



Moscow

The 45th International Exhibition "Amusement Rides and Entertainment Equipment RAAPA EXPO - 2025"

BUSINESS FORUM OF AMUSEMENT INDUSTRY EXPERTS

March 17 – 21, 2025

Organizer: Russian Association of Amusement Parks and Attractions

PROGRAM OF EVENTS:

March 17 (Monday)

10:00 - 15:00 Masterclass (Moscow)

«20 Insights from 20 Years in the Amusement Park Business»

Practitioner experts Natalia Likhovetskaya and Elena Baidukova will share their experiences and insights accumulated over 20 years. Their journey has not been easy, and each project presents unique challenges, dozens of pitfalls, and, of course, mistakes! The experts will candidly discuss their projects and life hacks that will help you avoid missteps and achieve excellent results in your parks!

You will learn about the latest trends in the industry. You will be able to share your own best practices and receive valuable feedback. Successful cases and failures in the market will be discussed during the event.

This is your chance to start the New Year with new ideas and a fresh perspective on your park. Welcome to the meeting of the minds! Exchange experiences and get inspired for new projects.

Moderator:

Natalia Likhovetskaya - the founder of the Natalia Likhovetskaya Agency, Moscow (20 years in the management of amusement parks), general director of the Amusement Park in Surgut.

Elena Baidukova – managing director of the “Google-boom” interactive parks, Omsk.

Participation cost on request

15:30- 18:30 Business Training (Moscow)

«Event - the Heart of the Park»

During the training, we will discuss:

- What an event structure brings to the park;
- What is needed to develop your own event team in the park;
- The nuances of managing creative people;
- How to find, train, and motivate employees;
- How Event helps increase the park's profits, contribute to its growth, and solve a million marketing challenges.

Also in the program:

- How to create an event calendar;
- Training the event team;
- Features of event planning in an entertainment center;
- How to boost your park through vent;
- Profit from event activities.

Moderator: Ksenia Eliseeva – managing director of the children's adventure center "TIMPARK" in Alexandrov, Vladimir region; over 15 years of experience in the industry.

Participation cost on request

March 17 (Tuesday)

11:00 - 17:00 **Conference (Moscow)**

«Trends in the Development of Recreation and Amusement Parks in Russia»

1. **Practical experience of effective solutions in the management and development of an amusement park.**
Gennady Grigorenko, operations director of the theme park "Sochi Park".
2. **The culture of transforming the urban parks: new functions, scenarios and appearance of public spaces in Moscow.**
Ekaterina Sporykhina, Head of the project group at the architectural bureau Wowhaus.
3. **Festival as the growth driver for the park.**
Lera Dmitrieva, event marketing specialist, business-consultant, the author of the blog "Event marketing for business".
4. **Current tools for collaboration and interaction with park guests.**
Speaker to be confirmed.
5. **Nature in the city: working with urban protected natural areas. Example of creating an Eco park on Pokrovskaya embankment.**
Valeria Lifshits, head of the project group at the architectural bureau Wowhaus.
6. **Excursion to the amusement park "Skazka". Overview of thematic locations, amusement rides, and an introduction to the park's operations.**

The remaining reports are being clarified.

Participation cost on request

14:00- 18:00 **Strategic Business Game (Moscow)**

«PARK MAZED OUT»

If your park has a request, task or goal, and you would like to address them – let's play!

In our business game:

- Opportunities will arise to recognize obstacles on the way to realizing your intentions/ ideas/ goals in your parks;
- Like in a "simulator" you can navigate difficult situations and transfer the experience gained in the game to your park;
- You will find strong solutions for your business;
- There is an exchange of experiences and insights among the participants. There are no "winners or losers", only plans and ideas for self-development that can be brought to life.

Anyone can participate in the game – from managers to business owners, leaders and entrepreneurs.

The game encourages development to effective business thinking, mastering of strategic planning skills and achievement of high results in park operations!

Moderator:

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Participation cost on request

March 19 (Wednesday)

10:00 - 18:00 *Exhibition working hours* (Moscow, VDNKh)

12:00 - 15:00 *Masterclass* (Moscow, VDNKh)

«DNA of park revenue: Practice 2024»

A three-hour practical event for owners and directors of amusement parks dedicated to strategies of increasing revenue in 2024.

The topics of the masterclass are based on real cases of 5 parks in different regions of Russia:

Central Russia
North
South
Ural
Siberia

What awaits you?

- You will learn about the experience of using “Park revenue DNA” method through examples of successful parks.
- You will adopt working strategies of growth backed by real data.
- You will master practical tools that you can immediately apply in your business.
- You will receive a step action plan on how to increase revenue by 20% and more annually.

Authors and Moderators: Anton Buynov (Lime IT) and Konstantin Popov (Skazka Park, Telegram channel "Client's Advocate") – experts with practical experience in transforming parks in Russia.

