



**IAAPA®**  
**EXPO**



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

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



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# THE INNOVATION WORKSHOP

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**Mark Stepanian, CAVU Designwerks**

**Michelle Hicks, Firefly Creations**

**Andrew Porter, Firefly Creations**

**Amanda Zielkowski, Universal Creative**

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# Michelle Hicks

## Co-Founder and Executive Producer, Firefly Creations

Michelle combines her experience in engineering, design and project management with creativity to direct the creation of attractions and experiences. She has successfully delivered projects ranging from dark rides and walkthrough experiences through to animal exhibits, always focusing on the identification of innovative solutions to push the boundaries of creativity. From initial conception through to completion Michelle coordinates design and construction teams and integrates their work seamlessly to create incredible experiences within budget and programme constraints.



# Andrew Porter

## Co-Founder and Creative Director, Firefly Creations

Andrew leads creative teams, architects and engineers to deliver unique themed attractions across the leisure industry. He drives forwards the creative vision from identification of the initial concept through to full creative delivery. His projects include themed lands, roller coasters and water parks, all with strong storytelling at their heart to take friends and families on epic emotional adventures.



# Mark Stepanian

**President, CAVU Designwerks (Young Professional Subcommittee, IAAPA)**

Mark Stepanian brings years of experience in innovative engineering of large-scale theme park attractions including roller coasters, motion simulators, and interactive VR rides. Mark has strong insight into the future of the amusement industry and has developed patented technologies that further intertwine the story with ride systems to create immersive and innovative experiences.



# Amanda Zielkowski

## Assistant Director, Engineering & Safety, Universal Creative

Amanda Zielkowski leads a team of incredibly talented engineers to deliver world class theme park attractions. As a Technical Director for Universal Creative, she is responsible for executing the creative vision while ensuring attraction reliability and safety. With over a decade of experience in the themed entertainment industry, she has contributed to projects in Orlando, Hollywood, and Osaka including, most recently, opening Super Nintendo World at Universal Studios Japan.



# in·no·va·tion

- The dictionary defines Innovation as “a new idea, method or device” or “the introduction of something new”.



# The Importance of Innovation

- Our guest are demanding more from our experiences.
- This requires us to take a holistic approach to developing new ideas.





# Session Goals

1. Learn how to facilitate your own innovation workshop
2. Understand the basic principles of innovation
3. How to involve everyone in the idea process regardless of role
4. How to process the ideas given in the workshop into a final “product”

