



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

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# Responsive Marketing in Dynamic Times

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**Josh Greenberg, SeaWorld Parks & Entertainment**

**Jessica Correa, Unleashed Brands**

**Host: Angela Westerfield, Integrated Marketing Leader**

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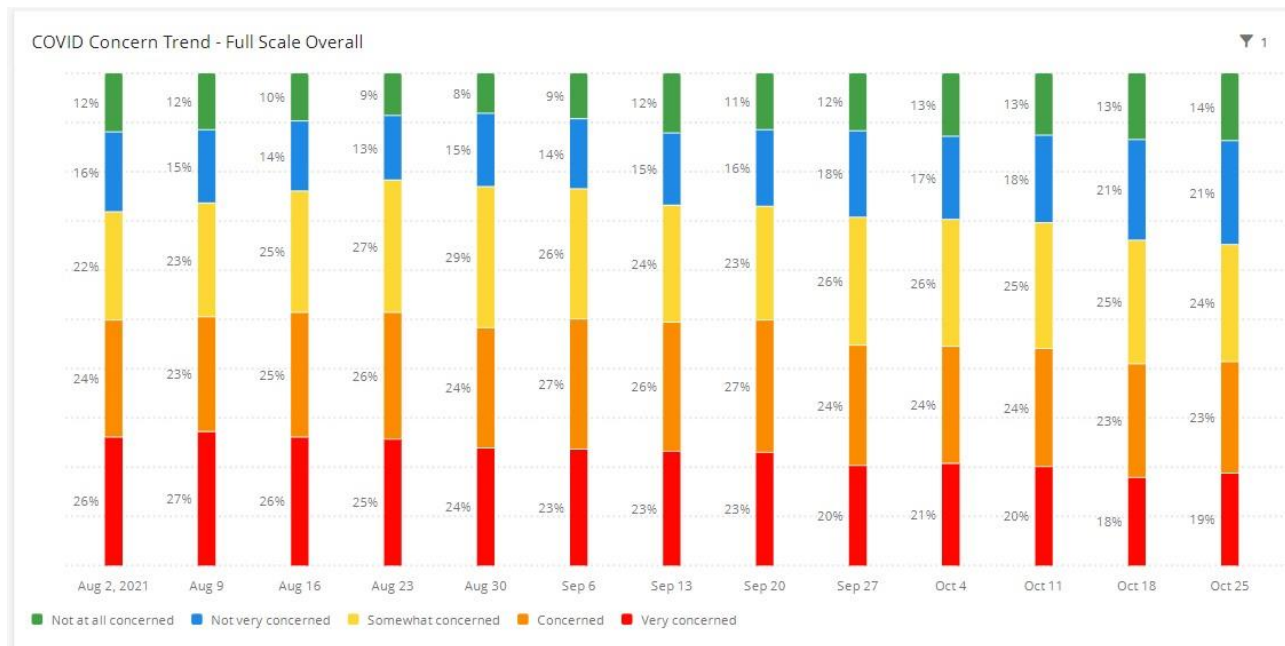








# RESEARCH



# OPERATIONS



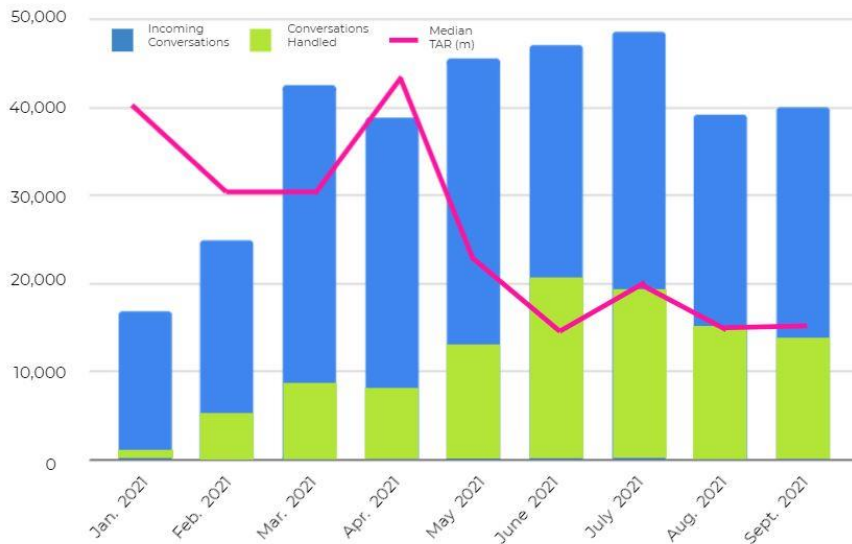
# MARKETING

SHARE YOUR CREATIONS WITH  
US USING #SEAWORLDDATHOME





# GUEST SERVICE



**Pinned Tweet**

**Ethan the** 🐼 **GRINCHMAS** 🎅 **kid** 🇺🇸 @ThatDisneyBoi · Feb 16 ...  
SEAWORLD REALLY DROVE TO MY HOUSE AND GAVE ME A PRIDE SHIRT OMFG ORFPSFFOODOS @SeaWorld I LOVE U

Replying to @Sebas\_SeaWorld  
Hey Sebastian - we're (they're) here to help you get the answers you need 🙌

66 96 1.1K

Okay cool y'all rock. Thanks for the super fast customer service. Have a great day

**Private** And thanks for responding by the way. Seriously guys you rock.  
28 min ago · 2 tags

**Private** Eric R. Adams  
You are the best! Sea World hold times were 55 minutes. And the callback feature never called me back. You just made my special day for my whole family and niece. :) Thank you!

