



**CONFERENCE:** Nov. 15-18, 2021  
**TRADE SHOW:** Nov. 16-19, 2021

[IAAPA.org/IAAPAE expo](https://IAAPA.org/IAAPAE expo)



@IAAPAHQ | #IAAPAE expo

# FEC: Ideas and Strategies for Group Sales



**Beth Standlee, Founder & CEO**  
**TrainerTainment L.L.C.**



**Charlene Livesy, Event Director**  
**Wild Island Adventure Park**



**Lindsay Kosanovich, Sales Manager**  
**Santa's Village Azoosment and Waterpark**

**Maggie McCartney, Corporate Director of**  
**Marketing & Branding**  
**Scene75 Entertainment Centers**



# Let's Discuss!

- What are the big differences, if any are you noticing about group sales?
- What is the structure of your sales office?
- What adjustments have you made to handle the holiday season and or group business in general?
- What are you saying when you follow up with past events? PPO
- What lessons did you learn during COVID that you couldn't have learned without this crisis?

**What are the big differences, if any  
are you noticing about group sales?**



@IAAPAHQ | #IAAPAEspo



# What is the structure of your sales office?



@IAAPAHQ | #IAAPAEspo



**What adjustments have you made to handle the holiday season and or group business in general?**



@IAAPAHQ | #IAAPAEspo



What are you saying when you  
follow up with past events? PPO



@IAAPAHQ | #IAAPAEspo



**What lessons did you learn during  
COVID that you couldn't have learned  
without this crisis?**



@IAAPAHQ | #IAAPAEspo





# Questions?



**Beth Standlee, Founder & CEO**  
**TrainerTainment L.L.C.**



**Charlene Livesy, Event Director**  
**Wild Island Adventure Park**



**Lindsay Kosanovich, Sales Manager**  
**Santa's Village Azoosment and Waterpark**



**Maggie McCartney, Corporate Director of**  
**Marketing & Branding**  
**Scene75 Entertainment Centers**