

# JELLYSTONE PARK™ SYMPOSIUM 2023 SCHEDULE

## BEARS Business & Beyond



Where Character is Everything

### Monday, November 13

7:30 a.m. - 9:00 a.m.	Breakfast .....	Hotel Cherokee Ballroom
9:00 a.m. - 3:00 p.m.	Registration .....	Convention Center (CC) Expo Hall A
9:00 a.m. - 3:00 p.m.	Yogi Advisory Council (YAC) Meeting with Camp Jellystone Staff .....	Hotel Hiawatha Room
9:00 a.m. - 12:00 p.m.	Yogi Bear™ Merchandise Purchasing Opening Day .....	CC Expo Hall A
10:00 a.m. - 10:45 a.m.	New Manager/Owner Meet Up! (meet at the entrance to the trade show hall) .....	CC Expo Hall A
12:00 p.m. - 1:30 p.m.	Lunch (Pinnacle and Excellence Awards will be presented) .....	CC Ballroom DEFG
1:00 p.m. - 3:00 p.m.	Yogi Bear Merchandise Purchasing Opening Day .....	CC Expo Hall A
4:00 p.m. - 4:45 p.m.	Single-Park Operator (SPO) Pictures (time slot can be found in registration packet) .....	Concourse (outside Ballroom)
4:45 p.m. - 5:15 p.m.	Multi-Park Operator (MPO) Pictures (time slot can be found in registration packet) .....	Concourse (outside Ballroom)
5:15 p.m. - 6:15 p.m.	Awards Dinner .....	CC Ballroom DEFG
6:15 p.m. - 7:45 p.m.	Awards Presentation .....	CC Ballroom DEFG
8:00 p.m. - 10:00 p.m.	Entertainment: Dueling Pianos and Dancing .....	CC Ballroom DEFG

### Tuesday, November 14

7:30 a.m. - 9:00 a.m.	Breakfast .....	Hotel Cherokee Ballroom
9:00 a.m. - 10:00 a.m.	Camp Jellystone Updates .....	CC Lecture Hall
10:00 a.m. - 12:00 p.m.	Keynote Speaker: Kyle Sheele .....	CC Lecture Hall
12:00 p.m. - 1:30 p.m.	Lunch .....	CC 200 ABC
1:00 p.m. - 5:00 p.m.	Registration .....	CC Expo Hall A
1:00 p.m. - 5:00 p.m.	Yogi Bear Merchandise Purchasing .....	CC Expo Hall A
6:00 p.m. - 8:00 p.m.	Dinner Buffet/Silent Disco/Service Project .....	Hotel Cherokee Ballroom

In addition to a night filled with fun, we'll be taking a moment to give back by making fleece blankets for children who are hospitalized in cooperation with the non-profit organization Fleece & Thank You.

Please note that we will have hosted beer, wine, and soda during this event. Additional drinks will be available at an added cost; however, the venue is cashless so you will need to use a debit or credit card to purchase.

### Wednesday, November 15

7:30 a.m. - 9:00 a.m.	Breakfast .....	Hotel Cherokee Ballroom
9:00 a.m. - 2:00 p.m.	Yogi Bear Merchandise Purchasing .....	CC Expo Hall A
11:00 a.m. - 12:00 p.m.	YAC General Session (current franchisees only) .....	CC Lecture Hall
12:00 p.m. - 1:00 p.m.	Lunch on the Trade Show Floor .....	CC Expo Hall A & Concourse
1:00 p.m. - 5:00 p.m.	Education Sessions (times and descriptions below) .....	CC
5:00 p.m. - 6:30 p.m.	Dinner (all conference attendees and vendors welcome) .....	CC Expo Hall A
6:00 p.m. - 9:00 p.m.	Yogi Bear Merchandise Purchasing .....	CC Expo Hall A
6:00 p.m. - 9:00 p.m.	Social / Trade Show .....	CC Expo Hall A

Remember to bring cash to participate in our Split the Pot, Chance Auction, and Raffles. All proceeds benefit the CARE Committee's efforts. Please note all drawings will occur Thursday afternoon at the Trade Show and entrants must be present to win.