**Tina Morgan Jackovi...** My faith is restored in SeaWorld customer service. We were finally able to reach someone via FB messenger (when phone and email had not been effective and was extremely frustrating over far too many attempts). THANK YOU to the FB messenger department for their prompt/courteous service, and kind offer to make our situation right! 🙌

You have no idea what a relief this is. Can't wait to visit the park!

**Private** Thank you so much - we do plan on making a trip to Sea World in the future, just want to be certain we can plan it properly and enjoy it to the maximum we know you'll deliver!

I can't thank you enough for being so incredibly helpful - I really thought we were just out the tickets and money until today.

**Private** Thank you so much! I appreciate the speedy customer service.  
10 min ago · 2 tags

**@joshFromOrlando** Fantastic and prompt assistance from the @Seaworld social media team! #WhaleDone

**@SeaWorld** SeaWorld  
@joshFromOrlando Hi josh- would mind sending us a DM so we can try to help? twitter.com/messages/compo...  
5 min ago · Hide 5 tags

Thanks so much for your quick responses. I pray things get better soon. Great new workers!

# Biggest Challenge: Integrated Planning



# Key Takeaways:

- Adapt your product to the needs of your customers
- Be hungry for data, but trust your gut
- Create consistency through cross-departmental planning
- Leverage marketing tools to adapt
- Meet your customers where they are





# Question to Ponder:

*How are you empowering your teams to be nimble in the face of completely unexpected scenarios?*



# THANK YOU!



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“80% of sales come from  
20% of customers”

-Vilfredo Pareto

# September 11 and Royal Caribbean



# Rule #1:

**In times of drastic change, be guided by your Loyalists.**

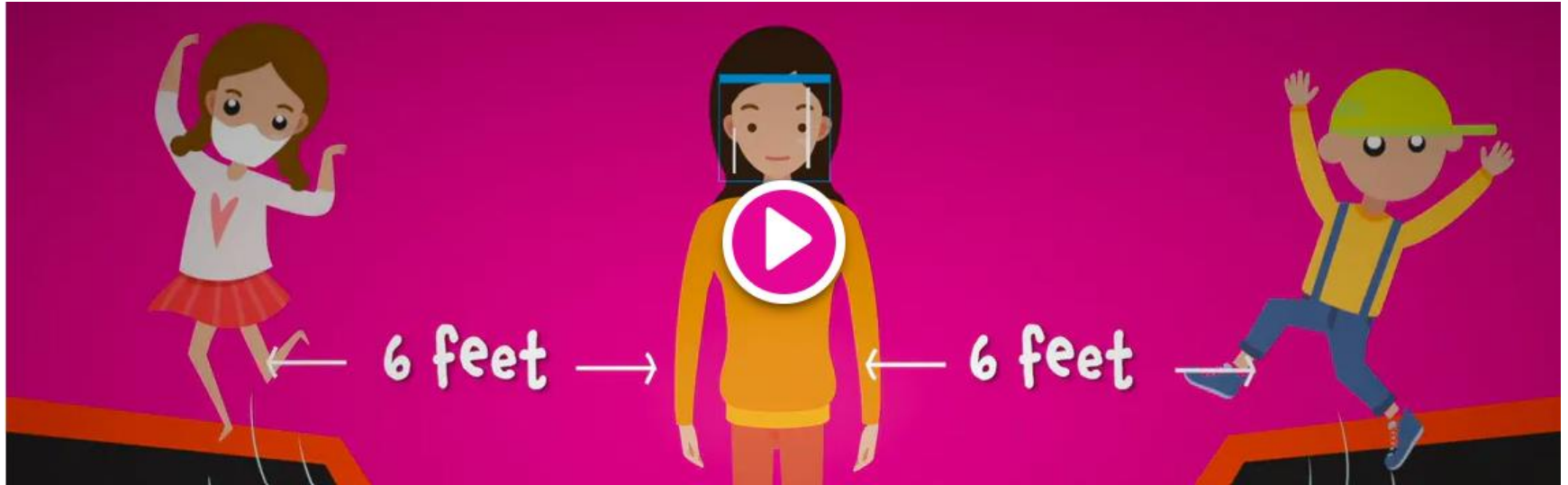


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# Covid 19 and Urban Air



**Rule #2:**

**Don't be the last to act.**



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# Brand Evolution at Urban Air



THE "U" IN **URBIE** STANDS FOR Y-O-U.



# Rule #3:

# Listen to the hard stuff.



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Rule #4:

Keep moving forward.



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# THANK YOU!



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