

INTERNATIONAL LIVE
GAMING CONFERENCE
COMBAT GAMING 2.0
27-28 APRIL 2011
LONDON PINWOOD HOTEL

A MAJOR
2
DAY
EVENT

BOOK NOW
01237 424444

A MAJOR CONFERENCE FOR:

- LIVE COMBAT GAMING OPERATORS
- INDOOR ARENAS
- TRANSPORTABLE ATTRACTIONS
- FAMILY ADVENTURE & THEME PARK
- LEISURE INDUSTRY ENTREPRENEURS
- COMBAT & PAINTBALL FIELD MANAGERS
- MILITARY & SECURITY TRAINING

**BATTLEFIELD
SPORTS**



WELCOME

We invite you to attend this year's conference. The event will provide inspiration and answers to many of your questions on how to boost sales, your bottom line, and manage and motivate your team, whilst focusing on customer service.

This year's program is an exciting line of industry key note presentation designed to inspire and inform you. Participate in break out forums specifically for you, whether you are in start up or expansion phase. Find out what is new in battlefield business, marketing and public relations, and more. Hear from real life case studies, hear their success stories and the challenges they have faced in building their battlefield business.

I look forward to meeting you in London in April.

Peter Lander

Founder, Battlefield Sports



QUOTES:

"Venue: Excellent. Food: Excellent. Content: Excellent. This was an informative and very useful conference. Very well put together," **Toria Dean - Pembrokeshire, UK.**

"Congratulations for your hard work. This was a really good experience. Your new guns and games are great. Also it was a pleasure to meet battlefield owners from other parts of the world," **Miguel Ferrero - Madrid, Spain.**

"I gained a lot of knowledge from your staff & other operators. Using the new S*A*T*R & playing some scenarios was excellent." **Arthur Belanger - Dartmouth, Canada.**

"Awesome location, superb food, great amount of detail in presentations, prompt and precise answers to questions," **Colleen Bussard - Nova Scotia, Canada.**

"The conference was very well put together, all the information was there," **Shaun Sanders - Harrogate, UK.**

"I enjoyed that we got some new tips on what we can do to grow the business," **Pal Helsing - Bergen, Norway.**

"You two did a great job of representing the human part of the game... There is nothing like getting out & testing the equipment to really appreciate how it works... a wonderful opportunity to pick up lots of tips on how to run the game"
Mark Jane - Paris, France.

VENUE:

THE CONFERENCE VENUE

Pinewood Hotel is bespoke. It has unique contemporary luxury accommodation and offers the very best in bars, and restaurants, all set in 20 beautiful acres of woodland grounds. The Pinewood is easily reachable: Just off the M25 and M4 motorways and only 10 minutes from Heathrow Airport.

**The Pinewood Hotel
Uxbridge Road
George Green
Buckinghamshire
SL3 6AP**



YOUR ROAD TO BATTLEFIELD SUCCESS

Attend this conference for the tool kit for battlefield owners & operators.

The International Live Gaming Conference 2011 will focus on the ingredients for growth, ways to help you take Your Battlefield Business to the next level, boost profits and amplify game play. This conference will provide an unparalleled opportunity for you to network with peers and industry representatives. Hear from accomplished and experienced industry leaders and highly successful battlefield operators, battlefield business secrets and real case studies. Play and experience our brand of Live Plays. Meet new and experienced field operators. This conference promises to challenge your thinking and leave you with new skills, new ideas, ways to go Gung Ho and a renewed desire to make a difference to Your Battlefield Business.

This is the event that brings together battlefield owners and professionals from across the combat entertainment industry.

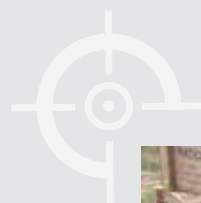
Join us for an exciting line up industry key note presentations which will inspire you and lead your battlefield business forward. Participate in breakout forums focussing on business expansion and business start up. Get insights the latest marketing strategies, find out about the latest trends in technology, products and services.

