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

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>Payroll</td>
</tr>
<tr>
<td>Paint</td>
<td>Tickets</td>
</tr>
<tr>
<td>Screws</td>
<td>Fog Juice</td>
</tr>
<tr>
<td>Labor</td>
<td>Striking the Show</td>
</tr>
<tr>
<td>Shipping</td>
<td></td>
</tr>
<tr>
<td>Lighting</td>
<td></td>
</tr>
</tbody>
</table>

**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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**Leonard Pickel**

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[www.hauntentrepreneurs.com](http://www.hauntentrepreneurs.com)
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
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
“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
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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www.facebook.com/leonard.pickel www.twitter.com/leonardpickel
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
Seminar: “Getting Started!” Page 8

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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