

F2F EC 2015

WHAT: Face 2 Face Entertainment Conference
WHERE: Pointe Hilton Tapatio Cliffs Resort
Phoenix, AZ

WHEN: February 24-26, 2015
WHY: Good Question! Read on for a conversation with the F2FEC architects, the "Three Amigos"

..... The Amigos' F2FEC is Something New

► *You might say it is a re-imagined industry conference or you simply describe it as bigger, badder, bolder and different than any other amusement industry conference before it. Amigo architects Ben Jones, Rick Iceberg and George Smith believe this new "conference" will make an impact on an entire industry and they hope in the lives of entertainment center operators, manufacturers and suppliers. We sat down with the Amigos on a recent trip to Orlando and discovered three serious guys deeply passionate about the FEC Industry and willing to invest time and money for the shared vision.*

in an event relevant to our needs, our challenges, our interests and our future. We are not pushing a product, a service or an organization; we are pushing for change and challenging those in all entertainment sectors to do more. We're inviting people who share our vision and goals to join the conversation that will be taking place at F2FEC.

How will F2FEC change content delivery and how will that benefit participants?

Iceberg: The old ways of a lecture taking 75 minutes to get 10 minutes of business advice or money-making ideas across to a sleepy audience is old and is so wasteful of time. The F2 experience will be high engagement, very social, very connected. We will mix up content delivery and change the presentation styles with a common

Tell me about this new industry conference.

Jones: We're moving as far away as possible from the traditional conference or expo- style presentations to a collaborative gathering where synergetic conversations and relationship-building are paramount. A setting where anyone can ask questions, answer questions and truly dig into subjects with their peers. It's all about content, conversation, community and leadership.



What will the content, substance and focus be?

Jones: The focus is about the entertainment center business; about the people who make their living in our industry and about looking ahead. It is not about any one person, or us, the Amigos, or even F2FEC. The value here is that everyone has something to share and everyone has something to gain. We are all going to participate

denominator: no boring speakers. We will use technology but will also rely on human elements such as personal introductions, handshakes and one-on-one face time.

Smith: We hope to create a community of people who are invested in each other's successes and who connect at F2 and stay connected afterwards.

How will this transformation of substance and focus extend to Attendees?

Smith: Our goal is to raise recognition of family entertainment centers and highlight the manufacture and supplier community, as a key and primary driver of the amusement economy. We're pushing for change, and we know that M&S can be a major contributor to positive change and progress in the industry.



George Smith

Jones: We want people involved. We're not going to give you a lot of opportunities to opt out or escape the conversation. We want to hear from everyone in the room. We believe our format and content changes will nurture an exchange of ideas, which will lead to individual success for our businesses and betterment to our industry overall.

Iceberg: Face2Face isn't just three days in February in Phoenix. This is the start of a new movement in the entertaining center community – to help galvanize and propel members of the community forward, encouraging all to look within and speak up and reach out.

So what made the Three Amigos take this on?

Smith: We want to elevate the industry. We all know from experience that progress happens when you listen and learn from as many different perspectives as possible. Our goal for the conference is not to break a record in the number of attendees, but rather to have a diverse mix of high-level people from many different FEC sectors sharing their knowledge, ideas and experience.

Iceberg: We are producing and subsidizing this event with no hidden agenda or expectation of monetary reward now or in the future. What we all gain is from listening to each other and working together to improve our standing as leaders in this industry.

What was the EPIC Charrette?

Jones: A small gathering of industry leaders with a focus on M&S and our collective roles in the industry. We had intense conversations about what's now, what's next and the state of the entertainment center industry. EPIC is a time to identify challenges, encourage change, and embrace new ideas with a view toward opportunity. What results from EPIC will be the focus of the Face2Face experience each February. We envision EPIC and F2FEC having a leadership role on our industry's calendar.

What keeps the Three Amigos together and who coined the name?

Smith: The name was originally cast to describe the three of us in an unflattering light and we adopted it as brothers in solidarity. We connected as colleagues and became friends years ago and even though our situations have changed over the years, we share a deep passion for this business and a vision for the industry. We have a real desire to give back and view the Face 2 Face series of events as a means of bringing people together for the greater good for business owners and for the health of the industry. ◀



Rick Iceberg

What does F2FEC look like beyond 2015?

Jones: F2 is a startup. We are entrepreneurs and as prepared to make mistakes as we are determined to make a difference. The experiences that are F2FEC and EPIC represent a paradigm shift and working in concert, these two events will reach more practitioners by pushing the players in the industry to remain relevant and strive to do more and be better.

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Learn more about the vision that is F2FEC.

Visit F2Conference.com.