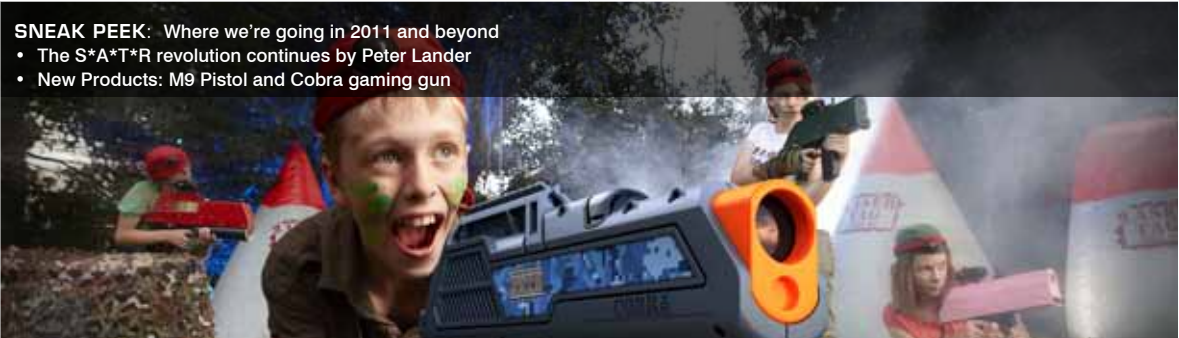

4th BiAnnual LIVE Gaming Conference




"boost your battlefield bottom line" join us in 2011

HIGHLIGHTS

- **Hear** directly from accomplished, experienced and highly successful battlefield operators
- **See** and try out the most advanced combat gaming technology for yourself
- **Play** and experience missions to stage at your venue, to thrill your customers and keep them coming back
- **Meet** and network with both new and experienced battlefield operators from all over the world
- **Specialised** sessions for new and prospective owners
- **Business** improvement programmes for experienced operators
- **Launch** of M9 S*A*T*R Pistol and indoor Cobra budget model
- **Separate** Break-Out sessions for Outdoor and Indoor operators
- **Senior technicians** on hand throughout the conference for maintenance advice
- **Permanent exhibition** of the latest Battlefield Sports equipment



TIME	PROGRAMME: DAY 1 – WEDNESDAY APRIL 27		
0800 - 0900	REGISTRATION in the Foyer		
0900 - 0920	WELCOME from Nicole Lander Conference overview and objectives		
0920 - 0940	A BRIEF HISTORY of Battlefield Sports <ul style="list-style-type: none"> Defining Concepts – WISIWYG & Team Scoring Where it all began 		
0940 - 1010	<p>SNEAK PEEK: Where we're going in 2011 and beyond</p> <ul style="list-style-type: none"> The S*A*T*R revolution continues by Peter Lander New Products: M9 Pistol and Cobra gaming gun 		
1010 - 1045	THE ULTIMATE GAME: 7 Tips on Battlefield Success		
1045 - 1115 (BREAK)	Product Showcase and "Ask the technician" exhibition room open		
1115 - 1145	FUTURE TRENDS and Industry Growth: Live Gaming <ul style="list-style-type: none"> Hero Entertainment, growth in FPS Immersion and Community Joint Ventures Multi Activity Centres FEC's Lateral Thinking 		
1145 - 1215	BATTLEFIELD BRANDING <ul style="list-style-type: none"> Examples of how the Battlefield LIVE Brand has worked – O₂, Halo Reach Launch of the new Operators' Battlefield LIVE web portal 		
1215 - 1300	PARALLEL SESSION A		
	<table border="0"> <tr> <td> PARALLEL SESSION 1 - NEW AND PROSPECTIVE OWNERS <ul style="list-style-type: none"> Business Plans – Models Site Selection Designing a successful website Grand Opening </td> <td> PARALLEL SESSION 2 - EXISTING OPERATORS <ul style="list-style-type: none"> Growth Strategies Team Training – how your staff can help your business grow Marketing Segmentation </td> </tr> </table>	PARALLEL SESSION 1 - NEW AND PROSPECTIVE OWNERS <ul style="list-style-type: none"> Business Plans – Models Site Selection Designing a successful website Grand Opening 	PARALLEL SESSION 2 - EXISTING OPERATORS <ul style="list-style-type: none"> Growth Strategies Team Training – how your staff can help your business grow Marketing Segmentation
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1300 - 1400 (LUNCH)	Hot Buffet in the Restaurant, network with those in your industry from around the World.		
1400 - 1430	COMBAT ENTERTAINMENT IN THE COMMUNITY <ul style="list-style-type: none"> Case study of how local support and tourism boosted one battlefield's business – Steve and Toria Dean, Battlefield Live Pembrokeshire, UK 		
1430 - 1500	PARALLEL SESSION B		
	<table border="0"> <tr> <td> PARALLEL SESSION 3 - NEW AND PROSPECTIVE OWNERS <ul style="list-style-type: none"> How to get the most out of your first few months </td> <td> PARALLEL SESSION 4 - EXISTING OPERATORS <ul style="list-style-type: none"> How Mobile Games can drive in new business Membership Programmes Upgrading to S*A*T*R Maintain Repeat business </td> </tr> </table>	PARALLEL SESSION 3 - NEW AND PROSPECTIVE OWNERS <ul style="list-style-type: none"> How to get the most out of your first few months 	PARALLEL SESSION 4 - EXISTING OPERATORS <ul style="list-style-type: none"> How Mobile Games can drive in new business Membership Programmes Upgrading to S*A*T*R Maintain Repeat business
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1500 - 1530 (BREAK)	Product Showcase and "Ask the technician" exhibition room open		
1530 - 1600	LIVE-PLAYS <ul style="list-style-type: none"> One Game to rule them all. Why live plays keep your gamers coming back – Peter Lander 		
1600 - 1630	<p>BUSINESS IS A BATTLEFIELD</p> <p>How one company re-launched its business on the back of economic downturn and turned itself around – Nauris Svika - B02, Finland</p> <ul style="list-style-type: none"> Prepare your highly professional staff Prepare your first programmes Get your first customers Get covered by the media Build your long term customer relationships 		
1630 - 1700	Recap on Day 1 Notes for tonight's programme and Day 2 Programme		