Participation cost on request

16:00 - 18:00 *Seminar-discussion* (Moscow, VDNKh)

«Protection of the rights of owners and operators of the amusement rides. Current legal issues»

Topics for discussion:

1. Annual technical inspection of amusement rides. How to choose a laboratory? Is it possible to involve a non-specialized organization due to a small number of accredited companies?
2. RB-4 amusement rides: without registration but under supervision!? A legal dilemma.
3. Is it possible for operators to perform self-inspections of RB-4 amusement rides?
4. Trampoline arenas and parks: attractions or not? Issues of identification and supervision.
5. Mobile attractions. Maintenance for mobile attractions before temporary registration.
6. Training of personnel of the amusement industry. Responsibility of individuals for the safe operation of attractions.
7. What to do with the foreign-manufactured amusement rides under sanctions: repair, warranties, certification, responsibility.
8. Planned changes (revision) to the technical regulations «On the Safety Amusement Rides»
9. News on the standardization of amusement rides.
10. Plans to establish an intergovernmental advisory committee of the Eurasian Economic Commission (EEC) on amusement rides.

Moderator: Vladimir Gnezdilov – RAAPA President, Chairman of TC 427 “Safety of Amusement rides”, Honored Designer of the Russian Federation, Ph.D., lawyer.

Participation cost on request

19:00 «PROPARK-2025» Award Ceremony. Gala dinner devoted to the opening of the RAAPA EXPO 2025.

Participation cost on request

March 20 (Thursday)

10:00 - 18:00 *Exhibition working hours* (Moscow, VDNKh)

10:00- 13:00 *Business Training* ((Moscow, VDNKh)

«Secret technologies of the Sales Department manager in the amusement industry»

During the training we will cover:

- The top 3 mistakes of sales department in parks;
- How to correctly build a sales plan, and what it depends on;
- Key performance indicators and a reporting system necessary for a manager;
- Stages of the sales process and handling key objections;
- Motivation that works: how to inspire managers to achieve high results;
- When it's time to bring a sales department manager onboard;
- Features of selling tickets, banquets, and events;

Moderator: the "Entertainment Marketing" team (Sochi).

Oksana Kuznetsova – head of the sales department in the entertainment sector, was part of the launch team for MUSIC MEDIA DOME, the "Skazka" Park in Krylatskoye, and "Territory of the Ball," and managed cultural venues such as the Putilov Mansion, the "Artmusa" Museum of Contemporary Art, and the Family Amusement Park "Playful Squirrels."

Elena Sivak – owner of a consulting agency in the entertainment sector with 20 years of experience, Successful management experience in sales and marketing in over 20 entertainment centers and outdoor parks in Russia.

Participation cost on request

11:00- 13:00 Open Meeting of the Coordination Council of the Amusement Industry

«Standards of Operation, Personnel, and Government Support in the Field of Parks and Attractions»

Representatives of city administrations, parks, entertainment centers, manufacturers of amusement equipment, and other interested parties are invited to participate.

Moderators:

The Russian Association of Parks and Amusement Equipment Manufacturers (RAAPA)

The Union of Associations and Partners of the Amusement Industry (SAPIR)

The All-Russian Public Organization "Parks of Russia"

The Union of Specialists, Manufacturers, Suppliers and Operators of children's play and sports equipment (SSPPEDISO)

After the meeting concludes there will be an overview tour of the RAAPA EXPO-2025 exhibition

*Participation is free
(prior registration is required)*

13:30- 15:00 *Masterclass* (Moscow, VDNKh)

«More than a park: what to choose for development – business or creative approach»
(using the case of the "White Well" park (Voronezh) – a multi-format space for recreation and entertainment)

Programm:

1. What came first: the chicken or the egg, business or creativity?
2. The economic model of the park, and why not everyone starts with its formation.
3. Wow-ecosystems, and how to build them.
4. Wow-marketing in promoting the park.

Moderator: Sergey Slabunov – entrepreneur, expert in the management of country parks, public catering, event organization, and tourism. He has implemented several of his own projects and partnerships: “Hey! Trolley”, the park and glamping “White Well” (Voronezh), the network of alpaca parks “Pacha Mama” in Sochi, Kazan and Rostov, event space “Saburov Hall”, the restaurant “1586” and others. The owner of the event agency Big Event.

Participation cost on request

15:30 - 17:30 Conference (Moscow, VDNKh)

«Organization of work and development trends for waterparks and water entertainment complexes»

- 1. Tickets to summer: effective marketing and advertising strategies for waterparks.**
Marat Sabirov, marketing director of “Kva-Kva Park”, 15 years in marketing and sales.
- 2. Water rides in water parks. What the standards do not tell.**
Igor Tuzhilkin, technical director of LLC «Pulgan».
- 3. Synergy of outdoor (summer) and indoor areas of the water park.**
Speaker to be confirmed.
- 4. Water complexes 2.0: Self-service and opportunities — let us discuss!**
Denis Kabanov, Director of Development at the “DataKrat” Group, Yekaterinburg.
- 5. Inflatable water parks. Requirements for operation and financial indicators.**
Andrey Avilov, founder and head of the “Attro” company, Chelyabinsk.
- 6. Latest trends in water amusement and water park services.**
Selim Doguoglu, head of the representative office of «Polin Waterparks» (Turkey) in Russia.
- 7. Comprehensive risk insurance program of water parks..**
Natalia Filippova, head of the Key Clients Insurance Directorate at “AlfaStrakhovanie” JSC.

Moderator: Igor Sinkevich – general director of the waterpark “Kva-Kva Park”, Moscow.

Participation cost on request

March 21 (Friday)

10:00 - 16:00 Exhibition working hours (Moscow, VDNKh)

15:00 - 16:00 Awarding diplomas to the exhibition participants.

*The program may be subject to changes.