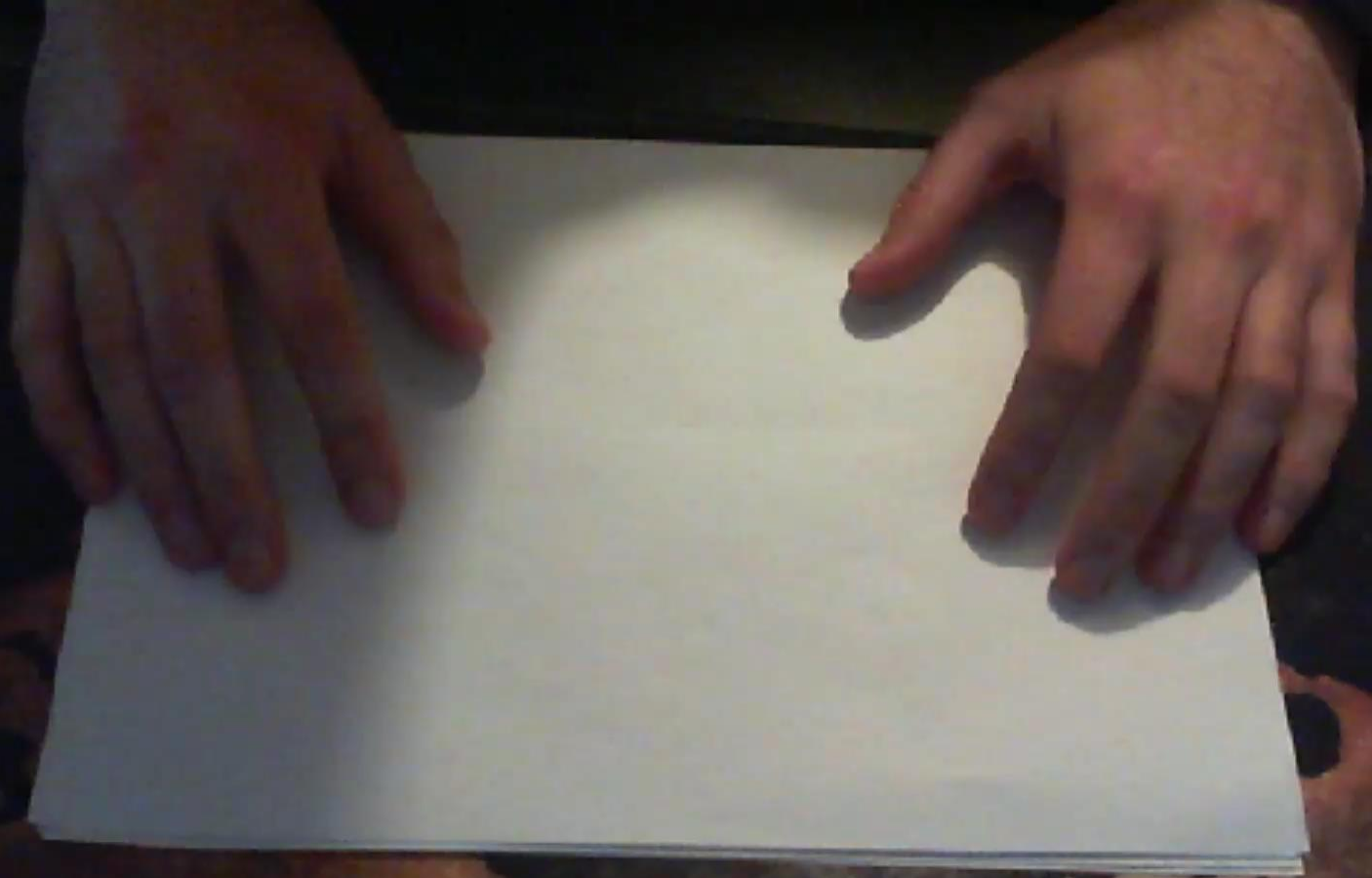


# CREATIVE & MARKETING



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# WHAT IS A COMPELLING PROPOSITION?



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**WOODEN ROLLER COASTER**

**HOW DO WE INNOVATE?**

**WHAT MAKES THIS DIFFERENT?**



**WHAT ARE THE TRENDS?**

**WHO IS THE AUDIENCE?**



# COMPELLING PROPOSITION



## A WOODEN ROLLERCOASTER THAT'S ON FIRE

# WHAT CAN WE LEARN? AND HOW TO APPLY TO YOUR WORLD



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# The Blank Paper Skit



Who? - Group of industry professionals from different backgrounds

What? - How to create a compelling proposition

Where? - Workshop at IAAPA

Why? - To share creative tools to engage.

## Compelling Proposition

A shocking break the ice skit about compelling propositions to grab attention of IAAPA attendees, identifying a common problem of starting from nothing and helping attendees lead creative innovations within their fields.

# OTHER EXAMPLES



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# LAB – YOUR TASK

# THE COMPELLING PROPOSITION

## WHAT IS THE TASK

On your table you will see a worksheet and selection of cards

1. Select your Audience
2. Choose 1 where card
3. Choose 2 story cards
4. Choose your Goal

Using this information, think of a scenario to start the development of a compelling proposition



**WHO?**

Adults &  
teens

**WHERE?**

Candy  
Shop

**STORY**

Zombies  
Robots

**GOAL**

New Ride  
Experience

**The robot-operated candy shop is being invaded by zombies! We need to help the robots defend the shop from the candy-hungry zombies!**

WHO?

Office  
Colleagues

WHERE?

Office

STORY

Zombies  
Robots

GOAL

New  
Process

We need to communicate a new Health and Safety Policy to staff using Zombies and Robots to share our message in an exciting way.