1700 - 1900	Drinks on the Terrace and in the Eden Bar	
1900 - DINNER	Dinner with films and speeches from Battlefield Operators	
AFTER DINNER	BLACK OPS: Night Guerrilla Battle , all invited to black up and play in the hotel grounds with special night missions run by qualified military training professionals.	
		
PROGRAMME: DAY 2 – THURSDAY APRIL 28		
0800 - 0900	REGISTRATION in the Foyer	
0900 - 0915	WELCOME to Day 2 – Hands on with S*A*T*R	
0915 - 1030	PARALLEL SESSION C	
	PARALLEL SESSION 5 - BATTLEFIELD MARKETING <ul style="list-style-type: none"> • Choosing the right trigger • Google and Facebook Tips • Blogging and Twitter • SEO Tactics With Nicole Lander and Paul Diamond	PARALLEL SESSION 6 - BATTLEFIELD OPERATIONS <ul style="list-style-type: none"> • How to streamline your logistics • Benefits of converting from Classic to S*A*T*R • Equipment features, operating tips and maintenance with Peter Lander and Phil Young
1030 - 1100	Product Showcase and "Ask the technician" exhibition room open	
1100 - 1300	PARALLEL SESSION D	
	PARALLEL SESSION 7 - BATTLEFIELD LIVE OUTDOORS <ul style="list-style-type: none"> • Live Plays in hotel grounds 	PARALLEL SESSION 8 - BATTLEFIELD LIVE INDOORS <ul style="list-style-type: none"> • Live Plays at Absolute Combat – Slough – Transport Provided • Presentation by indoor expert Paul Rodgers – Lock N Load: Rotherham 
1300 - 1400 [LUNCH]	Hot Buffet in the restaurant. Product Showcase and "Ask the technician" exhibition room open	
1400 - 1445	THE DESK WARRIOR <ul style="list-style-type: none"> • Rear Echelon • Battlefield Administration • Check lists and insurance 	
1445 - 1515	CLAN WARS AND LOCAL TOURNAMENTS <ul style="list-style-type: none"> • How to run a clan war or local tournament by Peter Lander and Karim Speleers – Play it LIVE, Belgium 	
1515 - 1600	EXPERIENCE A CLAN WAR – PLAY CQB IN THE GROUNDS <ul style="list-style-type: none"> • Play using the urban inflatables system – Do your country proud! 	
1600 - 1630	COST SAVING <ul style="list-style-type: none"> • How to cut your business costs without cutting entertainment 	
1630 - 1700	DEBRIEF <ul style="list-style-type: none"> • Feedback and Questions • Conclusion 	