



AMOA

ON THE ROAD PROGRAM

INDUSTRY ROUND UP:

SPUR YOUR BUSINESS



Factory Tour
Valley Dynamo

Thursday, 2:30 pm



Educational Sessions

Friday, 8:30 am - 5:30 pm



Product Showcase

Friday, 6:30-9:30 pm

October 26-27, 2023

Sheraton DFW Airport, Dallas, TX

www.amoa.com

7 Star Service: Partnerships for Success

Keynote Speaker Ruby Newell-Legner, CSP

Join AMOA’s On the Road Keynote Speaker Ruby Newell-Legner, CSP, Fan Experience Expert for a 60-minute journey of innovation and collaboration, where operators unite to create unforgettable experiences. Explore the symbiotic partnership that powers jukeboxes, games, and more as operators foster connections and amplify engagement.

Discover the secrets of 7 Star Service, embrace technology’s evolution, and adapt to the post-pandemic landscape with visionary insights. This isn’t just a keynote; it’s a call to reimagine your role, share experiences, and cultivate growth. Join us in sparking innovation, connecting with peers, and shaping the future of location-based entertainment.

During this 60-minute keynote session, attendees will:

- Learn the principles of 7 Star Service, a foundation for building lasting rapport and elevating the customer experience within the entertainment space.
- Gain insights on adapting to the post-pandemic landscape and thriving in the new world of entertainment.
- Challenge your mindset and perspective, exploring the distinction between working “in” the business versus working “on” the business for transformative growth.
- Leave inspired and empowered to spark innovation, embrace change, and shape the future of location-based entertainment.

About your Keynote Speaker

Customer Experience Expert Ruby Newell-Legner, CSP has designed and delivered customized service cultures worldwide for 1695 sports, leisure, and entertainment facilities. From Denver to Dubai, she has helped open 45 new leisure facilities, like Ferrari World in Abu Dhabi and Perfect Day at CocoCay Island in the Bahamas. Her clients include more than 152 amusement parks, family entertainment centers, waterparks, and 67 professional sports teams.

Ruby offers leading companies in the leisure industry 7 Star Service solutions to amplify their brand and bottom line. She transports her audiences on an exhilarating odyssey through the realms of service innovation. The results speak for themselves - Using Ruby’s expertise in leadership, customer experience, and employee engagement, her clients have:

- Increased Customer Satisfaction by 17%,
- Amplified repeat business by 19%
- Increased revenue by 16% in one year

As a Certified Speaking Professional, Ruby has presented more than 3000 programs in 25 countries. She served as President of the National Speakers Association 2015-2016 and currently serves as President-elect of the Global Speakers Federation. She will serve as Global Speakers Federation President 2024-2025.



THURSDAY FACILITY TOUR

Depart hotel at 2:30 pm.



FRIDAY EDUCATIONAL SESSIONS

7 Star Service: Partnerships for Success Keynote Speaker Ruby Newell-Legner, CSP

Effective Strategies for Attracting New Employees and Creative Incentives to Retain Them Industry Panel

From Conception to Distribution: The Making of an Amusement Game LAI Games

Legislative Luncheon and Update Dentons US LLP

ATM Security and Theft Prevention Industry Panel

VNEA League Primer Greg Elliott, VNEA

Rounding Up the Next Generation... It's Not Too Early Industry Panel

Operator Round Tables – Quick Fire Exchange

- Technologies for Your Business
- Gaming Landscape
- Cashless Utilization
- Employee Training



AMOA Associate Member PRODUCT SHOWCASE

Friday evening, October 27 is our AMOA associate member product showcase set to the theme "Industry Rodeo." Join your industry peers for an evening of networking and fun and see the latest product offerings from our manufacturing partners to close out our On the Road event.



"I look forward to attending the AMOA On the Road Program every year where I learn about upcoming industry trends and what my peers are doing to be successful. I enjoy the behind-the-scenes factory tours and the keynote speaker never disappoints. Time away from the day-to-day operations always rejuvenates my passion for my business."

Jeff Prescott, Valley Vending Service Inc.



"The AMOA On the Road Program has allowed me to network with other amusement operators from around the country. I have been able to gain insight on business practices from another point of view, which I find to be very valuable to bring back to my office. I feel the topics that are covered are very relevant to our business whether it involves technology or human resources."

Scott Renville, Board Machine Inc.

2023 AMOA On the Road Educational Program: **SPUR YOUR BUSINESS**

A Continuing Education Program exclusively for AMOA Members

October 26-27, 2023 | Sheraton DFW Airport | Dallas, Texas

Attendee Information

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Registration Fees Please indicate registration type. You must be an AMOA Member to attend.

☐ **\$299 includes Education AND Product Showcase Event**

☐ **\$99 includes Product Showcase Event ONLY**

Payment

Please make your check payable to AMOA.

For credit card payment, please fill out the following completely: ☐ American Express ☐ Mastercard ☐ Visa

Total Registration Fee _____ Billing Zip Code _____

Card Number _____ Exp. Date _____ CVV Code _____

Signature _____

Send this form & payment to:

380 Terra Cotta Road, Suite F, Crystal Lake, IL 60012 | Phone: 815-893-6010 | Fax: 815-893-6248 | Email: lori@amoa.com

REGISTRATION



Building Engagement in Real Life

380 Terra Cotta Road, Suite F
Crystal Lake, IL 60012

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AMOA ON THE ROAD PROGRAM

SPUR YOUR BUSINESS

October 26-27, 2023

Sheraton DFW Airport

Dallas, Texas

The AMOA On the Road Program is a member exclusive continuing education program for leaders in the amusement industry who want to invest in themselves and their businesses by participating in a cost-effective educational event at an easily accessible venue. OTR is back this Fall in Dallas, Texas just outside the easily accessible DFW Airport at the Sheraton DFW. This year's program features a facility tour on Thursday afternoon, October 26 at Valley-Dynamo; a full day of education on Friday, October 27; and an AMOA associate member product showcase event that evening to close out the event.

Sheraton DFW Airport, Dallas, Texas

October 26-27, 2023

Register
Today!
www.amoa.com

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