise, Engaging Indian Consumers - Multi-Generational Marketing for Amusement Park Success, People Management and Legal & Compliance. I had a lot of take-aways from these sessions. The panel discussions provided diverse perspectives on the future of our industry, which I found very beneficial. Thank you again for your dedication to the amusement industry in India. I look forward to future IAAPI events.

- Mayank Mishra - GM - Usha Breco Limited



The sessions were great, but it would have been even more valuable with more industry-specific insights. Practical case studies from experienced park operators on topics like customer spending behaviour, increasing ARPU, B2B marketing, and fundraising would have been a fantastic addition.

- Akash Thomas
- Business Development - Karapuzha Aero Adventure Private Limited



It was truly a valuable experience and I feel lucky to have been a part of it

- Pawan Jaiswal - Manager - Operations
- Funtura / Lulu International Shopping Mall Pvt. Ltd. - Bangalore



Host State

Uttar Pradesh

UTTAR PRADESH TOURISM

U.P. nahi dekha,
toh India nahi dekha.

ANNUAL MEET & TRAINING PROGRAM 2024

28-30 August, 2024 | Lucknow

— | RAISE THE BAR | —



Glimpses of AMTP 2024



Host State

Uttar Pradesh

UTTAR PRADESH TOURISM

U.P. nahi dekha,
toh India nahi dekha.

ANNUAL MEET
& TRAINING
PROGRAM 2024

28-30 August, 2024 | Lucknow

— | RAISE THE BAR | —



THANK YOU SPONSORS

CO-SPONSOR

semnox[®]

NOTEPAD



LANYARD



BADGE



TRAINING



PREMIERWORLD[®]

DINNER



SUPPORT PARTNER



COCKTAIL



LUNCH



BOOTH

