



CONFERENCE THEME

研讨会主题

Creating Excellence: Beyond
Boundaries in Themed
Entertainment

创造卓越：超越主题娱乐的界限

WHEN & WHERE

时间 & 地点

September 9, 10 2024

2024年9月9日, 10日

Hong Kong Disneyland Resort.

香港迪士尼度假区

The themed entertainment industry is constantly evolving, pushing the boundaries of storytelling and guest experience. This call for papers seeks innovative ideas that explore the future of themed entertainment, with a focus on **co-creation, exceptional quality, and the seamless integration of diverse experiences.**

主题娱乐产业在不断发展，不断突破故事讲述和游客体验的界限。本次征文旨在寻求创新理念，探索主题娱乐的未来，重点关注**共同创造、卓越品质以及多样化体验的无缝结合。**

Key Themes:

关键主题：

- **Immersive Fusion:** How can themed entertainment experiences be blended with other leisure activities to create something entirely new?
- **沉浸式融合：**主题娱乐体验如何与其他休闲活动融合，创造出全新的体验？
- **The Power of Collaboration:** How can we integrate guest perspectives into the creative process to foster deeper engagement?
- **协作的力量：**我们如何将客人的视角观点融入到创意过程中，以促进更深层次的参与？
- **Redefining Inclusivity:** How can themed entertainment cater to a wider audience, considering cultural sensitivities and global perspectives?
- **重新定义包容性：**考虑到文化敏感性和全球视角，主题娱乐如何迎合更广泛的受众？
- **Tech-Powered Storytelling:** How can technology bridge the gap between themed entertainment, retail, and marketing to create a unified and immersive experience?
- **科技驱动的故事讲述：**科技如何弥合主题娱乐、零售与营销之间的鸿沟，创造统一的沉浸式体验？

We invite submissions that explore these themes and others that push the boundaries of themed entertainment excellence.

我们邀请您提交探索这些主题或其它主题的作品，突破主题娱乐的极限。

Possible areas of exploration:

可选的探索领域：

- **"Co-Creating" the Future:** Innovative ways to involve guests in the design and development of themed experiences.

We encourage submissions that are:

我们鼓励提交以下内容：

- **Forward-thinking:** Explore innovative concepts and emerging trends in the themed entertainment industry.
- **前瞻性思维:** 探索主题娱乐行业的创新理念和新兴趋势。
- **Actionable:** Provide practical strategies and solutions for implementing new ideas.
- **可实现性:** 为这些新想法提供切实可行的策略和解决方案。
- **Globally relevant:** Consider the cultural and technological landscape of a diverse audience.
- **全球相关性:** 考虑不同受众的文化和技术背景。

BACKGROUND

背景

The conference co-chairs will curate a program based on a review of responses to this Call for Papers, emerging industry trends and hot topics, and invited speakers whose perspectives will support the overall theme and more. Using the conference theme as a lens, the program will address how Storytelling, Architecture, and Technology unite in the creation of compelling Experiences (S+A+T=E).

研讨会联合主席们将根据本次征文的回应、新兴行业趋势和热门话题策划一个计划，并邀请观点支持整体主题的演讲者。以研讨会主题为视角，探讨如何将讲故事、建筑和科技结合起来，创造引人入胜的体验 (S+A+T=E)。

As they explore the theme speakers are encouraged to also consider:
在探讨主题时，鼓励演讲者考虑：

- ***“共创未来”:** 以创新的方式让游客参与到主题体验项目的设计和开发中。
- **Beyond the Ride:** Blending themed entertainment with other leisure activities (museums, sports, shopping) for a richer experience.
- **超越骑乘:** 将主题娱乐与其他休闲活动（博物馆、体育、购物）相结合，以获得更丰富的体验。
- **The Guest as Storyteller:** Utilizing technology to empower guests to actively participate in the narrative of a themed experience.
- **游客为故事主讲人:** 利用科技激发游客主动参与到主题体验项目的故事叙述中。
- **Designing for All:** Strategies for creating culturally sensitive and inclusive themed entertainment experiences.
- **为所有人设计:** 创造具有文化敏感性和包容性的主题娱乐体验策略。
- **The Themed Entertainment Nexus:** Using technology to create seamless connections between themed entertainment, retail, and marketing.
- **主题娱乐连结:** 利用科技在主题娱乐、零售和营销之间建立无缝连接。

- Navigating cultural differences
- 克服文化差异
- Community engagement
- 社区参与
- Mixed use spaces
- 混合使用空间
- Cause-driven experiential marketing
- 有因素驱动的体验式营销
- Cultural authenticity
- 文化真实性
- Global perspectives
- 全球视野
- Inclusive processes and experiences
- 包容的流程和体验

Speakers are invited to speak at SATE because they are industry experts, trend-setters, and specialists in their field and on the topic being presented. The most successful presenters are those that take a broader look at what is happening inside and outside the industry to share projects and developments that will illustrate the theme as it relates to their topic.