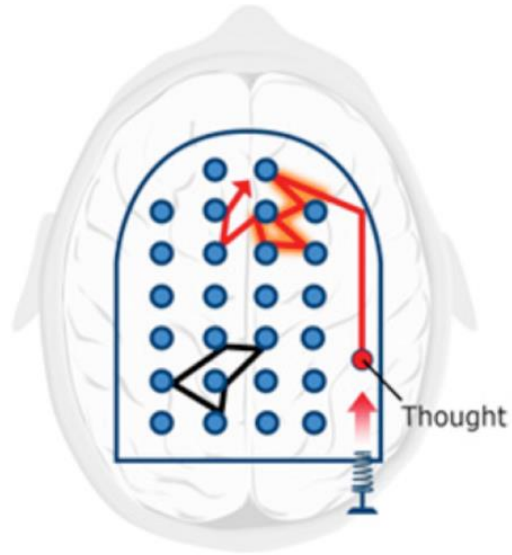
# ASKING WHY



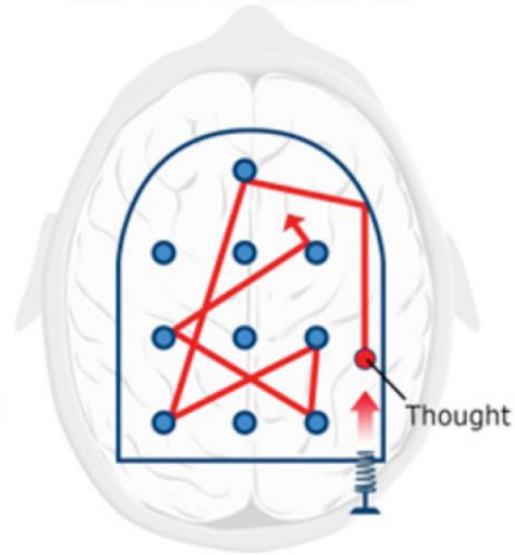
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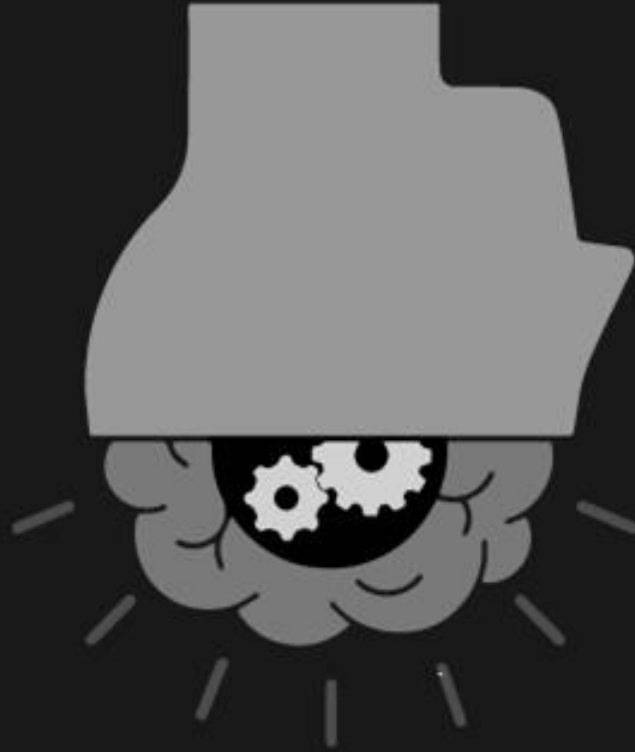
# Focused



# Diffuse







**MINILAB - Brainstorm the worst  
children's attraction concept in 2  
mins. GO!**



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# BISOCIATION

*a magical method to more creativity*



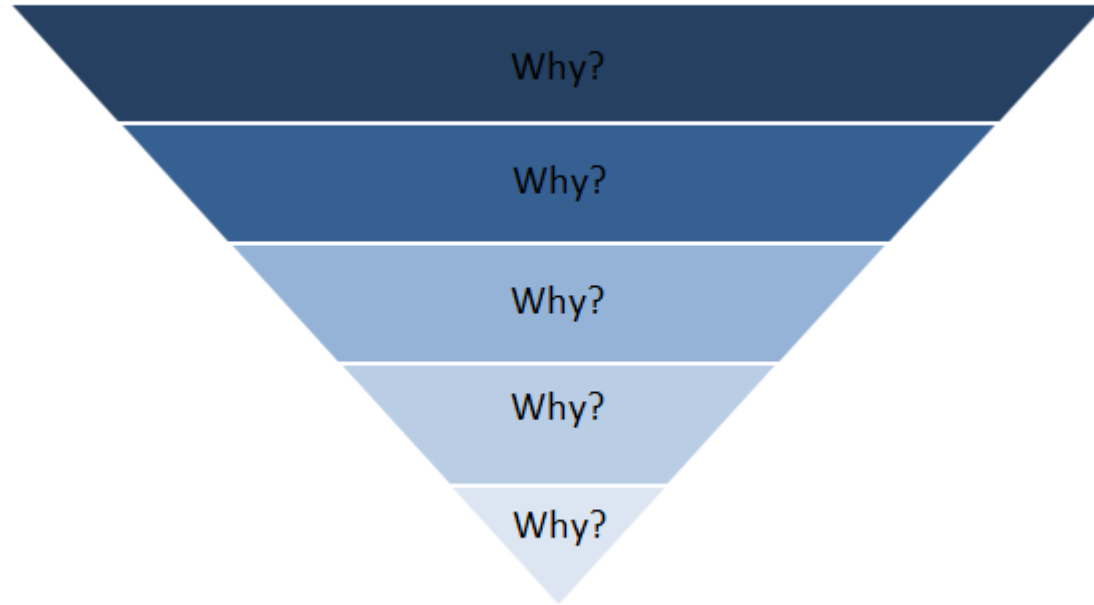
**MINILAB - Connect two unlike  
things in two minutes. GO!**