### Thursday, November 16

7:30 a.m. - 9:00 a.m.	Breakfast .....	Hotel Cherokee Ballroom
9:00 a.m. - 4:00 p.m.	Trade Show .....	CC Expo Hall A
	Remember to bring cash to participate in our Split the Pot, Chance Auction, and Raffles. All proceeds benefit the CARE Committee's efforts. Drawings will occur Thursday afternoon at the Trade Show and entrants must be present to win.	
9:00 a.m. - 4:00 p.m.	Yogi Bear Merchandise Purchasing .....	CC Expo Hall A
11:30 a.m. - 1:00 p.m.	Lunch on the Trade Show Floor (all conference attendees and vendors welcome) .....	CC Expo Hall A & Concourse
5:00 p.m. - 7:00 p.m.	Dinner on your own	

### Friday, November 17

7:30 a.m. - 9:00 a.m.	Breakfast .....	Hotel Cherokee Ballroom
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Cocktail attire is requested for the Awards dinner and Presentation on Monday evening. Business casual attire is recommended for all other events. You are invited to dress in Jellystone Park spirit wear on Thursday.

Please note that all scheduled activities are subject to change. Please check the Jellystone Park app for the latest information. Enter "yogisymposium" to login.

# JELLYSTONE PARK™ SYMPOSIUM 2023 SCHEDULE

## WEDNESDAY'S EDUCATION SESSIONS SCHEDULE AND DESCRIPTIONS

### 1:00 p.m. - 2:00 p.m. Education Sessions

- 1. Building Bridges – John Erdman ..... CC Room A**  
The “Building Bridges” education session is designed to help owners and managers build and maintain strong relationships with their customers, suppliers, and partners. In this session, we will discuss the importance of relationship building and share strategies for developing and nurturing these connections over time. We will explore how to effectively communicate, how to build trust and loyalty, and how to collaborate on mutually beneficial initiatives. Additionally, we will emphasize the importance of utilizing these relationships during peak season pressures and challenges, as having a strong network of support can be invaluable during these times. Join us to learn how to build bridges and cultivate relationships that will help your business thrive.
- 2. Off Season, On Point: Planning Activities to Keep Your Guests Happy and Engaged – CARE Committee Members ..... CC Room B**  
In the “Off Season, On Point: Planning Activities to Keep Your Guests Happy and Engaged” education session, we’ll share the secrets to keeping guests active and engaged, even during off-season months when the bears are hibernating. We’ll also highlight the importance of attending CARE, where franchisees come together to collaborate and network while learning new recreation ideas. Additionally, we’ll discuss the importance of utilizing staff members during winter months to tackle projects, even if done remotely, and how to leverage social media and email marketing to promote your off-season events and drive traffic to your location. Join us to learn how to make the most of your off-season potential and keep your guests happy and engaged all year long.
- 3. Ensuring Everyone Can Participate – Hannah Reinke ..... CC Room C**  
Join us for an enlightening session on inclusive recreation, in which we’ll learn to unleash the Yogi Bear™ within every child. Discover strategies to ensure that all participants (from little cubs to older cubs of all abilities) can fully engage in activities. Learn how to remove barriers, promote social interaction, and embrace diverse differences. From universal design to effective communication, we’ll equip you with practical tools to create an inclusive culture where everyone can thrive. Let’s build a picnic-filled haven of memories, laughter, and inclusion at our Jellystone Park locations.
- 4. Jellystone Park™ App 101 – Heather Gere ..... CC Room D**  
This session is specially crafted for new team members and will provide a comprehensive introduction and overview of the Jellystone Park app’s key features. From real-time communication tools to the exciting world of creating custom scavenger hunts, we will empower you with the essential insights and abilities to elevate guest experiences and effortlessly navigate the app’s diverse functionalities. This seminar will also include a comprehensive overview of the dashboard, ensuring you leave with all the knowledge needed to refresh and optimize your app for the upcoming 2024 camping season.
- 5. Campspot..... CC Room E**

