



Inaugural Meeting

Wednesday 23rd April 2025

10:00am – 5:15pm

Tulleys Farm, Turners Hill, Crawley, West Sussex, RH10 4PE

Agenda/Programme (subject to change)

10.00 - 10.45 – Arrival, Coffee, Networking

10.45 - 11.15 – HSAA Origins and Objectives

- Meet the founders and learn about their attractions
- Introductions from scare attraction operators attending

11.15 - 11.45 Background to Tulleys

11.45 - 12.00 Coffee

12.00 - 12.30 - Marketing Europe's largest Scream Park!

- Marketing budget
- Selling tickets out of season & ticket strategies
- PR, Press, Social Media, Influencers

12.30 - 13.00 – Promoting Safety in scare attractions

- HSAA Guideline document
- Working with the EIF – The Purple Guide to include Scare Attractions

13.00 - 13.45 Lunch

13.45 - 14.15 Creating a scare attraction

- Safety first, Fire Exits, Actors inside
- Materials, Weatherproofing, Theming
- Where to start ...

14.15 - 14.35 – Recruitment tips & tricks – Fear Avon Valley

- How we recruit, train and manage scare actors

14.35 – 15.15 – What makes Shocktober Fest tick

- Security / Medical systems
- The metal village hub
- Operational team that sits behind the event each night

15.15 – 15.35 Self Service Kiosks - Fusemetrix

- Applications for F&B, upselling Fast Tracks and more

15.35 - 16.00 Refreshments

16.00 - 16.45 Tour around Shocktober Fest

16.45 – 17.15 Wash Up and Q&A Session

- HSAA going forward – priorities and next actions

17.15 - A visit to Tulleys Tulip Festival

- Festival closes at 8:00pm