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**PROBLEM:** \_\_\_\_\_



**ROOT CAUSE**





iPod



Phone



Internet

**LAB - Put those skills to the test  
to develop the answer to  
“What?” !**



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# CHALLENGES ARE OPPORTUNITIES



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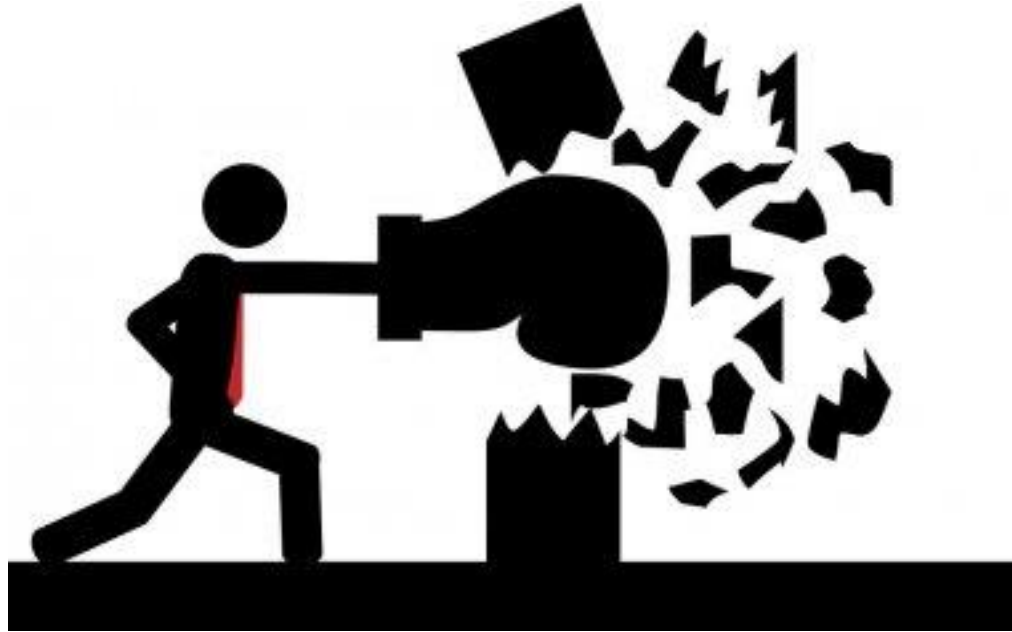
# Innovation happens outside our comfort zone



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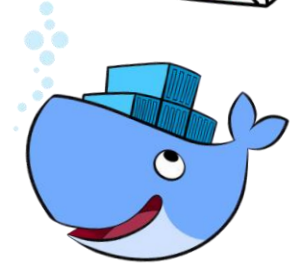


# Break down the box and rebuild it



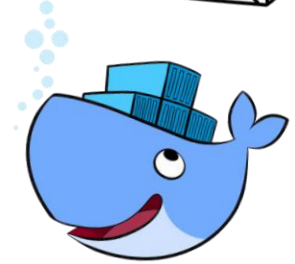


CHALLENGES  
/ CONSTRAINTS





- Global Pandemic
- Water shortage
- Green Energy Mandate
- Budget Cuts
- New OSHA requirements
- Selfie sticks
- Rising popularity of skateboards
- Ice Cream is EVERYWHERE
- Aliens invade and steal all red buttons
- Growing demand for theme park rides to accomodate pets (cats, dogs, and birds)





Puppy cries  
every time  
they get wet

# Umbrellas for Pets





Noise  
ordinance



# Silent Karaoke!





City has new  
Green  
initiative

# Beijing Subway Allows Riders To Pay With Plastic Bottles



# LAB – Wheel of Curveballs

[Wheel of Curveballs](#)



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# GROUP RECAPS



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