### 2:15 p.m. - 3:15 p.m. Education Sessions

- 6. Hibernate to Innovate – John Erdman ..... CC Room A**  
In the “Hibernate to Innovate” education session, we will explore the concept of utilizing downtime in the campground business to focus on areas that can be completed in the off season. By using this approach, we can reduce the stress and workload during the peak season, allowing us to deliver an exceptional guest experience. During this session, we will discuss various strategies and techniques for maximizing productivity during off-season downtime such as developing new marketing campaigns, implementing new technologies, and improving staff training. Join us to learn how to hibernate to innovate and take your business to new heights.
- 7. Recreation CARE Committee Round Table Discussion– CARE Committee ..... CC Room B**
- 8. Merchandise Madness – Camp Jellystone Retail Team..... CC Room C**  
In the “Merchandise Madness” education session, we will explore the importance of effectively merchandising your location’s retail store to maximize revenue potential. We will cover strategies for selecting and stocking a variety of products that cater to the diverse needs and interests of your guests and how to effectively display and promote these products to encourage sales. We will also discuss the importance of staying up-to-date with current retail trends and the latest camping gear to attract new customers and keep returning guests engaged. Additionally, we will highlight the importance of providing exceptional customer service and creating a welcoming retail environment that reflects your location’s brand and values. Join us to learn how to maximize your location’s retail potential and create a memorable shopping experience for your guests.
- 9. CAMP-tivating Content – Marcy Jordan..... CC Room D**  
In the “CAMP-tivating Content” education session, we will explore how to maximize your campground’s social media presence by creating compelling and engaging content. We will discuss the importance of staying up-to-date with social media trends and the wants of your customer base to capture their attention and keep them engaged. During this session, we will cover strategies for creating visually appealing and shareable content as well as how to use social media to drive traffic to your website and ultimately increase bookings. We will also provide tips on how to measure the success of your social media campaigns and adjust your strategy accordingly. Join us to learn how to create CAMP-tivating content and elevate your location’s social media presence.
- 10. Campspot..... CC Room E**

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## 3:30 p.m. - 4:15 p.m. Education Sessions

11. **Sustainability 101**– Melissa Smith ..... **CC Room A**  
We hear a lot about being more sustainable in our lives but does that mean. In this session, we will discuss how to engage employees and guests in reducing their environmental impacts in meaningful and sustainable ways. This session will also discuss how to prepare for new GHG reporting requirements that will be impacting businesses across the globe.
12. **Innovating and Engaging the Next Generation at Jellystone Park** – Moriah Abbott, Derek Schultz, Kaycee Butt ..... **CC Room B**  
This session is dedicated to exploring creative ways to connect with younger guests through cutting-edge tools and activities that cater directly to their interests and learning preferences. We will dive into the latest trends in recreational technology such as interactive games and digital scavenger hunts, all designed to keep the younger age ranges excited and involved in camp activities. Discover how to seamlessly integrate these innovative tools into the camping experience, fostering a sense of wonder, exploration, and active participation among our young guests. Together, let's ignite the joy of learning and create unforgettable memories for the next generation of guests at Jellystone Park.
13. **Revenue-Generating Ideas Round Table** – Rachael Stine, Alley Lawlor, Alex Kovlchak ..... **CC Room C**  
Come with new ideas to share and questions to ask.
14. **The Bear Essentials: Navigating Franchise Standards with Style** – DezaRae Beers, Chelsey Schreiber, Hannah Reinke..... **CC Room D**  
In this exciting course, we'll take you on a journey through the captivating world of franchise brand standards, all with a touch of panache. Whether you're an aspiring franchise owner or a seasoned pro, you'll find this class an exhilarating ride. Unearth the secrets of brand consistency while embracing your inner creativity. We'll cover everything from logos to customer interactions, helping you strike the perfect balance between standards and individuality. Join us for a bear-y exciting exploration of franchise branding and learn how to infuse your unique style into every aspect of your location. By the end of this session, you'll be ready to elevate your franchise to a whole new level of success.
15. **Campspot**..... **CC Room E**

## 4:15 p.m. - 5:00 p.m. Education Sessions

16. **Jellystone Park App 201** – Heather Gere ..... **CC Room A**  
In this advanced session, we'll dive deeper into some of the newest features of the Jellystone Park app and showcase ways your team can enhance your location's presence on the Jellystone Park app by creating your own interactive map to guide guests directly to their site or adding custom welcome and instructional videos for each site/cabin/attraction. We'll also discuss some of the new features coming to the Jellystone Park app in 2024 and share innovative ways to keep guests engaged during the offseason and drive bookings for the following year.

