



LEISURE INDUSTRY WEEK
25—27 SEPT 2007 NEC BIRMINGHAM



Thursday 27 September 2007
Association of Play Industries - Seminar Dedicated to Indoor Play

LIW is the biggest event in the UK for the entire leisure attractions industry. On the 27 September the Association of Play Industries (API) will be hosting a series of educational seminars aimed at the indoor operator.

The day will provide a platform for finding out the latest industry news including an update on the new indoor standard from top play experts as well as great networking opportunities. Don't miss out!!

Attendance to the Seminar is FREE !!
Please complete and return indicating your interest.

Title: First Name: Surname:
 Job title: Company:
 Address: Tel:
 Fax:
 Postcode: Email:

I wish to attend the following seminars:

- ◆ **Introduction to the Association of Play Industries** 11.00-11.15 am
 Welcome and brief overview of the Association of Play Industries and its work within the world of play.
Speaker: Lesley Knight, API Chair

- ◆ **Effective Marketing & The Importance of Data Collection** 11.20-11.50 am
 Overview of different methods of marketing e.g. leaflets, direct mail, web, CD multimedia and their effectiveness. The importance of data collection and the real impact this has on sales
Speaker: Mike Kaye, Disq

- ◆ **Is Your Play Centre Safe?** 12.00-12.30 pm
 Are all your systems and procedures in place and being followed?
 This presentation asks the questions and gives the necessary guidance.
Speaker: Nick Balmforth, Register of Play Inspectors International

- ◆ **Overcome your financial challenges - The things you need to know!** 12.40-13.10pm
 Securing the right finance to start / expanding your play centre might not be as difficult as you think.
Speaker: Mark Johnson, Johnson Reed

For further information contact:

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