



Wednesday, January 30, 2013

Registration open for IAAPA Institute for Attractions Managers program

You may now register your management team for the International Association of Amusement Parks and Attractions (IAAPA) Institute for Attractions Managers, IAAPA's premier professional development program. The program will take place in Los Angeles, Calif., and it will give your team the skills, knowledge, and insight into managing today's sophisticated attractions. Hundreds of attractions managers around the globe, from theme parks and water parks to zoos and historical attractions, have already successfully completed the course.

The two-and-a-half-day program focuses on five key subject areas: attractions finance: capital, expense and revenue budgeting, and other financial tools; attractions marketing: the roles of public relations, media relations, advertising, group sales, and marketing; attractions leadership: successful human resources development strategies; facility operations and safety: industry regulation, best facility management practices, and crisis management awareness; attractions revenue operations: the roles and importance of food and beverage, merchandise, and games.

The overall focus of the program is on how the professional attractions business operates today: what drives success, what generates profit, and what satisfies guests. Classes are intentionally kept small to encourage networking, sharing of information and expertise, and discussion. The program uses blends of lecture, case study, and group activity and is led by an experienced faculty drawn from across the globe. Attendees receive a certificate of completion and a detailed workbook. Registration is \$499 for IAAPA members and \$699 for nonmembers. Classes are small, and space is limited. Attendees can register online (for payment by credit card only. Or with a registration Form (for payment by check and wire transfer only). For more information, visit (www.iaapa.org/events-education/events/iaapa-institutes/attractions-managers).

Deadline for Apple finance program approaching

Jan. 31st is the last day to take advantage of Apple's promotional finance package on all of Apple's Face Place brand of Photo Booths. "This is a one-of-a-kind finance opportunity," explained Vice President of Sales Mel LaForce, "but the program was structured to end the last day of this month, so now is definitely the time to pull the trigger."

Credit worthy customers can literally have the opportunity to use a Face Place Photo Booth free for a complete year. No payments, and no accruing interest, for over 12 months once you're approved and the photo booth is shipped. Firestone Financial is handling the paperwork. For more information, call (516)619-8000.

After Dark from UNIS now available

Universal Space (UNIS) recently introduced its newest game, After Dark at the EAG International 2013 in London. This game offers a fully functioning steering wheel, guns with motion, and a motion platform (DLX version). The game is intense and thrilling, looks mean, and certainly appealed to the buyers at EAG.

"It gives the player a great game for their spend," Ian Eason of U.K. distributor Instance Automatics remarked. "There are a few other similar quality deluxe machines like this on the market but not at such a low price, and in this economic climate buyers want real value for money. With After Dark you get a lot of machine for your money."

Shipping of After Dark SD and After Dark DLX is now available in the U.S. and Europe. For more information or distributor referral, call (714)377-0508; e-mail (sales@universal-space.com); Web (www.universal-space.com).

Redemption Plus partners with Bumper Action Amusements

Redemption Plus has partnered with Melbourne's Bumper Action Amusements to exclusively supply redemption and incentive merchandise to family entertainment centers (FECs) and children's entertainment centers (CECs) across Australia. Bumper Action Amusements has operated in the sales, service, and hire of classic amusements and collectibles for over 40 years, offering new and vintage pinball machines, video arcade games, sports table games, Wurlitzer jukeboxes, and neons for the home consumer, corporate, and leisure location based markets. Recently, the company also inked a partnership deal with Castle Golf of Mesa, Ariz., in the U.S. to design and build miniature golf courses in large city markets Australia wide.