演讲者受邀在 SATE 上进行演讲，因为他们是行业专家，潮流引领者，以及各自领域和所演讲主题的专家。最成功的演讲者是那些从更广泛的角度看待行业内外发生的事情、分享项目和发展的人，这些项目和发展将说明与他们的话题相关的主题。

Presentations may be made by a single speaker or by a moderated group of speakers.
演讲可以单人进行，或有主持人访问的一组发言者进行。

The Themed Entertainment Association is committed to diversity, equity, and inclusion in all our programing. We are actively seeking to increase the diversity of our attendees, speakers, and sponsors. Diversity is being addressed through our call for proposals and dialogue within our industries and other communities we serve. This is an on-going process and is the focus of our program's chairs.

主题娱乐协会致力于所有节目的多元化、公平性和包容性。我们正在积极寻求增加与会者、演讲者和赞助商的多样性。我们正在通过在我们的行业和我们服务的其他社区内征求建议和对话来实现多元化。这是一个持续的过程，也是我们项目主席们关注的重点。

So, if you are excited about contributing to this program and you feel you do not perfectly align with all the qualifications or criteria, we encourage you to submit your ideas.

因此，如果您对参与该计划感到兴奋，但可能觉得自己并不完全符合所有资格或标准，我们鼓励您提交您的想法。

SUBMISSION REQUIREMENTS

提交要求

If you are interested in giving a presentation that relates to this year's theme of "Creating Excellence: Beyond Boundaries in Themed Entertainment," please provide the following information to satepresentations@teaconnect.org no later than **Tuesday June 11, 2024**. Presentations may be made by a single speaker or by a moderated group of speakers. Please note "Speaker Background" applies to all speakers.

如果您有兴趣参与与今年的主题“创造卓越：超越主题娱乐的界限”相关的演讲，请在 **2024 年 6 月 11 日星期二之前**向 satepresentations@teaconnect.org 提供以下信息。可以单人演讲或由主持人访问的一组发言者演讲。请注意“演讲者背景”适用于所有演讲者。

Speaker Background

演讲者背景

- Speaker name(s)
- 演讲者姓名
- Speaker bio(s) (<100 words)
- 演讲者简介 (<100字)
- Professional title(s)
- 职位
- Organization/Company
- 组织/公司
- Email address
- 电子邮箱
- Phone number
- 电话号码
- List of relevant speaking experience
- 与演讲内容相关的履历清单
- Indicate whether you have spoken at a previous SATE or other TEA event
- 表明您是否曾在之前的 SATE 或其他 TEA 活动中发表过演讲

Presentation Info

演讲信息

- Title of presentation
- 演讲标题
- 150-200-word description including goals and connection to conference theme
- 150-200字的描述，包括演讲目标和与会议主题的联系
- Presentation outline
- 演讲大纲
- A description of how you will present your topic in an innovative manner and a list of any special A/V or technical requirements*
- 描述您将如何以创新的方式呈现你的主题，并列出具体的特殊需求的声音影像设备或技术要求*

***Please note your presentation submission will be assessed as much on content as the means of delivery.** How do you plan to show, not tell? What are the innovative and/or alternative methods you will employ to demonstrate your ideas beyond the typical PPT format? Don't know how to pull it off? Your conference co-chairs will help as much as they can, but you are responsible for any production costs beyond the usual conference infrastructure.

*请注意，您提交的演示文稿将根据内容和呈现方式进行评估。你打算如何展示主题，而不是仅仅讲述？除了典型的 PPT 之外，您将采用哪些创新以及/或替代方法来展现您的想法？不知道如何实现？您的研讨会联合主席将尽力提供帮助，但您需要承担超出常规会议基础设施的制作成本。

Additional requirements:

其它要求：

- Strive for diversity of team and diversity of thought
- 努力实现团队多样化和思想多元化
- Speakers should be available for both days of the conference to allow for flexibility in scheduling.
- 演讲者应该在会议的两天都有空，以便在日程安排灵活。
- Presentations should be no more than 20 minutes in length. Exceptions will be made for some panels and shorter "bite-sized" content.
- 演讲长度不应超过20分钟，一些专题讨论组和较短的内容除外。
- Visual content must be formatted to a 16:9 ratio (eg. not 4:3) and be high resolution so that it does not appear blurry when projected.

- 视觉内容的格式必须为16:9（不是4:3）并且具有高分辨率，以便投影时不会显得模糊。
- Speakers may not recycle material from previous presentations unless done so with a substantive new spin and must have permission to use the content they share.
- 演讲者不得重复使用以前演讲中的材料，除非具有实质性的修改，并且必须获得使用其共享内容的许可。
- Speakers should avoid self-promotion, balance own work with examples of others.
- 演讲者应避免自我推销，平衡自己的工作和例举他人的。
- To align with other similar conferences and events, TEA is now charging speakers a registration fee to cover hard costs including meals. For SATE Hong Kong, speakers will be eligible for a reduced registration rate of 50%. This does not include any extra ticket items that may be offered during the conference.
- 为了与其他类似的会议和活动保持一致，TEA 会向确认的演讲者收取门票注册费，以支付包括餐费在内的硬成本。对于 SATE 香港，演讲者可以享受 50%的折扣，这不包括研讨会期间可能提供的任何额外门票项目。