

2 Part Seminar

“Opening Your First Fright Attraction: How Hard Could It Be?”

Presented by: *Leonard Pickel, Hauntrepreneurs(R) Haunt Design and Consulting*

Synopsis: A Comprehensive Overview of Various Concerns Relating To a “First Time” October Seasonal Production.

Part 1

Decide That You Really Want To Open A Haunt?

Owning A Business Is NOT For Everyone

Long Hours For Low Pay

Dealing With Actors

Dealing With The Public

Dealing with Building & Fire Officials

Decide That You Really Want To Open A Haunt?

Write A Business Plan That Works - What Will It Cost You To Build?

How Much For Rent

For Labor

For Utilities

For Advertising

How Much Can You Charge?

How Many Tickets Can You Sell?

Set A Concrete Detailed Itemized Budget

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2 Part Seminar

Advertising

Sound

Construction

Payroll

Paint

Tickets

Screws

Fog Juice

Labor

Striking the Show

Shipping

Lighting

Do Your Homework

Go To Gatherings, Conventions, Seminars

Buy Books, Buy Magazines, Buy DVD's

Experience The Best Haunts In The Country

Buy A Copy Of The Code Book, And Read It!

Assembly Occupancy

Special Amusement Building

Search For A Location

Look For Buildings, Raw Property, Parking Lots

Does It Have Parking, Visibility, Utilities, Access?

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Does The Building Have A Sprinkler System? Fire Alarm?

Check For Proper Zoning

Location Tips

Find A Venue That Needs A Halloween Event!

Water Park

Amusement Center

Museum

Flea Market

Destination Resort

Campground

Build A Brand

Develop A STORYLINE

Stay Away From Licensed Characters

Come Up With A Name

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Come Up With A Logo and Graphics

Come Up With A Signature Character

Build A Website

Build A Social Media Following

Twitter

YouTube

Facebook

Google

Instagram

Yelp

Don't Miss the All Day Monday Seminar - Jan. 15, 2018 9:00am – 4:30pm

"Hands-on Advanced Fright Attraction Design"

By Leonard Pickel, Hauntrepreneurs.com Themed Attraction Design and Consulting

<http://hauntcon.com/attend/advanced-all-day-workshops/>

Bring your building plan and leave the hands-on workshop with a functional haunted house design layout for your location.

Fee Required, Limited Seating, includes all materials and lunch.

Design The Attractions!

Design the Scare Into the Room!!

Locate Exits

Doors Must Open in the Direction Of Travel

Egress Corridor

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"You Don't Have To Fill it!"

Stay Away From Expensive Animations

Design For High Throughput (700 Per Hour Or Higher)

Use Effective Tried And True Scares

Push The Envelope

Triangular Grid System

Structurally Sound

Stores in Less Space

Increases Confusion

More Haunt/Less Space

Quick Setup/Strike

Free Standing

To Be Continued...

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Part 2

How Hard Could It be?

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Talk To Building And Fire Departments

Are They Willing To Work With You?

Do They Feel That You Can Do A Haunt In The Location You Picked?

Will you be required to Have a Sprinkler System?

Arrange Funding

Friends, Family, Savings Account!

Find A Partner

DO NOT!

Mortgage Your Home

Use Your Life Savings

Go To A Loan Shark

Document Your Design and Apply For Permit

Create A Professional Looking Set Of Drawings

Site Plan

Floor Plan

Electrical Plan

Evacuation Plan

Apply For The Permit As Early As Possible

Call For Inspections With Time To Make Changes

Advertise the Haunt

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Social Media

Radio And Billboards

PR Stunts

Constant Press Releases

Bulk The Marketing Early

Build the Haunt

Panels Not Walls

Build What Is On The Drawings

Be Creative, Find Stuff That Is Cheap Or Free

Build the Haunt

Call For Inspection

Recruit, Train, Hire Actors

Call For Open Auditions

Colleges, Drama Clubs

Temp Agencies

Volunteers vs. Employees

Set Up Ticket Booth

Have Access to Change

Numbered Tickets

Drop Safe, Or Place To Put Your Cash

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Have Plenty Of Ticket Sellers

Consider Timed Ticketing

Then Pray...

For Good Weather

For A Poor Baseball Season

That Your Marketing Works

That You Can Handle the Crowds

They Don't Start Road Construction

Tips & Tricks

Multi-Element Event

Dynamic Ticketing

Lay Down The Panels

White Is The New Black

Questions?

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